WWF

Mission

To stop the degradation of the planet’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
- Promoting the reduction of pollution and wasteful consumption
Population growth

Total, Urban & Rural Population (in '000s)

Source: United Nations, Department of Economic & Social Affairs, Population Division, Populations Estimate & Population Projections Section

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WWF

Global initiatives

Amazon      Arctic  Coral Triangle  Forest Carbon  Climate & Energy

Green Heart of Africa  Heart of Borneo  Market Transformation  Tigers  Smart Fishing

Living Himalayas  Coastal East Africa  China for a Global Shift
Market Transformation Initiative
2020 Goals

- More than 75% of global purchases of WWF Priority Commodities sourced from WWF Priority Places meet acceptable standards

- More than 25% of global purchases of WWF Priority Commodities meet acceptable standards
### Priority Commodities

<table>
<thead>
<tr>
<th>Palm Oil</th>
<th>Timber</th>
<th>Tuna</th>
<th>Pulp &amp; Paper</th>
<th>Sugarcane</th>
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</thead>
<tbody>
<tr>
<td>Soy</td>
<td>Beef</td>
<td>Pelagic Fish</td>
<td>Tropical Shrimp</td>
<td>Cotton</td>
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<tr>
<td>Biofuels</td>
<td>Farmed Salmon</td>
<td>Whitefish</td>
<td>Farmed Shrimp</td>
<td>Dairy</td>
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The approach

Consumers
Persuade 7B consumers?

Supply Chain
About 300-500 companies control approx 70% of choice

Retailers
Buyers
Brands
Manufacturers
Traders
Processors

Investors

Greatest Point of Leverage

Primary Producers/extractors
Engage with 1.5B producers?

Reduce the threat
### Places, commodities & companies

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<th></th>
<th>Biofuels</th>
<th>Cotton</th>
<th>Beef</th>
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<th>Sugarcane</th>
<th>Fisheries</th>
<th>Timber</th>
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<td>Great Barrier Reef</td>
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</tbody>
</table>

*About MTI*

**Places, commodities & companies**

- Amazon
- Coral Triangle
- Borneo
- Great Barrier Reef

**Commodities**

- Biofuels
- Cotton
- Beef
- Palm Oil
- Soy
- Sugarcane
- Fisheries
- Timber

**Companies**

- Cargill
- Nestle
- JBS
- ADM
- Louis Dreyfus
- Bunge
- ED&F Man
- Walmart
- Unilever
- Wilmar
- Rabobank
- Coca-Cola
- McDonald's
- Kraft
- Starbucks
- Olam
Tipping point

Our research shows that by shifting 20% of demand, we can shift up to 50% of production.

Source: WWF (2012) Better Production for a Living Planet
Standards & Certification

- **Mature**
  - FSC
  - Marine Stewardship Council
  - Certified Sustainable Palm Oil

- **Developing**
  - Roundtable on Responsible Soy
  - Bonsucro

- **Emerging**
  - Better Cotton Initiative
  - Sustainable Beef
  - Roundtable on Sustainable Biofuels
Our work in Australia

• Beef
• Sugar
• Seafood
• Forest products
• Palm oil
• Financial services
Sugar

- Reduce environmental impact of sugar cane production
- Increase farm economic return
- Enhance regional community
Project Catalyst

- Coca-Cola Company
- 78 sugarcane farmers
- Natural Resource Management groups
- State & Federal Governments
Great Barrier Reef

- World’s largest living organism
- Under threat
- Fertilizer & chemical run off
- Sediment
Results

• 19 to 78 farmers

• Improved water quality on 101,000 mega litres

• Reduced nutrient pollution by 60%

• Reduced herbicide pollution by 95%
“WWF can’t do this by ourselves, cane farmers can’t do this by themselves and Coca-Cola can’t do this by themselves. But as a group, when we work together, that’s just so powerful.”

Rob Cairns, WWF
Thank you

www.panda.org