



## CEPA Fair Event – COP 13

**#together possible -  
Collaborating to achieve  
Aichi Biodiversity Target 1**



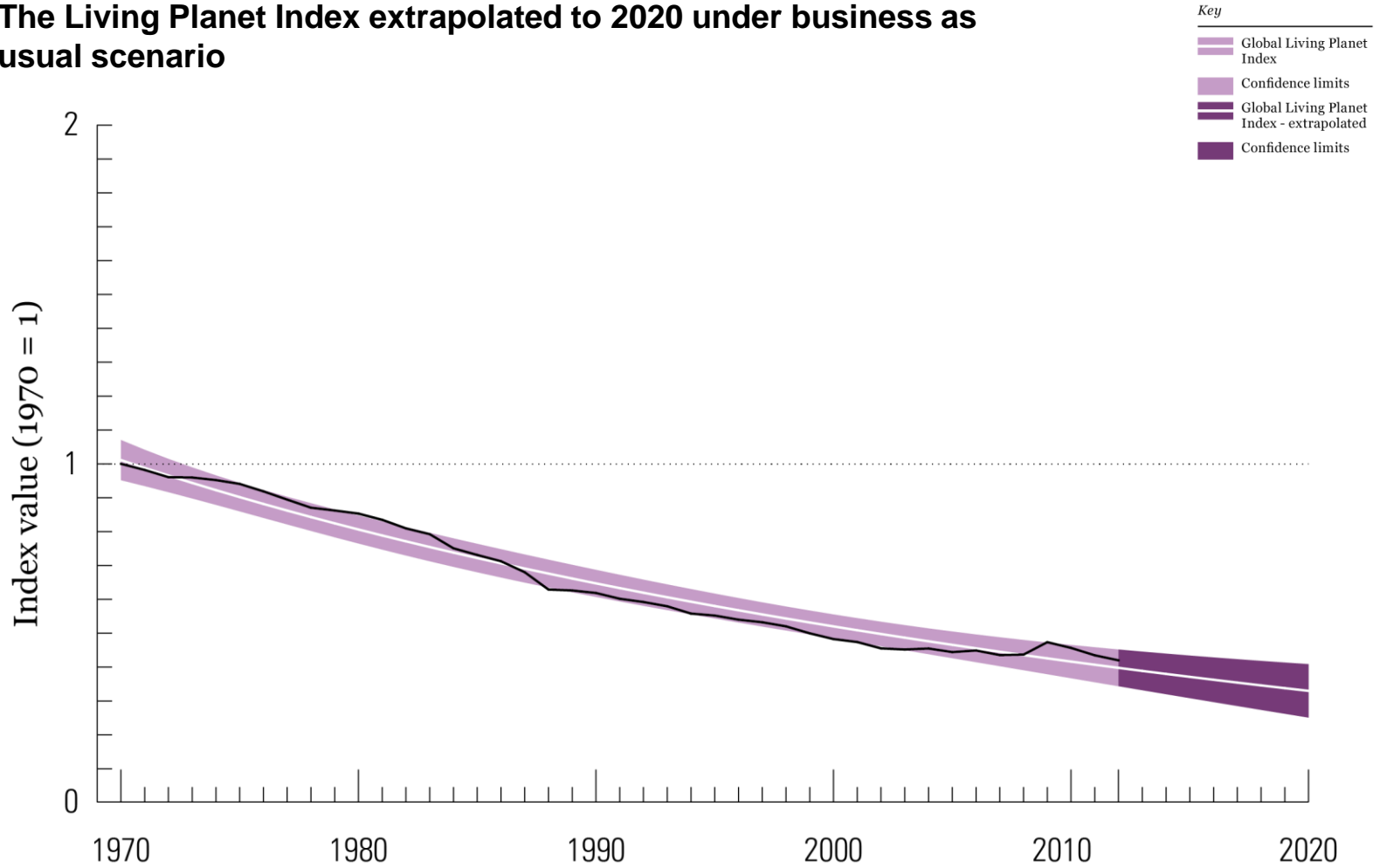
# Living Planet Report 2016

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Risk and resilience in a new era



### The Living Planet Index extrapolated to 2020 under business as usual scenario





## WWF – in alignment with the SCBD

WWF is one of the world's largest and most respected independent conservation organizations, with over 5 million supporters and a global network active in over 100 countries.

WWF's mission is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.





## ABT1 – time for bold and collective action

- As a member of the global community and the CBD IAC, we will collaborate on, optimize communications efforts
- As a Network, WWF will bring the weight of our unique local-to-global Network to bear and drive biodiversity issues with flagship products
- We drive powerful, influential partnerships, innovative solutions, sustainable financing, large-scale mobilization

A photograph of a cyclist in a blue and yellow jersey, wearing a helmet and sunglasses, with both arms raised in a celebratory gesture. The cyclist is in the foreground, and other cyclists are visible in the background, some also with their arms raised. The scene is set at night with some artificial lighting.

**“Earth Hour  
reminds us that  
we all have a  
role to play.”**

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**Ban Ki-moon**  
UN Secretary-General





178



COUNTRIES & TERRITORIES PARTICIPATED

9

COUNTRIES AIMING FOR POLICY CHANGES



12,700+  
LANDMARKS & MONUMENTS SWITCHED OFF THEIR LIGHTS



472

AMBASSADORS & INFLUENCERS RAISED THEIR VOICE FOR THE CAUSE



# Earth Hour 2016 Statistics



2,427,929

ACTIONS TAKEN DURING EARTH HOUR 2016

## EFFORTS TO CHANGE CLIMATE CHANGE

### CONSERVATION THEMES INCLUDES:



WATER



FORESTS



SUSTAINABLE CONSUMERISM



RENEWABLE ENERGY



WASTE MANAGEMENT



SUSTAINABLE FOOD & AGRICULTURE

### DIGITAL REACH



133,000+  
EVENTS CREATED ON DIGITAL MAPS

### 26 COUNTRIES LISTED ON DONATE YOUR SOCIAL POWER PLATFORM



853,493

VIEWS OF EARTH HOUR 2016 OFFICIAL VIDEOS JAN - MAR 2016

2.5 BILLION #

IMPRESSIONS OF EARTH HOUR CAMPAIGN HASHTAGS ON TWITTER BETWEEN JAN - MAR 2016

TRENDED IN  
33  
COUNTRIES DURING EARTH HOUR



958,447

VISITS TO EARTH HOUR WEBSITES BETWEEN JAN - MAR 2016





# APPS FOR EARTH

**HELP THE PLANET. ONE APP AT A TIME.**

Apple and WWF are working together with some of your favorite apps to protect life on our planet.





PARTNERSHIP WITH APPLE



# APPS FOR EARTH

From April 14-24, 2016, WWF and Apple teamed up with the developers of 27 apps on Apps for Earth. The developers donated 100% of the proceeds from specific app or in-app purchases.

## 17 Games



Top row, from left to right: Candy Crush Soda Saga, Hay Day, MARVEL Contest of Champions, Star Wars Galaxy of Heroes, Hearthstone: Heroes of Warcraft, Sim City BuildIt. Second row: Disney Infinity Toy Box 3.0, Jurassic World, The Earth by Tinybop, Kendall and Kylie, Trivia Crack, Cooking Dash 2016. Third row: Angry Birds 2, Dragon City Mobile, Best Fiends, LINE: Disney Tsum Tsum, Cut the Rope Magic







# Together, saving our shared heritage



Chelsea Clinton

2 June · 🌐

Heartbreaking to hear that Tanzania's largest game reserve is at risk to lose all elephants to poaching in 6 yrs: <http://bbc.in/1Uwzud6>



Tanzania's Selous reserve 'could lose all elephants' by 2022 - BBC News

Elephants in Tanzania's largest game reserve, Selous, could be wiped out within six years because of "industrial scale poaching", the WWF warns.

BBC.COM

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2.8k

Top comments



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## TOGETHER, SAVING OUR SHARED HERITAGE

World Heritage sites belong to all of us. We must safeguard the benefits they provide.

### SAVE THE DOÑANA WETLAND

This home to millions of birds is drying out. [Act now.](#)

← 1/3 →



Fanny Douvere

@Fdouvere

Following

#Belize suspends oil exploration near Belize Barrier Reef Reserve System #WorldHeritage site after public outcry: [bit.ly/2dHFB2z](http://bit.ly/2dHFB2z)



OECD BusinessFinance

@OECD\_BizFin



Follow

No-Go commitment WWF calls industry not to explore or mine in #WorldHeritage sites [bit.ly/22h8n7K](http://bit.ly/22h8n7K) #OECDrbc



RETWEETS

19

LIKES

9





o u r p l a n e t



NETFLIX

SILVERBACK







# Thank you

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[panda.org](http://panda.org)