



**WWWF<sup>®</sup>**



The panda who decided to develop one's muscles  
or how WWF adapted its offer to various targets and channels

## WWF (World Wide Fund for Nature) in short

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**+100**

WWF is in over 100 countries,  
on 5 continents

**+3000**

WWF has more than 3.000  
projects on-the-go,  
in the field



**+5000**

WWF has over 5.000 staff  
worldwide

**+5M**

WWF has over  
5 million supporters



I SUPPORT





photo: thelearner @ Flickr



**WHAT  
ON EARTH  
ARE WE DOING  
TO OUR PLANET?**







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# Wiped out, unless you help.

Six of the seven species of marine turtles are listed as Endangered or Critically Endangered, and the outlook is increasingly grim. In the Pacific, leatherbacks are heading for extinction, fast, and in the big Mediterranean, green turtle numbers have and are plummeting extensively.

## Be a hero, Save this animal!

Find out how, go to [www.worldwildlife.org](http://www.worldwildlife.org)









# 13%

**Scientists estimate up to 13 percent of global carbon emissions come from deforestation – greater than emissions from every car, truck and plane on the planet combined**









Between 1990 and 2015, the world lost

129 million ha of forest



An area the size of South Africa













**IF GLOBAL WARMING CONTINUES THEN...**



**MAJOR CITIES WILL  
SUFFER THE FATE OF  
ATLANTIS**

**CORAL REEF WILL  
BE WIPED OFF  
VERY SOON**

**ONE-THIRD OF THE  
ANIMAL SPECIES WILL  
BECOME EXTINCT BY 2050**

**MANY GLACIERS WILL  
DISAPPEAR BY 2030**

*Adithya*











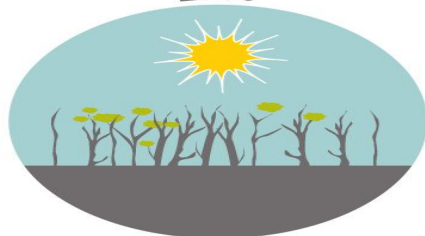
# The Paris climate agreement: key points

The historic pact, approved by 195 countries, will take effect from 2020



## Temperatures

2100



- Keep warming “**well below 2 degrees Celsius**”. Continue all efforts to limit the rise in temperatures to **1.5 degrees Celsius**”

## Finance

2020-2025



- Rich countries must provide **100 billion dollars from 2020**, as a “**floor**”
- Amount to be updated by 2025

## Differentiation



- Developed countries must **continue to “take the lead”** in the reduction of greenhouse gases
- Developing nations are encouraged to “**enhance their efforts**” and move over time to cuts

## Emissions objectives

2050



- Aim for greenhouse gases emissions to peak “**as soon as possible**”
- From 2050: **rapid reductions to achieve a balance between emissions from human activity and the amount that can be captured by “sinks”**

## Burden-sharing



- **Developed countries must provide financial resources to help developing countries**
- Other countries are invited to provide support **on a voluntary basis**

## Review mechanism

2023



- **A review every five years**  
First world review: **2023**
- Each review will inform countries in “**updating and enhancing**” their pledges

## Climate damage



- **Vulnerable countries have won recognition of the need for “averting, minimising and addressing” losses suffered due to climate change**



# BEFORE THE FLOOD





**WWF**