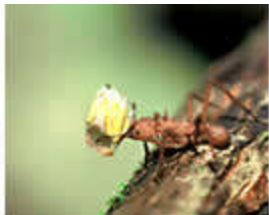




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# Is Reputation Manageable?

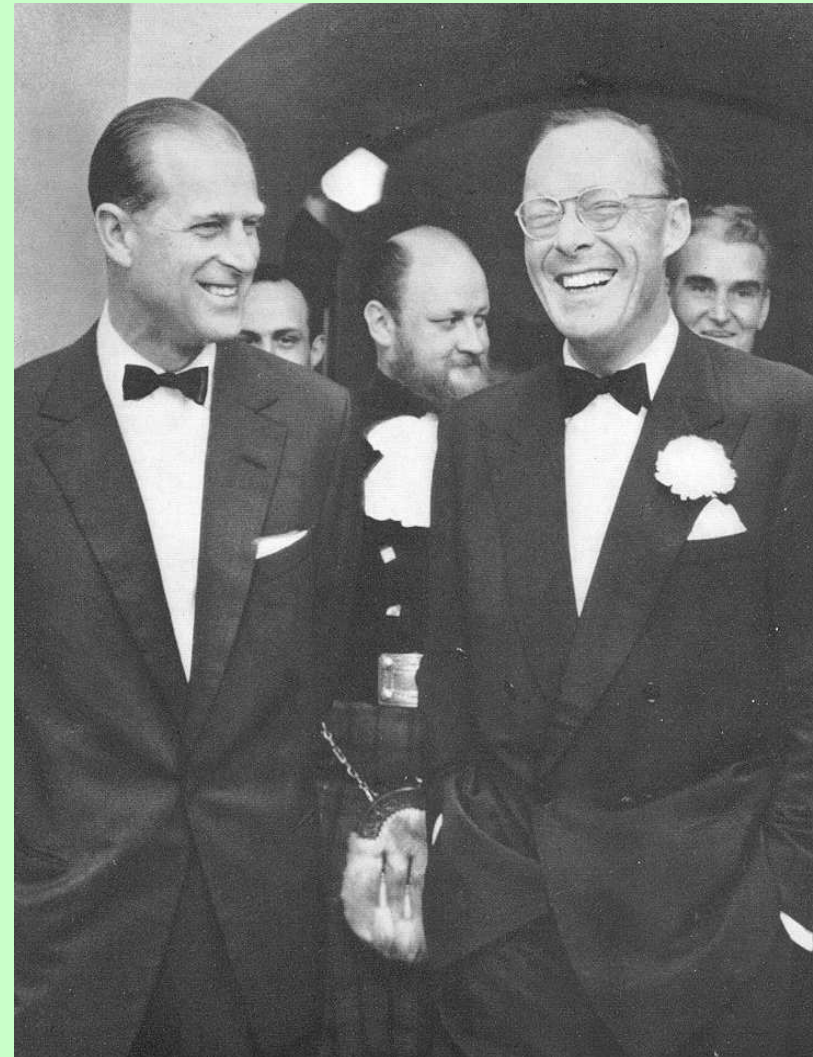
**Dr Claude Martin**  
**Director General**



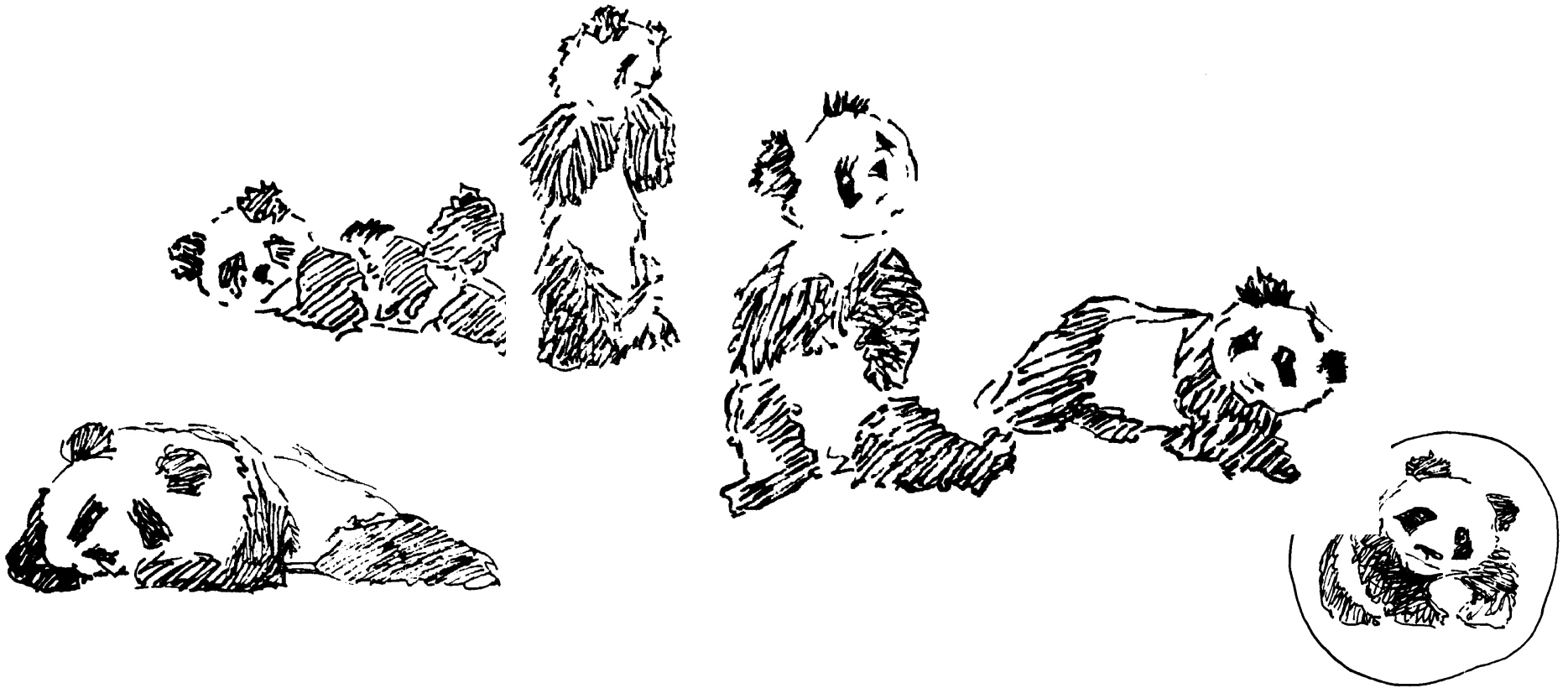
## WWF: The Purpose

Main objective (Deed of Foundation 1962):

**“... for the conservation of world fauna, flora, forests, landscape, water, soils and other natural resources...”**



***The evolution of the panda symbol, created in  
1961 by Sir Peter Scott after a sketch by Mr  
Gerald Watterson***



# Evolution Of WWF Logo

1961



1978



1986



1999



WWF-US



## Was The Founders' Vision Narrow?

HRH The Prince of the Netherlands (1965) :

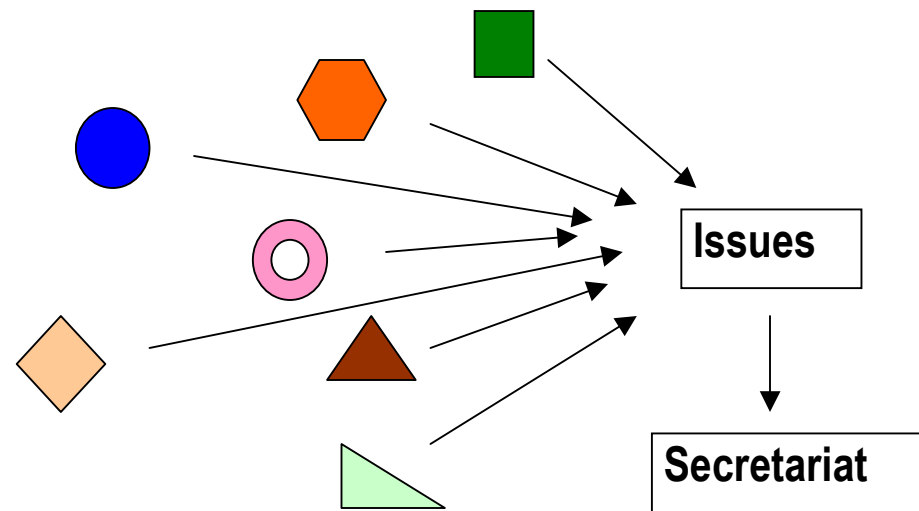
"Twentieth-century man has the power in his hand undreamed of a generation ago, to alter the natural world around him....

*We must expand the concept of conservation to meet the imperious problems of the New Age. We must develop new instruments of foresight and protection and nurture, in order to recover the relationship between man and nature...  
(John F. Kennedy)*

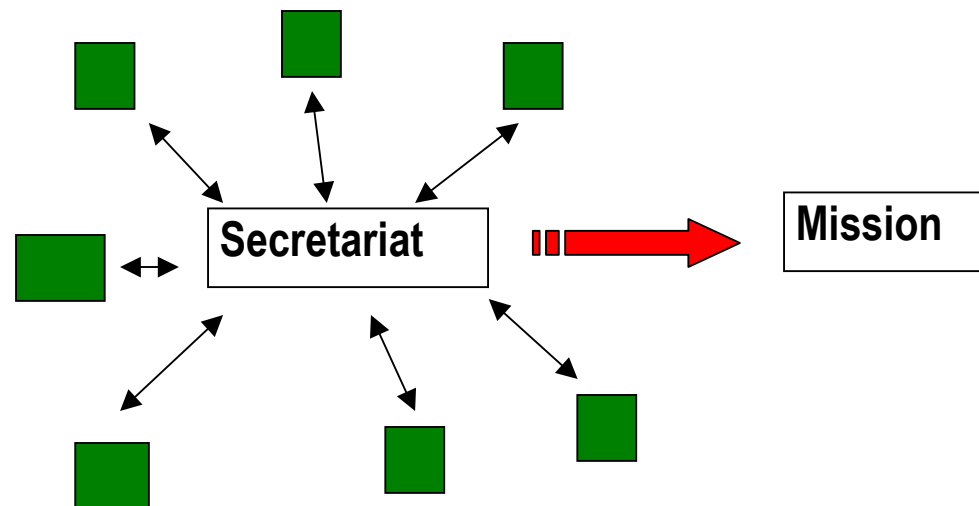
Just such an instrument is the World Wildlife Fund..."

# Organizational Forms

Union or Federation = independent members/ bodies sharing a (roughly) common purpose



WWF = an organization of internationally coordinated affiliates and programmes



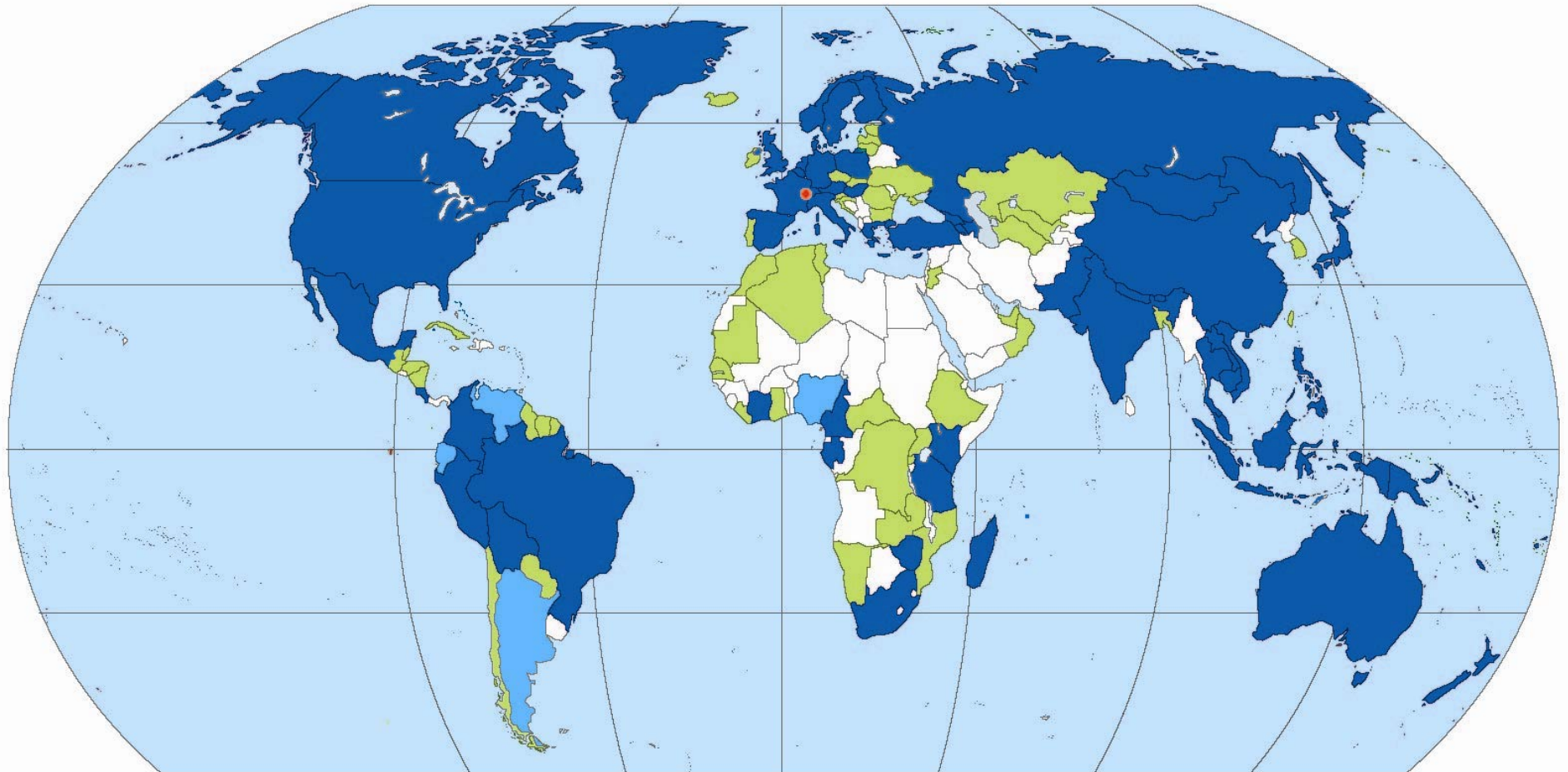


Credit: UN photo

## **What is WWF Today?**

- **A large, independent, international conservation organization**
- **Consisting of 30 National Organizations (NOs), 22 Programmes Offices (POs), 4 Associates and a number of other offices, coordinated and serviced by the International Secretariat**
- **Has 5.2 million regular supporters and is active in about 100 countries around the world**
- **Total Network income of CHF 608 million (FY 2004)**
- **Employs over 4000 staff around the world**

## WWF Presences Around the World - April 2004



Countries with :    ■ WWF Offices    ■ Associate Organizations    ■ Active Projects    ● International Secretariat

The material and the geographical designations on this map do not imply the expression of any opinion whatsoever on the part of WWF concerning the legal status of any country, territory, or area, or concerning the delimitation of its frontiers or boundaries.

## **Guiding Principles (Core Values)**

**WWF will :**

- **be global, independent, multi-cultural and non-party political**
- **use the best available scientific information to address issues and critically evaluate all its endeavours**
- **seek dialogue and avoid unnecessary confrontation**
- **build concrete conservation solutions through a combination of field-based projects, policy, capacity building and education**

## **GUIDING PRINCIPLES (Cont'd)**

- **involve local communities and indigenous peoples in the planning and execution of its field programmes, respecting their cultural as well as economic needs**
- **strive to build partnerships with other organizations, governments, business and local communities to enhance its effectiveness**
- **run its operations in a cost-effective manner and apply donors' funds according to the highest standards of accountability**



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# LIVING PLANET REPORT 2004

Fig. 1: LIVING PLANET INDEX, 1970-2000

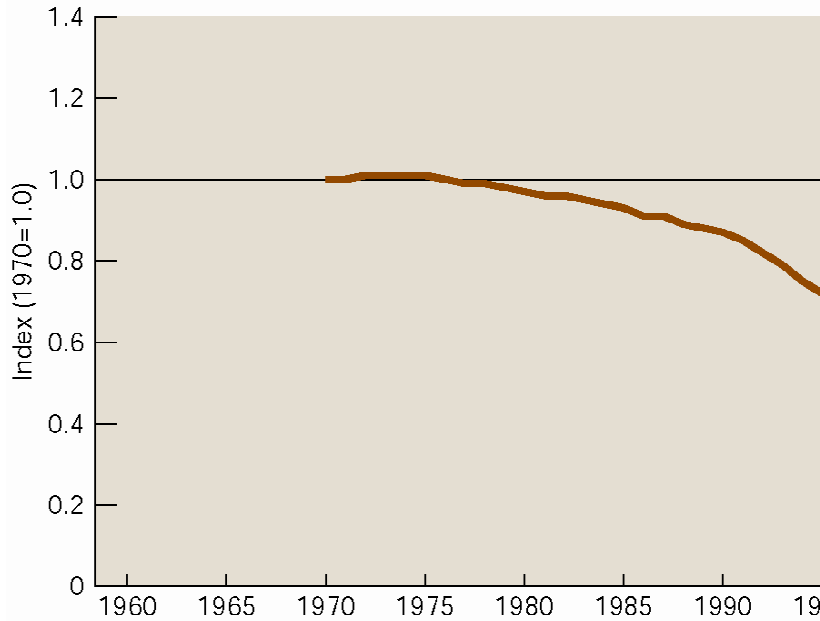
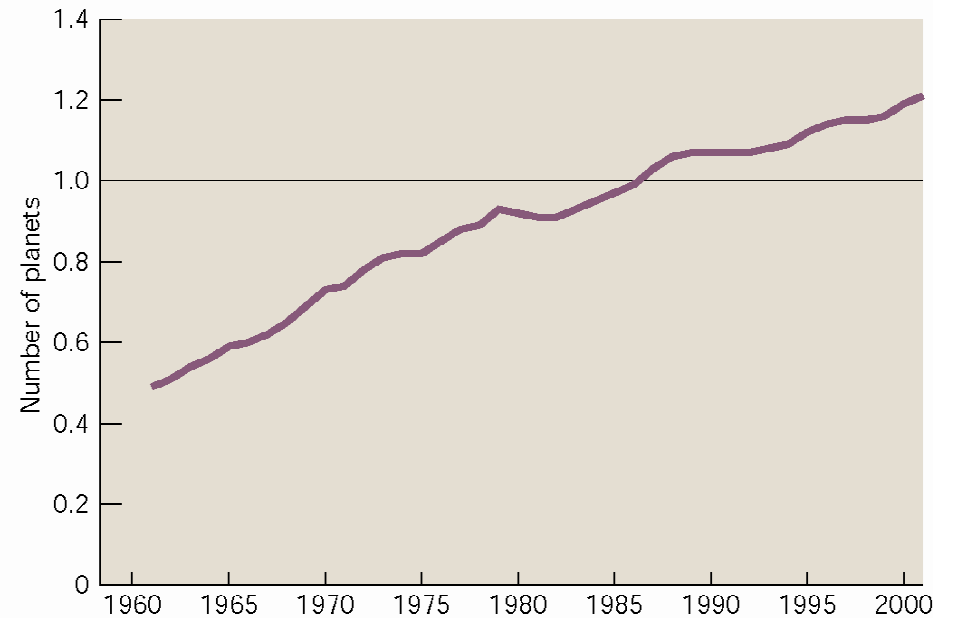
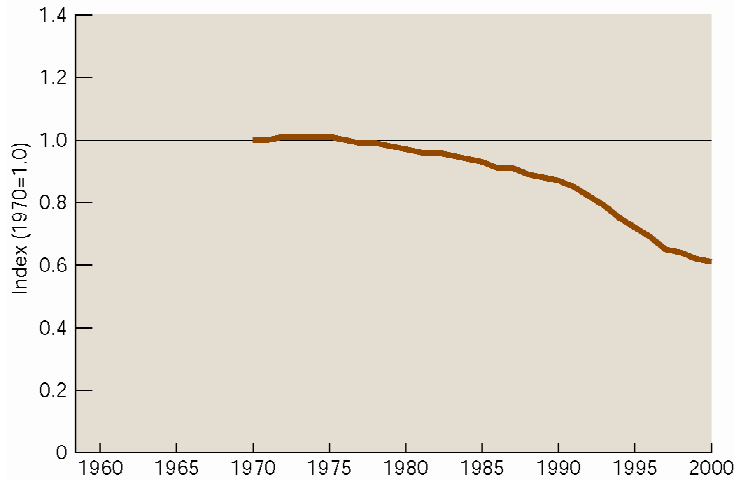


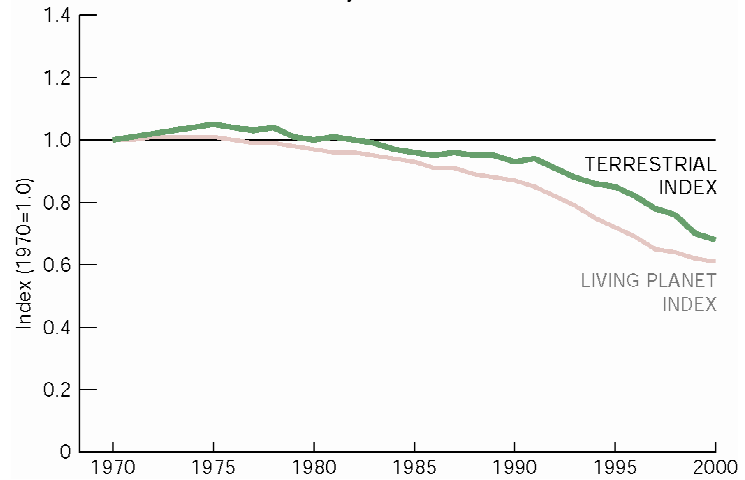
Fig. 2: HUMANITY'S ECOLOGICAL FOOTPRINT, 1961-2001



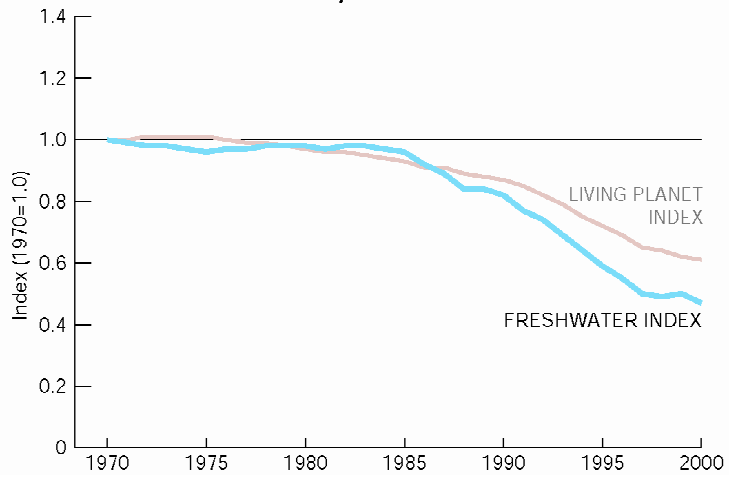
**Fig. 1: LIVING PLANET INDEX, 1970-2000**



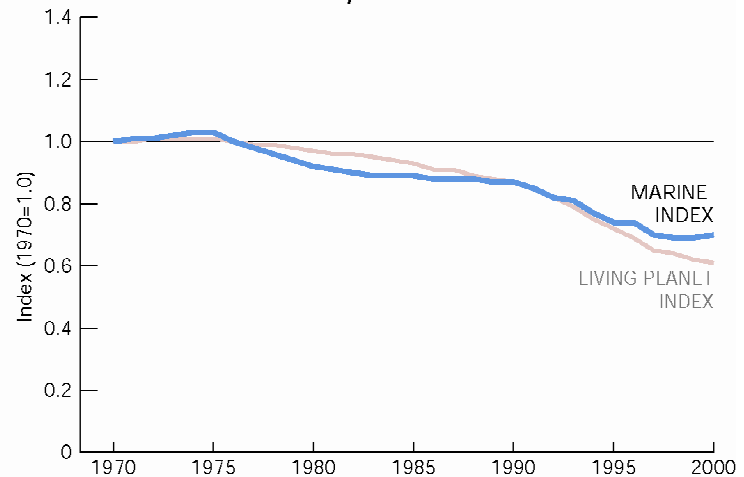
**Fig. 3: TERRESTRIAL SPECIES POPULATION INDEX, 1970-2000**



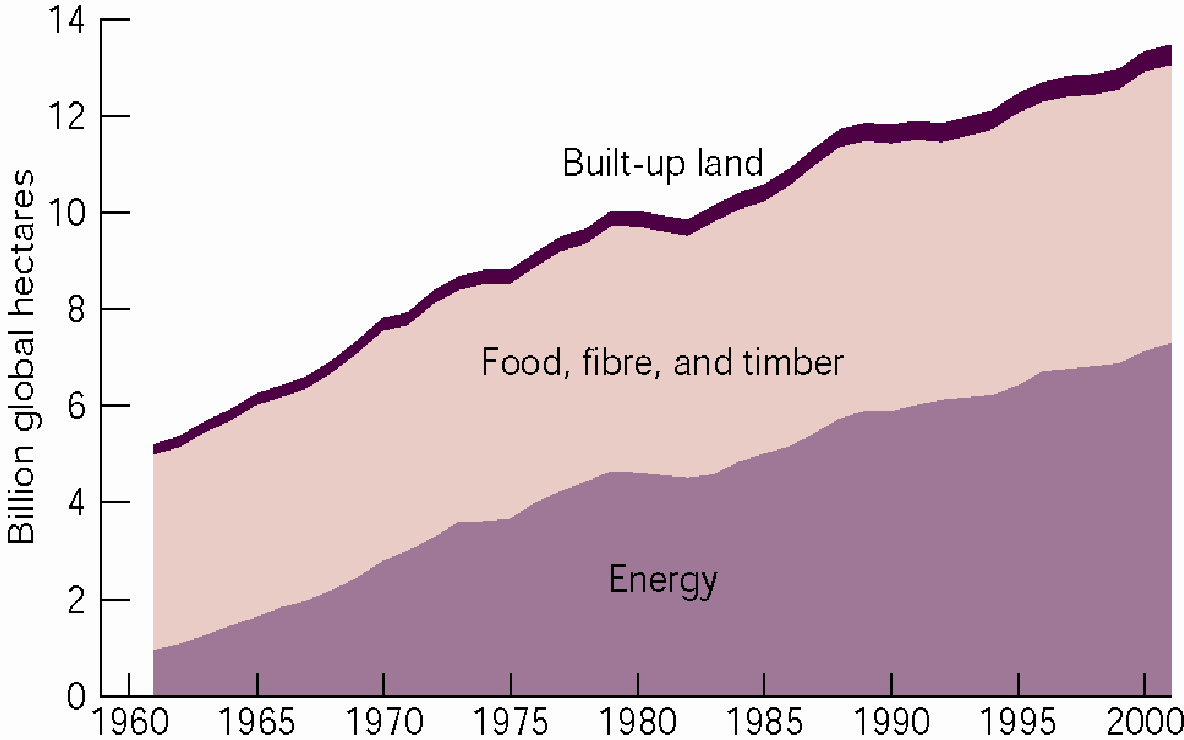
**Fig. 4: FRESHWATER SPECIES POPULATION INDEX, 1970-2000**



**Fig. 5: MARINE SPECIES POPULATION INDEX, 1970-2000**



**Fig. 16: HUMANITY'S ECOLOGICAL FOOTPRINT, 1961-2001**





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## Some tools:

Learning Services - courses, WWF college, media training

Rapid response mechanism

Network standards

Be people relevant

