



**World Wide Fund for Nature**



The World Wide Fund for Nature (WWF) is an international non-governmental organization founded on April 29, 1961, and is working on issues regarding the conservation, research and restoration of the environment.

*"Put your shirt and join our team"*



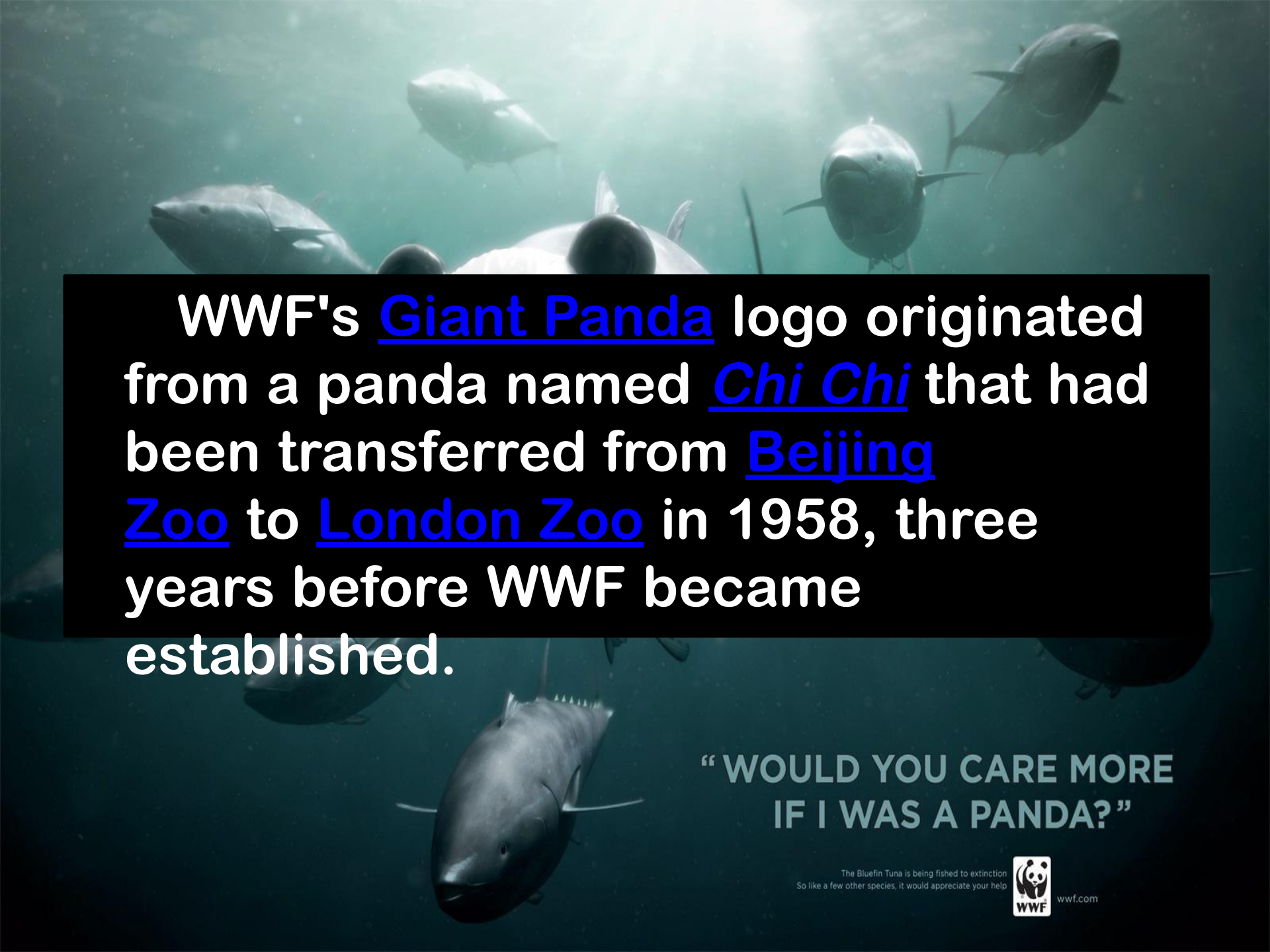
It is the world's  
largest conservation  
organization with over 5  
million supporters  
worldwide, working in  
more than 100  
countries, supporting  
around  
1,300 conservation and  
environmental projects

HELP  
SAVE  
THE  
LAPTOP

Your laptop needs help. Most of the world's laptops are made in the Yangtze River region. But the pressure of global demand has left the region's natural resources stretched and unable to cope. In partnership with the Chinese government, WWF helped create a sustainable development model for the region, which is home to the iconic giant panda, as well as some 480 million people. Together, we are revitalizing an ecosystem that can support both people and nature. Help us look after the world where you live at [panda.org/50](http://panda.org/50)







WWF's [Giant Panda](#) logo originated from a panda named [Chi Chi](#) that had been transferred from [Beijing Zoo](#) to [London Zoo](#) in 1958, three years before WWF became established.

“WOULD YOU CARE MORE  
IF I WAS A PANDA?”

The Bluefin Tuna is being fished to extinction  
So like a few other species, it would appreciate your help



wwf.com

WWF publishes the [Living Planet Index](#) in collaboration with the [Zoological Society of London](#). Along with their [ecological footprint](#) calculations the index is used to produce a two yearly [Living Planet Report](#) to give an overview of the impact of human activity on the world.

## WWF global initiatives

In 2008, through the Global Programme Framework (GPF), WWF is now focusing its efforts on 13 Global Initiatives:

- ✓ Amazon
- ✓ Arctic
- ✓ China for a Global Shift
- ✓ Climate & Energy
- ✓ Coastal East Africa
- ✓ Coral Triangle
- ✓ Forest and Climate
- ✓ Green Heart of Africa
- ✓ Heart of Borneo
- ✓ Living Himalayas
- ✓ Market Transformation
- ✓ Smart Fishing
- ✓ Tigers



**NATURA NU E RECICLABILĂ**

Reduzeti până la 7% din taxa finală pe unde pentru persoanele care conservă natura











**I AM NOT MEDICINE**

At least one rhino is killed every day due to the medicine trade.



**I AM NOT A TRINKET**

Tens of thousands of elephants are killed every year for their ivory tusks.



**I AM NOT A RUG**

As few as 3,200 wild tigers remain. Poaching for their skins, bones, and other parts is the number one threat to their survival.

**Thank you for your attention to  
protect the nature !**