

2011



... the strongest association of U.S. public and private sector representatives dedicated to international conservation.

Partners in Conservation



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Partners in Conservation

“Conservation means development as much as it does protection.

I recognize the right and duty of this generation to develop and use the natural resources of our land; but I do not recognize the right to waste them, or to rob, by wasteful means, the generations that come after us.”

— Teddy Roosevelt
Osawatomie, Kansas, August 31, 1910

Partners in Conservation



ICCF
INTERNATIONAL
CONSERVATION
CAUCUS FOUNDATION

2011

6	Forging Conservation Partnerships	International Conservation Caucus Foundation
8	Conservation Council of Nations	
10	U.S. Congressional International Conservation Caucus	
12	Preserving Biodiversity	3M
14	A Comprehensive Water Approach	Abbott
16	Helping Nature to Thrive & Cultures to Flourish	Abercrombie & Kent Philanthropy/Friends of Conservation
18	Growing Hope in Kazungula	African Wildlife Foundation
20	The Forest Legality Alliance	American Forest & Paper Association
22	Carbon-Free Power Solutions	AREVA
24	Supporting & Inspiring Conservation	Association of Zoos & Aquariums
26	Accelerating Sustainability Across Industries	Autodesk
28	Reversing Habitat Loss in Namibia	Cheetah Conservation Fund
30	RAIN: Access to Clean Water for Millions	The Coca-Cola Company
32	Sustainable Biofuel Feedstocks Initiative	Conservation International
34	Conservation Achievement at Comstock Mill Site	El Paso Corporation
36	Conserving Bioko's Unique Biodiversity	ExxonMobil
38	Biodiversity – Our Lifeline to the Future	Food and Agriculture Organization of the United Nations
40	Commitment to Conservation	Fort Worth Zoo
42	Investing in Our Planet	Global Environment Facility
44	Global Markets. Local Forests.	HP
46	International League of Conservation Photographers	International League of Conservation Photographers
48	National Park Foundation ecotainer® Program	International Paper
50	Sustainable Principles for International Financial Investments	JPMorgan Chase & Co.
52	Kraft's Commitment to Sustainability	Kraft Foods
54	MPOB's Sustainable Initiatives	MPOB
56	Mission in Action	National Geographic
58	Advancing Sustainable Solutions	PG&E
60	Sustainable Forestry Management & Community Development in the Maya Biosphere Reserve	Rainforest Alliance
62	Conservation on a Human Scale	RARE
64	Funding Critical On-the-Ground International Wildlife Programs	Rare Species Fund
66	Asian Elephant Conservation Partnership	Ringling Bros. and Barnum & Bailey
68	Over 5 Decades of Conservation Stewardship	SeaWorld Parks & Entertainment
70	Supporting Farmers, Protecting the Environment	Starbucks
72	Forests, Climate and Conservation	The Nature Conservancy
74	Mobilizing Conservation	Toyota
76	The Singita Grumeti Reserves	Tudor Investment Corporation
78	Preserving Forests and Biodiversity in Kenya's Great Rift Valley	Unilever
80	Partnering with the UN to Help Speed the World's Transition Toward a Clean Energy Economy	United Nations Foundation
82	We Know What It Means to Be Green.	Volkswagen Group of America
84	Establishing Partnerships to Make a Positive Impact	Walmart
86	Teaming Conservation and Social Action for Economic Progress in South Africa	Wilderness Foundation
88	Nature Needs Half... An Ecosystem Conservation Challenge	The WILD Foundation
90	Cambodia Creates First Park to Protect Carbon and Wildlife	Wildlife Conservation Society
92	Coastal East Africa	World Wildlife Fund



Partners in Conservation

Dear Friends:

We are proud to present the newest issue of the *ICCF Partners in Conservation* (PiC) portfolio, highlighting projects of our Conservation Council members as examples of the best international conservation work conducted in partnership. Most reflect the strength of collaborations between members of the public and private sectors — U.S. and foreign governments, corporations, and non-governmental organizations. Funding, expertise, and access are leveraged through these partnerships to create innovative solutions to some of the world's most pressing conservation needs. We are also pleased to welcome our new partners who have joined us in the past year and to highlight their innovative initiatives.

Since our first issue of the PiC was published, ICCF has made great strides in expanding its Conservation Council — uniting leading international conservation organizations with the best corporate conservation leaders in an effort to ensure that conservation issues are properly understood and addressed by U.S. policymakers. While we have many successes to be proud of, including continued growth of the International Conservation Caucus (ICC) in the U.S. House of Representatives and U.S. Senate, we need to expand our work to increase and enhance U.S. support for conservation globally and to better integrate U.S. efforts with those of other nations, including through establishment of international conservation caucuses in other nations.

To this end, we have recently launched our most ambitious undertaking yet, the **ICCF Conservation Council of Nations**—an entity within our organizational structure made up of member nations. The Conservation Council of Nations provides a unique opportunity for all nations that believe in the critical importance of conservation and the link between good natural resource management and sustainable economic growth to join ICCF's collaboration of like-minded corporate and NGO partners to help forge bold new solutions.

We must continue to focus on capacity building and sharing our extensive knowledge with the developing world. Long-term development is only possible through understanding and utilizing good natural resource management know-how, and the costs of failure are unacceptable. We firmly believe that



conservation is integral to sustainable development and that sound stewardship of natural resources is fundamental to poverty alleviation, conflict avoidance, and regional security. In the words of Teddy Roosevelt, "Conservation means development as much as it does protection."

In addition to the practical implications of exporting knowledge to the developing world, it is also, in the words of ICC Founding Co-Chairman Clay Shaw, "because it's flat-out the right thing to do." Beyond utilization and sustainability, wild animals and wild places are important to the soul of humanity. Without these, we will have lost the essence of our very human spirit. Wilderness must remain at the core of healthy ecosystems and human society.

From the birth of the House ICC and the subsequent formations of the Senate ICC and the ICCF, the commitment to promote U.S. leadership in public/private conservation partnerships worldwide has been central. We must now move beyond that to lead, with our partners, in finding more global solutions to global problems. We will continue to stress private investment to leverage governmental commitments to international conservation as we expand ICCF educational efforts in the U.S. and beyond.

The ICCF PiC portfolio showcases the methodologies of our conservation partners and will continue to evolve as new members join the Conservation Council. We hope you will study the examples and share them with your friends, families, and colleagues. Be inspired as we are to put your trust in public/private partnership solutions to the most important conservation problems we face today, with an eye toward our role in the global community. We can accomplish so much more by leveraging our talents and resources. As partners, a true team, we can continue to make history together.

Lindsay Thomas
Member of Congress (Ret.)
Chairman, ICCF Board of Directors

ADVISORY COUNCIL
Conservation International
The Nature Conservancy
Wildlife Conservation Society
World Wildlife Fund

CONSERVATION COUNCIL
3M
Abbott Fund
African Wildlife Foundation
American Forest & Paper Assn.
American Petroleum Institute
AREVA
Association of Zoos & Aquariums
Autodesk
Cheetah Conservation Fund
Corporate Council on Africa
El Paso Corporation
ExxonMobil
Food & Agriculture Organization
of the United Nations
Fort Worth Zoo
Friends of Conservation/
(A&K Philanthropy)
Global Environment Facility
Hewlett-Packard
International League
of Conservation Photographers
International Paper
JPMorgan Chase
Kraft Foods
MPOB
Myriad Marketing
National Geographic Society
PG&E
Rainforest Alliance
RARE
Rare Species Fund
Ringling Bros. and
Barnum & Bailey
SeaWorld Parks
& Entertainment
Starbucks
Tara Wildlife
The Coca-Cola Company
The WILD Foundation
Toyota
Tudor Investment Corporation
Unilever
United Nations Foundation
Volkswagen Group of America
Walmart
Wilderness Foundation
William H. Donner
Foundation



Forging Conservation Partnerships

ICCF is inspired by a belief that it is in America’s interest to expand its leadership in the world to promote sound long-term policies of good management of land, water, and biodiversity. ICCF unites American policymakers, businesses, NGOs, and foreign governments to educate them on the vital links between good natural resource management and sustainable economic development, poverty alleviation, conflict avoidance, good governance, global food and water security, human health, and regional security.

ICCF works with the leadership of the U.S. Congressional International Conservation Caucus, which comprises more than one-third of the U.S. House of Representatives and a growing number in the U.S. Senate, to identify conservation concerns and generate the broadest audience for ICCF educational programs.

ICCF is the strongest association of U.S. public and private sector representatives dedicated to international conservation. Council members represent NGOs, corporations, and government entities, and possess diverse experience and skill sets. These corporations and NGOs share a common mission to implement conservation projects safeguarding wildlife and biodiversity, protecting and restoring habitat, and generating economic opportunities and social benefits for surrounding communities who are necessarily the long-term stewards of local natural resources.



“Ensuring that we leave an earth that offers fresh water, clean air, natural resources and abundant beauty is a transcendent idea that unites every country around the world. We must establish global conservation ethics that every person can embrace.”

— Harrison Ford
Actor and Recipient of ICCF’s
“The Good Steward” Award



“We are all trying to come up with a common agenda — that is a pretty new thing. It was all talk 10 or 15 years ago, now it is happening in a very concrete, significant way. ICCF has played a key role in achieving this.”

— Russ Mittermeier
President
Conservation International



“As society grows and develops, we put increasing pressure on many of the components of our natural resources. ICCF is a leader in raising awareness of and seeking solutions to this challenge.”

— Honorable Lindsay Thomas
Member of Congress (Ret.)
Chairman, ICCF Board of Directors



“ICCF brings together leaders from both sides of the aisle and it advances the vision for international conservation.”

— Carter Roberts
President & CEO
World Wildlife Fund



The CCN is organizing a powerful global network of partner nations to establish and foster diplomatic & interparliamentary relationships with ICCF's strong base of partners and government leaders.



CONSERVATION Council of NATIONS

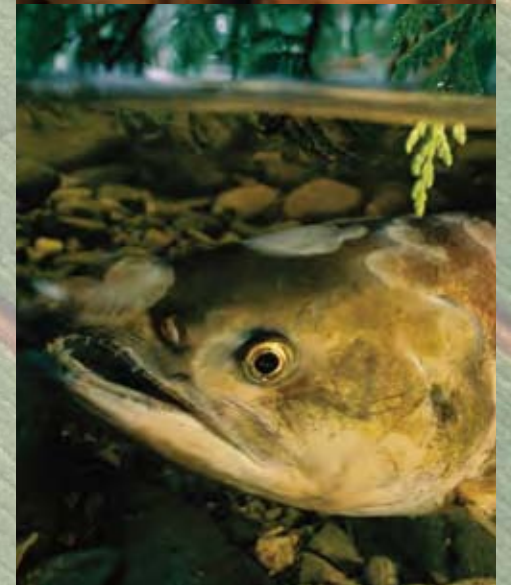
ICCF is extending its collaboration in its most ambitious undertaking yet by supporting the formation and launch of the “Conservation Council of Nations” (CCN) within its organizational structure, comprised of nation members. The CCN provides a unique opportunity for all nations that believe in the critical importance of conservation and the link between good natural resource management and sustainable economic growth to join ICCF's collaboration of like-minded corporate and NGO partners to help forge bold new solutions.

The CCN is organizing a strong global network of partner nations to establish and foster diplomatic & interparliamentary relationships with ICCF's strong base of partners and government leaders and to build consensus on issues relating to good natural resource management and its links to poverty alleviation, sustainable economic development, and conflict avoidance. Working with the leadership of the International Conservation Caucuses

in the United States Congress, through CCN partner embassies in Washington and with their parliaments at home, and relying on the strength and diversity of ICCF's broad partner base, the CCN has an unprecedented opportunity to become an active global force in conservation.

Recognizing that there is far too little inter-parliamentary networking and collaboration on regional and global conservation issues, ICCF – which has a history of achieving nonpartisan consensus on conservation issues within the United States Congress – will work with the CCN and its partner nations to create and expand inter-parliamentary dialogue on critical conservation issues on a bilateral and multilateral basis and to assist Council nations in developing and supporting conservation “caucuses” within their own congresses and parliaments.

ICCF envisions the CCN as a collaboration of like-minded diplomatic and legislative leaders that will advance a “good stewardship” agenda while bringing nations and national leaders together informally to build personal bonds between leaders that will transcend nations and party politics to achieve ambitious goals together.



UNITED STATES CONGRESSIONAL

Co-Chairs	U.S. Senate		
Sam Brownback	Olympia Snowe	Tom Udall	Sheldon Whitehouse
Lamar Alexander Jeff Bingaman Richard Burr Jim DeMint	Dick Durbin Kirsten Gillibrand Lindsey Graham John Kerry	Joseph Lieberman Blanche Lincoln John McCain Robert Menendez	Jon Tester Mark Udall Roger Wicker Ron Wyden

Co-Chairs	U.S. House of Representatives		
Norman Dicks	Hal Rogers	Ed Royce	John Tanner
Rodney Alexander Spencer Bachus Brian Baird Tammy Baldwin Gresham Barrett Joe Barton Howard Berman Marion Berry Sanford Bishop Marsha Blackburn Earl Blumenauer Jo Bonner Mary Bono Mack John Boozman Madeleine Bordallo F. Allen Boyd, Jr. Kevin Brady Henry Brown Vern Buchanan Dan Burton G.K. Butterfield Ken Calvert Dave Camp Anh "Joseph" Cao Lois Capps Dennis Cardoza André Carson Russ Carnahan John Carter Bill Cassidy Ben Chandler Travis W. Childers Donna Christensen Wm. Lacy Clay James Clyburn Howard Coble Mike Coffman Steve Cohen John Conyers	Mike Conaway Jim Costa Ander Crenshaw Lincoln Davis Susan Davis Peter DeFazio William Delahunt Lloyd Doggett David Dreier John J. Duncan, Jr. Vernon Ehlers Eliot Engel Bob Etheridge Sam Farr Bob Filner Randy Forbes Jeff Fortenberry Jim Gerlach Phil Gingrey Louie Gohmert Kay Granger Alan Grayson Parker Griffith Luis Gutierrez Ralph Hall Jane Harman Alcee Hastings Maurice Hinchey Mazie Hirono Rush Holt Bob Inglis Jay Inslee Sam Johnson Timothy V. Johnson Patrick Kennedy Dale E. Kildee Ron Kind Jack Kingston Mark Kirk	Doug Lamborn Barbara Lee Chris Lee Jerry Lewis John Lewis Dan Lipinski Nita Lowey Cynthia Lummis Connie Mack Carolyn B. Maloney Donald Manzullo Edward Markey Charlie Melancon Carolyn McCarthy Michael McCaul Betty McCollum Thaddeus McCotter Jim McDermott John McHugh Mike McIntyre Jerry McNerney Gregory W. Meeks Michael Michaud Brad Miller Candice Miller George Miller Jeff Miller Dennis Moore James P. Moran Sue Myrick Grace Napolitano James Oberstar John Olver Frank Pallone Ed Pastor Donald Payne Mike Pence Bill Posey David Price	Adam Putnam Nick Rahall Charles B. Rangel Dennis Rehberg Phil Roe Dana Rohrabacher Ileana Ros-Lehtinen Mike Ross Steven Rothman Paul D. Ryan Tim Ryan Gregorio Sablan Linda Sanchez Loretta Sanchez John Sarbanes James Sensenbrenner, Jr. Jose Serrano Joe Sestak Bill Shuster Adam Smith Christopher Smith Mark Souder Zack Space John Spratt Fortney Stark Ellen Tauscher Ed Towns Fred Upton Chris Van Hollen Zach Wamp Melvin L. Watt Henry Waxman Joe Wilson Robert J. Wittman Frank R. Wolf C.W. Bill Young Don Young Rev. Daniel P. Coughlin (Chaplain)

INTERNATIONAL CONSERVATION CAUCUS

The Members of the International Conservation Caucus share a conviction that the United States of America has the opportunity, the obligation and the interests to advance the conservation of natural resources for this and future generations. The mission of the Caucus is to act on this conviction by providing the strong U.S. leadership necessary to conserve the world's most biologically rich and diverse places.

"We must change the way we view environmental challenges and look for the opportunities such challenges can provide."

— Senator Sam Brownback
Republican — Kansas
Founding ICC Co-Chairman



"... I have become even more convinced that we as a nation — and we as a world community — are only going to solve the mega problems of our environment ... when the people are personally invested in the solution ..."

— Representative Norm Dicks
Democrat — Washington
ICC Co-Chairman

"Environmental protection is not merely compatible with economic growth, but can also create business opportunities. A healthier environment can and must come from collaborative relationships among government, private industry, and the environmental movement."

— Senator Olympia J. Snowe
Republican — Maine
ICC Co-Chairman



"The world's resources and natural environment [are] essential to all of us."

— Representative Hal Rogers
Republican — Kentucky
ICC Co-Chairman

"If we don't bring [corporate leaders] to the table and have them bring their resources then we're not going to be able to get the job done that we need to have done in international conservation."

— Senator Tom Udall
Democrat — New Mexico
Founding ICC Co-Chairman

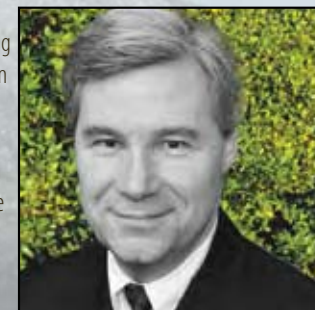


"It's a force multiplier in terms of being engaged around the planet on these important issues — it works."

— Representative Ed Royce
Republican — California
Founding ICC Co-Chairman

"Coming from the Ocean State of Rhode Island, I feel the importance of protecting our natural resources so that our children can enjoy them as we have ... the ICCF works to build international support to protect the Earth's most biologically rich and diverse places, and I am proud to be a part of its important mission."

— Senator Sheldon Whitehouse
Democrat — Rhode Island
ICC Co-Chairman



"There is no lack of a challenge here. But there is one thing for sure and that is that this earth is finite, there is only so much land, so much air, so much water. The more we degrade the less we have in terms of human existence on the earth."

— Representative John Tanner
Democrat — Tennessee
Founding ICC Co-Chairman



PARTNERS:

3M Foundation

The Nature Conservancy

Conservation International

PROJECT SITES:

United States of America – AL, MN, NJ, & TX

Australia

Brazil

Canada

China

WEBSITE:

3M.com



PHOTO CREDIT: 3M

Preserving Biodiversity

In 2001, the 3M Foundation broadened its focus by creating an environmental giving category, which supports the sustainability of the Earth's ecosystems.

Through a \$5.1 million grant to The Nature Conservancy, 3M helped to preserve and restore prairie in the Tallgrass Aspen Parkland region in northwestern Minnesota, which is home to a wide variety of species, including vital populations of moose, wolf and sandhill cranes. The grant also supported land acquisition and conservation efforts at two preserves along the lower Rio Grande River. The sites are home to about 200 rare or endangered species of birds.

3M has also helped The Nature Conservancy protect the three-toed sloth, golden lion tamarin and dozens of endangered species of birds, plants and animals in the tropical forest along Brazil's Atlantic coast. A 2008 grant will continue support for a new micro-watershed project in Brazil, a project with China's nature reserves, and the forests of Mexico's Yucatan Peninsula.

An additional \$3 million was provided to The Nature Conservancy for its work on the Paint Rock River and Sharp-Bingham Mountain Preserve in Alabama for the purpose of land acquisition and restoration in this important ecosystem.



PHOTO CREDIT: 3M

RIGHT: Dense, tropical lowland forest surrounds the ancient Maya temple site, Calakmul, located in the Calakmul Biosphere Reserve (Reserva de la Biosfera Calakmul), a 1.8 million acre conservation site just north of the Mexico-Guatemala Border in the state of Campeche.

A \$1.5 million grant was given to the Forest Legacy Project in Minnesota. This program will help protect Minnesota's northern forest from subdivision and development and retain it as one of the few intact forests of its size left in the U.S.

In 2005, the company partnered with Conservation International to help restore threatened forests in China. The mountains of Southwest China, which form the headwaters of China's great Yellow and Yangtze Rivers, are home to rare giant pandas, red pandas, golden monkeys, elusive snow leopards and hundreds of tree and plant species. Much of this region has been degraded and the mountains have become one of the world's most critically threatened biodiversity hotspots. To reverse this trend 3M donated \$4 million to support the restoration of degraded forests in southeast Tibet through western Sichuan and into central and northern Yunnan. The restored forest will provide a global benefit by helping



PHOTO CREDIT: 3M

Through partnership, 3M is working to protect threatened ecosystems and make the world a better place for us and future generations.

to address greenhouse gas and climate change issues. The last year of the project was focused on designing a payment for watershed services to add economic impact to the water conservation pilot project.

In British Columbia, the Darkwoods project from Yellowstone to the Yukon will restore caribou habitat and other critical species with 3M support, in part, helping them secure the single largest private land purchase for conservation in Canadian history. A \$500,000 donation to The Nature Conservancy in 2009 supported this project.

Northern Australia is one of our planet's last great natural areas, with the largest tropical savanna grass lands remaining on Earth. 3M support of \$500,000 in 2010 will help The Nature Conservancy and indigenous communities protect forests and floodplains.

The Davis Mountains is a high-priority conservation area within the Chihuahuan Desert Ecoregion of western Texas. A \$500,000 grant from the 3M Foundation in 2010 will help with land acquisition to connect two existing Conservancy preserves and create a protected area of more than 32,000 acres of rich natural habitat to enhance the ecological diversity, protect lands and watersheds and improve public access to this unique natural area.

Through partnerships with premier conservation organizations, 3M is working to protect threatened ecosystems and to make the world a better place for us and future generations.



CI, 3M and our partners are working to restore the forests of Gaoligongshan Nature Reserve, located near the border between China and Burma. More than 53 hectares were planted in August 2005 and an additional 50 hectares were reforested in August 2006. Baoshan is a prefecture-level city in Yunnan, which has jurisdiction over Tengchong County.



Abbott

A Promise for Life

PARTNERS:

Project WET
Foundation
for Family Science
After School Matters

PROJECT SITES:

Worldwide

WEBSITE:

abbott.com/citizenship



PHOTO CREDIT: Abbott

A Comprehensive Water Approach

ABOVE: Abbott scientists help inspire the next generation of researchers.

Clean water is a critical and finite resource, essential to sustaining human health, economic growth and the environment. Abbott is committed to managing our water use in an efficient, sustainable manner and to improving people's access to clean water in communities where we live and work. In 2004, we set a global target to reduce total water intake by 40 percent (normalized by sales), and we have exceeded that target, saving more than a billion gallons annually.

We also are partnering with Project WET—a leading water advocacy organization—to educate communities about steps that homes, schools and businesses can take to conserve water and reduce waste. In 2009, more than 2,600 grade school students and dozens of businesses near our Casa Grande, Arizona, manufacturing plant participated in the program, saving more than 2.3 million gallons of water.

Redefining Responsibility

At Abbott, our commitment to improving lives extends to our stewardship of the environment. We are redefining the concept of responsibility by applying our science, expertise and technology both to address critical health care needs and to help protect the planet.

Abbott's longstanding commitment to responsible corporate citizenship is reflected in our inclusion for five consecutive years in the prestigious Dow Jones Sustainability World and North America Indexes. Our company also ranked sixth on the 100 Best Corporate Citizens List 2010.

Addressing Global Climate Change

We are working to mitigate the risks of global climate change by lowering both our direct and indirect environmental impacts. For example, Abbott has cut our CO2 emissions by 36 percent since 2006, and we have reduced electricity usage by 32 percent. We're also investing in renewable energy sources such as solar power; installing energy-efficient equipment; and increasing our use of clean energy—through technologies like co-generation, which recycles waste heat for electricity.

At our pharmaceutical plant in Campoverde, Italy, for instance, co-generation provides 85 percent of the electricity we need. In addition, rooftop solar panels in Campoverde – as well as in our facilities in Ludwigshafen and Delkenheim,



PHOTO CREDIT: Abbott

ABOVE: Arizona students partner with Abbott volunteers to conserve water in their community.

Clean water is a critical and finite resource, essential to sustaining human health, economic growth and the environment.

Germany – supply up to 7 percent of our electricity needs. Energy-efficient lighting, heating and air conditioning and variable frequency equipment drives also help reduce our overall energy consumption.

Inspiring Future Scientists and Engineers

The world urgently needs to instruct, train and inspire young people to pursue careers in the sciences and engineering. We are committed to encouraging young people who one day may invent new cures, treatments and technologies. Abbott scientists actively volunteer and share their passion for discovery through numerous schools and other community institutions.

Through our Family Science program, Abbott scientists visit elementary schools in underserved communities to convey the magic of science by performing and explaining intriguing experiments. Abbott's Operation Discovery exposes middle school students to our company's science facilities and creates a forum where teachers can explore trends and best practices. For Chicago teenagers, we offer Science37, which nurtures underserved high school students' intellectual curiosity and connects them with the city's growing science sector. Abbott developed this program in concert with After School Matters and the University of Chicago College Prep organization.



PHOTO CREDIT: Abbott

Hands-on experiments bring science to life for young people around the world.



PARTNERS:

- Aid for Africa
- Kenya Wildlife Service
- Narok and Transmara County Councils
- Tanzania National Parks

PROJECT SITES:

Worldwide

WEBSITE:

akphilanthropy.org



PHOTO CREDIT: © Paula Lowenstein-Boano

Helping Nature to Thrive & Cultures to Flourish

Abercrombie & Kent Philanthropy (AKP) is dedicated to preserving natural habitats, protecting wildlife and promoting the welfare of indigenous communities throughout the world. AKP supports grassroots projects around the world, efforts spearheaded by dedicated local experts in conservation, education, community development and public health. AKP projects dig wells, teach and shelter impoverished children, enhance and preserve our natural world, and strive to reverse the effects of global climate change.

AKP traces its beginnings back to 1982 when Abercrombie & Kent Vice Chairman Jorie Butler Kent first raised funds for conservation efforts in the renowned Masai Mara region of Kenya. Today, AKP carries on and facilitates the social and environmental commitments of respected international travel company Abercrombie & Kent on a global scale. A&K's more than 60 companies and offices sponsor projects designed to benefit their communities, and staff members donate time and labor as well as financial support. Rigorous oversight ensures that every donation is put to worthy use. Working in concert with local experts, AKP helps to ensure that peoples and wildlife continue to survive and coexist successfully.



PHOTO CREDIT: © Steve Filipiak

ABOVE: There are approximately 1,600 wild Giant Pandas left in three Chinese provinces. AKP support for conservation projects worldwide includes the Giant Panda Breeding Center in Chengdu, China which works on captive breeding programs for this beloved endangered species.

RIGHT: A&K Vice Chairman Jorie Butler Kent joins in the delight of a Maasai woman using clean, renewable biogas for cooking.

Sharing Our Passion for Conservation

In Kenya's fabled Masai Mara, life follows rules laid down by nature millions of years ago. AKP supports efforts to preserve the Mara's rich natural treasures through their ongoing work with Friends of Conservation (FOC).

FOC joined in efforts of local stakeholders to halt the illegal poaching decimating elephant and rhino numbers in the 1980's and established an innovative and cutting-edge community conservation program, working hand-in-hand with the Maasai people to meet challenges arising as their traditional pastoralist lifestyle evolves into a more settled way of life.



PHOTO CREDIT: Steve Filipiak

For more than a quarter century AKP has supported grassroots conservation initiatives in the home of the Great Migration.



PHOTO CREDIT: Abercrombie & Kent

AKP supports coral reef research studying the potential harm of global warming on Australia's Great Barrier Reef.



Enabling local communities to understand the need for sustainable alternatives.

Promoting and Supporting Environmental Sustainability

To enable local communities to understand the need for sustainable alternatives to wild-harvested wood and brush, a low-technology demonstration tree nursery of indigenous species was set up and seedlings were made available at no charge to community groups and schools. Education is key to alleviating poverty, and the project included a training program, enabling graduates to work in landscaping and start and manage their own commercial nurseries and wood lots.

Sustainable alternative energy supplies including solar power and cow dung briquettes were also promoted, as well as more fuel-efficient stoves. The latest development has been the use of biogas. With sufficient water and a ready supply of manure, a low-technology biogas plant can quickly produce a supply of clean methane gas for cooking.

With support from the Climate Change Challenge launched by A&K, a demonstration biogas plant was built in a local village and several houses equipped with burners. Maasai women were able to see firsthand the benefit biogas provides – reducing time collecting wood, injuries from carrying heavy bundles, and eye infections from the smoke of traditional stoves. As they become familiar with this new and sustainable form of energy, more and more women are eager to have such a helpful and fuel-efficient way of providing food and hot water for their families. A second biogas plant has been built, and a third is scheduled. The use and longevity of smaller, less expensive units is also being researched as the program continues.



PHOTO CREDIT: Steve Filipiak

The use of biogas in the Masai Mara preserves forest resources and eliminates health hazards associated with traditional three-stone stoves.



PARTNERS:

- USAID
- European Union
- Centre de coopération internationale en recherche agronomique pour le développement (CIRAD)
- BIOHUB Program
- Inyambo Community Development Trust
- Mukuni Development Trust
- Sekute Development Trust
- Ministry of Agriculture and Cooperatives, Zambia

PROJECT SITES:

- Botswana, Zimbabwe, Zambia, Namibia

WEBSITE:

AWF.org

ABOVE: In addition to protecting the biodiversity of the Zambezi River system, AWF and its partners are preserving an important source of food and income for people living along the river's banks.

OPPOSITE: AWF is working with its partners to create wildlife crossing points that will allow the largest concentration of elephants in Africa to move freely into unfettered habitat.



Growing Hope in Kazungula

The transboundary Kazungula region, part of the Kavango Zambezi (KAZA) TransFrontier Conservation Area, encompasses over 35,000 square miles of Botswana, Zambia, Zimbabwe, and Namibia, and is an area of global biodiversity value. Kazungula features some of southern Africa's greatest natural spectacles, including the world-renowned Victoria Falls, the Zambezi River, and Chobe and Hwange National Parks.

Beyond its beauty and uniqueness lies a complex conservation challenge – successful, historic conservation efforts have ultimately given rise to the single greatest concentration of elephants in Africa. These elephants, with an estimated population of 150,000, are now running out of room in some parts of the landscape, leaving in their wake severe ecological damage and denuded habitat, which deprives other wildlife species of the food and services they need. Equally worrying, elephants are also increasingly invading neighbouring farms, destroying maize and other crops that form the basis of local families' diets and livelihoods. Already poor and under nutritional stress, affected local people are forced to seek other ways to provide for their families. The ecosystem's freshwater resources are also under increasing stress as overfishing depletes fish stocks important to biodiversity and local people's food security.



Since 2007, the **African Wildlife Foundation (AWF)** has prioritized agriculture and food security as a key strategy to conserving natural resources in the Kazungula landscape, appreciating that in order for wildlife to thrive in the long term, so must the landscape's people.

In Zimbabwe and Zambia, to combat the high rates of human and elephant conflict, AWF and its partners have piloted and promoted chili pepper as a viable commercial crop and an effective, low-cost method to dissuade elephants from entering their farms. Farmers sell high-grade chili at market, and use their low-grade chili as a deterrent against elephants by planting rows of chili as natural fencing or crafting high-powered chili "bombs," which can then be launched from a safe distance in the direction of approaching elephants.

In Zambia, AWF is working with the people of the Inyambo Chiefdom to launch new fish farms to reduce unsustainable fishing practices on the Zambezi River.



ABOVE: These farmers, with AWF's help, are growing chili pepper plants, the fruit of which are then harvested and used as a safe and organic method for repelling approaching elephants.

In order for wildlife to thrive in the long term, so must the landscape's people.

Several aquatic surveys conducted by AWF and the Zambian authorities in 2003-2007 have shown that the area's native fish stocks are declining along the entire length of the Upper and Middle Zambezi, mainly because of techniques, such as the use of small meshed nets, which catch juvenile fish before they reach maturity. AWF is working with these same groups of community members to support them in raising ducks, chickens, and mushrooms to further supplement their diets and help them diversify their incomes.

Each of these efforts is based on intensive community work that AWF and its local and national partners have been performing in this landscape since 2000, including efforts to secure wildlife corridors; help communities plan and zone their land usage to allow for sufficient space for homes, farms, and wildlife areas; and develop legally-registered community trusts to ensure that local people can play a leading role in peacefully co-existing and benefitting from the region's wildlife.

BELOW: Understanding the close proximity of humans and wildlife, and helping to address the competition for resources that this proximity gives rise to, is a key underpinning of AWF's program in the transboundary Kazungula landscape.





American Forest & Paper Association

WEBSITE:
afandpa.org



PHOTO CREDIT: AF&PA

The Forest Legality Alliance

ABOVE: Slash-and-burn agriculture encroaching in Kerinci Seblat National Park.

The American Forest & Paper Association (AF&PA) is the national trade association of the forest, pulp, paper, paperboard and wood products industry, representing about 130 companies and related associations. In May 2010, AF&PA participated in the launch of the Forest Legality Alliance (Alliance), a worldwide initiative to reduce trade in illegally harvested wood. The Alliance aims to achieve sustainable forest management and promote biodiversity by reducing demand for illegally harvested forest products and increasing the capacity of suppliers to deliver legal wood and paper.

The Alliance brings together conservation groups, corporations, business associations and government agencies with a stake in promoting legal forest product supply chains. AF&PA joined in the Alliance with the World Resources Institute, the Environmental Investigation Agency, the Hardwood Federation, IKEA, the International Wood Products Association, NewPage Corporation, the Retail Industry Leaders' Association, Staples Inc., the World Business Council for Sustainable Development and the U.S. Agency for International Development.

The most important policy initiative to reduce illegal logging and its associated trade in recent years has been the 2008 Lacey Act amendment in the United States which made it illegal to import plant and plant products that were harvested in violation of the laws of a foreign country. The Act also requires importers to declare the country of harvest, the species name of plants contained in their products and establishes penalties for violation of the Act. With this amendment, the United States became the first country in the world to ban imports of illegal wood and related

products. Taking a cue from the United States, the European Union and Australia are also considering legislation and regulatory measures for fighting illegal logging.

AF&PA has been concerned with illegal logging for some time and has been a strong proponent of international efforts to control illegal logging and associated trade. AF&PA played an active role in the passage of the 2008 Lacey Act amendment in Congress. Illegal logging not only contributes to deforestation and to greenhouse gas emissions, but also undermines the viability of legally harvested and traded forest products and is a serious detriment to our industry's sustainability. A 2005 AF&PA report on illegal logging found that up to ten percent of global timber production could be of suspicious origin and that illegal logging depresses world legally harvested wood prices by seven to 16 percent on average, depending on the



PHOTO CREDIT: AF&PA

Confiscated logging trucks in Pekenbaru, Sumatra.

The Alliance brings together conservation groups, corporations, business associations and government agencies with a stake in promoting legal forest product supply chains.

product. The report also established that if there were no illegally harvested wood in the global market, the estimated value of U.S. wood exports could increase by over \$460 million each year.

The Alliance will make information available to businesses to help them avoid purchasing illegal wood and wood products. In addition, the Alliance is working to develop new online resources that help companies assess the risk of encountering illegal wood, conduct due care, and complete import declarations required under the Lacey Act.



PHOTO CREDIT: AF&PA

Logging barge off the coast of Sumatra.



PROJECT SITES:

Worldwide

WEBSITE:

areva.com



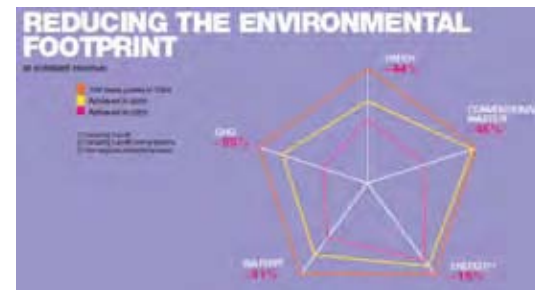
PHOTO CREDIT: AREVA

Carbon-Free Power Solutions

ABOVE: Nuclear energy is a crucial component in reducing greenhouse gas emissions.

For AREVA, economic performance only has meaning when it is part of a determined effort in favor of sustainable development. The challenges of energy demand in the 21st century are real, but so too are the risks wrought by the current pace of CO2 emissions produced in meeting this demand.

Action is urgently needed, first to halt the rise in world greenhouse gas emissions by 2015, as recommended by the scientists of the Intergovernmental Panel on Climate Change (IPCC), then to cut those emissions in half from 1990 levels by the year 2050. But just how can we accomplish such a transformation when world demand for electricity is expected to double by 2030? Alternatives to fossil fuels that lower CO2 emissions must be used whenever possible to ensure a balanced, reliable, and affordable energy mix. AREVA is helping achieve these goals by offering a suite of solutions that bring to bear the CO2-free generation capacity of nuclear power, bioenergies, wind, and solar power.



For AREVA, our portfolio of CO2-free power sources complement one-another, and all must play a part in steering the global energy mix towards a low-carbon model that promotes sustainability and combats global climate change. Each of our energy solutions meets different

needs. Nuclear power provides a stable baseload of CO2-free energy and is scalable to meet significant demand. However, nuclear power may not be suitable for all

Through comprehensive sustainability efforts, AREVA has quantifiably reduced its environmental footprint.

countries, as it requires infrastructure, advanced technology resources and contractors with a high level of expertise. Other CO2-free power generation sources in our portfolio are less complex than nuclear power – and their economics are improving continuously. Bioenergy, solar, and wind power provide ready solutions for emerging countries, allowing for the utilization of resources that can be found locally and providing for access to electricity in remote areas while contributing to economic growth and social development. In Brazil, AREVA's bioenergy technologies supply 4,000 Megawatts of electricity and allow for the supply of small electric power plants (a few megawatts of capacity) fueled with sugar cane bagasse, a byproduct of the sugar industry.

As a leader in nuclear and renewable energy, AREVA is serious about its responsibilities concerning the world's energy issues. We place sustainable development at the center of our strategy and operations.

As a leader in nuclear and renewable energy, AREVA is serious about its responsibilities concerning the world's energy issues.

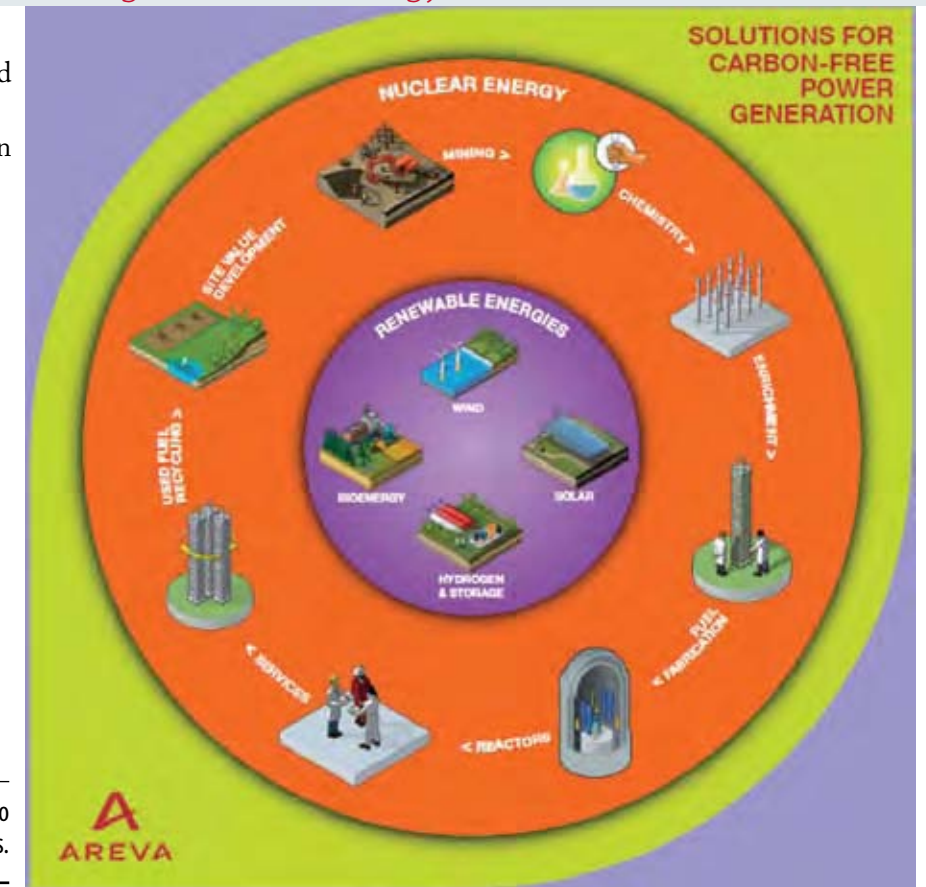
AREVA aims for growth that is profitable, socially responsible and respectful of the environment. Because actions speak louder than words, we launched an ambitious program to reduce our own greenhouse gas emissions. This effort has yielded a 59% drop in our CO2-equivalent emissions, and along with supplemental acquisitions to offset remaining emissions, allowed AREVA to become one of the first global industrial groups to achieve carbon neutrality. Since 2004, we've cut energy use by 16%, cut our individual use of paper by 44%, reduced our water usage by 41%, and reduced non-recycled conventional waste by 46%.

AREVA provides a portfolio of CO2-free energy solutions.



PHOTO CREDIT: AREVA

ABOVE: AREVA built this biomass plant in Imituva, Brazil, with partners CCC Machinery and Usina Termoeletrica.



ASSOCIATION OF ZOOS & AQUARIUMS

PARTNERS:

Disney Worldwide Conservation Fund
 Walt Disney World Company
 More than 200 accredited members

PROJECT SITES:

Worldwide

WEBSITE:

aza.org

ABOVE: Mountain Yellow-Legged Frog.



PHOTO CREDIT: JEFF LEWIS

Supporting & Inspiring Conservation

With its more than 200 accredited members, the Association of Zoos and Aquariums (AZA) is dedicated to supporting the research and conservation work of zoo and aquarium scientists. AZA-accredited zoos and aquariums fund more than 4,000 conservation projects over 100 countries and spend \$90 million on conservation initiatives annually. In addition, AZA zoos and aquariums inspire 175 million visitors each year to strive to save wildlife and wild places.

The AZA Conservation Endowment Fund (CEF), through a competitive grant-making process, provides critical financial support to conservation, research, and education priorities. Since 1991, the CEF has provided almost \$5 million to more than 280 projects worldwide. Since 1999, the Walt Disney World Company and the Disney Worldwide Conservation Fund have provided significant financial support to the CEF, nearly doubling the number of proposals funded annually.

CEF grants are awarded in six categories:

Conservation Education — Raise public awareness and appreciation of wildlife conservation issues, stimulate conservation action, or transfer skills and technology and empower new conservation leaders, particularly in developing countries.

Field Conservation and/or Reintroduction — Initiatives on behalf of endangered and threatened species and their habitats and the reintroduction or translocation of these species.

Animal Health — Increase knowledge of or develop new approaches to assessing or treating medical conditions affecting wildlife.

Animal Welfare — Increase knowledge of or develop new approaches to assessing the physical health and psychological well-being of individual animals in a managed environment.

Management and/or Breeding — Zoo and aquarium-based animal management strategies and technologies for ensuring sustainability as well as genetic and demographic diversity.

Research — Increase knowledge of or create new approaches to wildlife conservation.

For the past few years, AZA's CEF has been utilized to address global amphibian declines. In 2009, almost half of the awards focused on aspects of this important conservation issue. The projects awarded CEF grants in 2009 were the following:

The AZA Conservation Endowment Fund provides critical financial support to conservation, research, and education priorities.

Effects of Disease Treatments on Captive Coral Health
John G. Shedd Aquarium/The Florida Aquarium

Quantifying and Validating Animal Care Takers' Insights as a Tool for Continuous Monitoring of Zoo Animal Welfare
Chicago Zoological Society, Brookfield Zoo

Translocation as a Tool to Reintroduce and Supplement Florida Scrub-Jay (*Aphelocoma coerulescens*) Populations on Restored Conservation Lands
Brevard Zoo

In-situ and Ex-situ Conservation of the Critically Endangered Acroporids through Public Aquaria and Coral Reef Scientists
Columbus Zoo and Aquarium, John G. Shedd Aquarium, Omaha's Henry Doorly Zoo

Daily Travel Distance of African elephants (*Loxodonta africana*) in Botswana
San Diego Zoo's Institute for Conservation Research

Establishing a Captive Breeding Facility for Malagasy Amphibians
Bronx Zoo/Wildlife Conservation Society

Genetic Analyses of Amphibian Chytrid Fungus and the Global Extinction Crisis
Zoological Society of San Diego, University of Idaho

Reintroduction of the Mountain Yellow-Legged Frog
Zoological Society of San Diego

A Citizen Science Training Model for Investigating the Presence or Absence of Amphibian Chytrid Fungus in Amphibian Populations
Buffalo Zoo

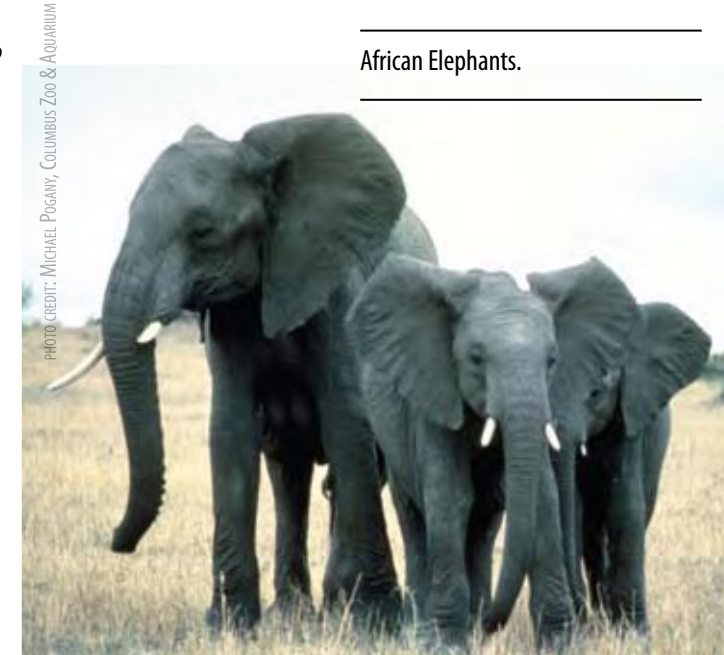


PHOTO CREDIT: MICHAEL POGANY, COLUMBUS ZOO & AQUARIUM

African Elephants.

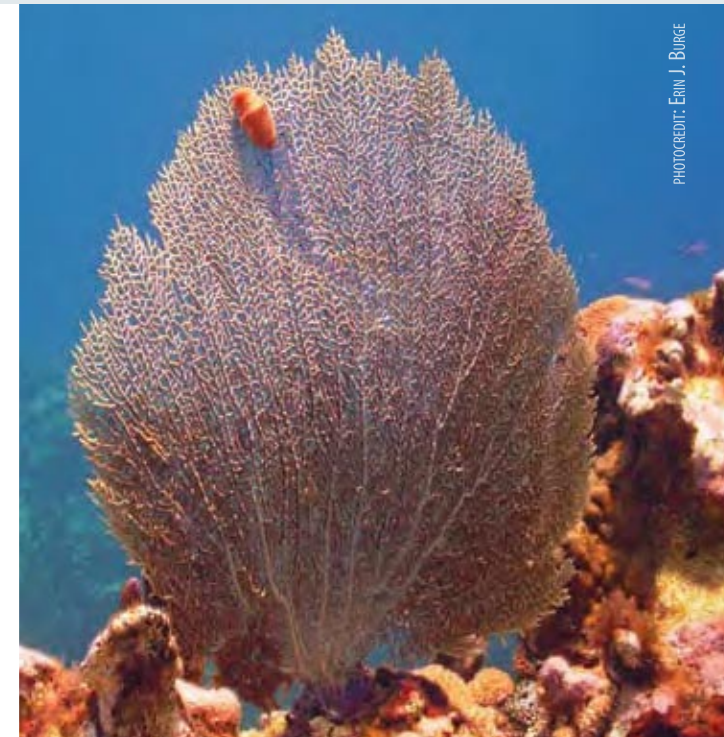


PHOTO CREDIT: ERIN J. BURGE

Venus Sea Fan.

Autodesk®

PARTNERS:

- American Council on Renewable Energy
- Biomimicry Institute
- China-U.S. Center for Sustainable Development
- Cleantech Group
- Climate Leaders
- Designers Accord
- Practice, Education, and Research for Sustainable Infrastructure
- Sustainable Building Councils (Germany, Japan)
- Sustainable Minds
- U.S. Green Building Council
- World Resources Institute

PROJECT SITES:

Worldwide

WEBSITE:

autodesk.com/sustainabledesign



PHOTO CREDIT: © Mark Luthringer

Accelerating Sustainability Across Industries

A profound, worldwide shift toward more sustainable and energy-efficient building and manufacturing processes is underway. As a leading provider of 2D and 3D design and engineering software, Autodesk is helping accelerate this transformation by making powerful sustainable design and analysis tools easy to use and widely accessible. As a corporation, Autodesk also employs green business practices and engages in numerous partnerships and strategic alliances to build awareness and boost adoption of sustainable practices.

Millions of architects, engineers, designers, and builders around the globe use Autodesk solutions to help shape much of the built world—from cars, consumer electronics, packaging, and shoes, to buildings, roads, utilities, and entire cities. Using digital design processes, these professionals can visualize and simulate their projects early in the design process—when most of the ultimate environmental impact and project cost is determined. Within the model, and long before breaking ground or beginning production, they can make more-informed design decisions that help minimize the negative effects on land and natural habitats, and maximize the efficient use of energy, water, and materials. The following projects highlight many of these benefits:

Blend Ecology and Design

William McDonough + Partners, as design architect, with Gensler as architect of record, recently designed the San-Bruno-based headquarters for The Gap, a prominent nationwide retailer. The building possesses a 69,000-square-foot rooftop



that serves as a resting spot for endangered butterflies and other local and migratory species. Rana Creek Restoration Ecology, an ecological design company, used Autodesk® 3D modeling software to transform the existing rooftop into an elaborate vegetated garden that provides an attractive, healthy ecosystem for the butterflies, while delivering superior sound and thermal insulation and tremendous energy savings.

On another project, the National Audubon Society engaged DesignGroup and Shelley Metz Baumann Hawk to create the Grange Insurance Audubon Center, a sustainably designed urban ecology learning center near Columbus, Ohio. The project team used Autodesk 3D modeling solutions to help make better decisions earlier in the process, resulting in a beautiful building that incorporates many sustainable features, including low-flow plumbing, a vegetated roof, and a ground-source heat pump.



PHOTO CREDIT: © WILLIAM McDONOUGH + PARTNERS

ABOVE: Gap Headquarters, Roof Spring

Autodesk makes powerful sustainable design and analysis tools easy to use and widely accessible.

Tackle Massive Conservancy Projects

Autodesk customers also use 3D modeling solutions on large infrastructure projects, such as the \$135 million Butler Water Reclamation Facility in Peoria, Arizona. Every day, this facility can convert 10 million gallons of wastewater into water suitable for irrigation or groundwater recharge. Sundt Construction used Autodesk software to model and integrate the architectural and structural elements, as well as to visualize the intricate underground design elements. Utilizing this approach, Sundt completed construction on time and within budget—with 84 percent fewer Requests for Information.

One of the largest infrastructure projects ever undertaken is the South-to-North Water Diversion Project, a \$64 billion, 50-year effort to divert water from river basins in southern China to arid regions in the north, where serious water shortages threaten the environment. Engineers from the Changjiang Institute of Survey, Planning, Design and Research used Autodesk 3D modeling software to simulate complex, real-world environments, helping them to identify potential construction problems much earlier in the design process and minimize unnecessary waste of personnel, capital, and resources.



South-to-North Diversion Project. Courtesy of the Changjiang Institute of Survey, Planning, Design and Research.

RIGHT: Audubon Center.



PHOTO CREDIT: Eric D. Lipschutz



PARTNERS:

- United States Agency for International Development
- Namibian Ministry of Agriculture
- Polytechnic of Namibia
- University of Namibia

PROJECT SITES:

Otjiwarongo, Namibia

WEBSITE:

cheetah.org

Namibia is home to the largest remaining population of wild cheetah.

BELOW: 12 million hectares of Namibian savanna have been lost to invasive thorn bush species.



PHOTO CREDIT: Cheetah Conservation Fund

Reversing Habitat Loss in Namibia

In 2001, the Cheetah Conservation Fund (CCF) initiated an innovative program to implement an economically feasible solution to a problem that was causing ongoing loss of cheetah habitat—“bush encroachment”—which has destroyed more than 10 million hectares of savanna in Africa.

The Problem: Loss of Habitat from Thorn Bush Encroachment

Bush encroachment—the steady proliferation of intruder species of acacia thorn plants that eventually convert African savanna to choked bush lands—continues to be a huge problem within Namibia and throughout Africa, causing severe habitat destruction, loss of biodiversity, and economic loss for local communities. The root cause of bush encroachment is overgrazing and fire suppression, which changed the mix and quality of plant biodiversity, and fencing, which changed the migration patterns of animals and restricted access to feeding grounds. Hunting and the introduction of livestock further reduced the quantity and mix of wild browsers and grazers, and the cumulative effect resulted in the conversion of savannas to dense, acacia-dominated thickets with little grass cover. Today, an estimated 10-12 million hectares in Namibia are severely impacted by bush encroachment. The change from

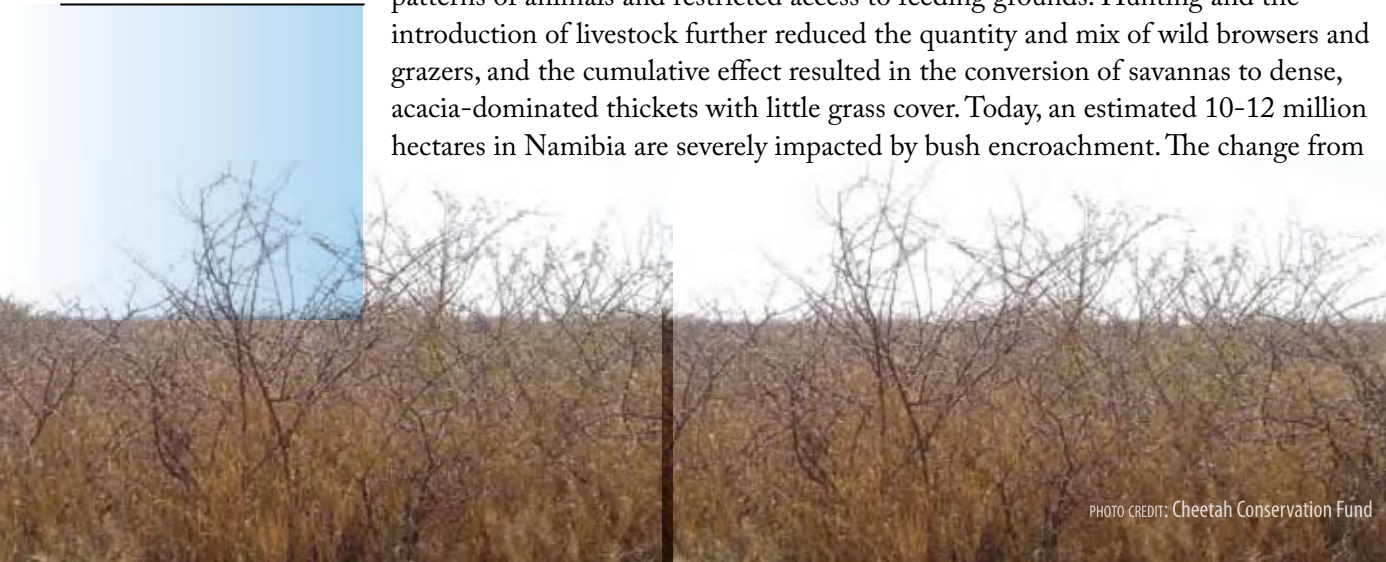


PHOTO CREDIT: Cheetah Conservation Fund

mixed grassland/bush land savannah to encroached bush land changes the mix and quantity of prey species available in the habitat. And because cheetah hunt using bursts of speed to overcome prey, the presence of thick bush hinders their ability to successfully hunt.

The Start of a Solution

In 2001, the United States Agency for International Development (USAID) provided a grant to CCF to study this problem and investigate alternatives. Additional help from key organizations such as the Namibian Ministry of Agriculture, the Polytechnic of Namibia, and the University of Namibia enabled careful study of harvest and restoration techniques. The result was a proposal to create a new commercial enterprise that would harvest thorn bush, process it into compressed fuel logs, and sell the fuel logs to western markets for a profit. A further grant from USAID of US\$1 million provided the initial capital for the formation of a company, CCF Bush (Pty) Ltd., and a plant in Otjiwarongo, Namibia, to manufacture and sell fuel logs under the brand name Bushblok.

BELOW: Bushblok —fuel logs made from harvested thorn bush.

Hundreds of hectares of Namibian land in the heart of cheetah habitat are cleared of intruder thorn bush each year.

The success of Bushblok has been impressive—annually more than 2,000 tons of Bushblok fuel logs are manufactured and sold to distributors in Europe, the United Kingdom and South Africa.

Hundreds of hectares of Namibian land in the heart of cheetah habitat are cleared of intruder thorn bush each year, a number that may be small when compared to the scope of the full problem, but an encouraging start nonetheless. The program has garnered accolades such as the Tech Museum Intel Environment Award and, most recently, the Tyler Prize for Environmental Achievement.

New initiatives are underway to investigate markets for other biomass products such as fuel pellets, charcoal, and even electricity generation in a country that produces very little of its own power. The project must be scaled up to return the “large landscapes” that cheetahs and their prey require to survive.

CCF has developed a protocol for “rewilding” captive cheetahs in Namibia that has seen the successful release thus far of seven formerly captive cheetahs, but habitat must be reclaimed from thorn bush before these magnificent animals can be returned to the wild.

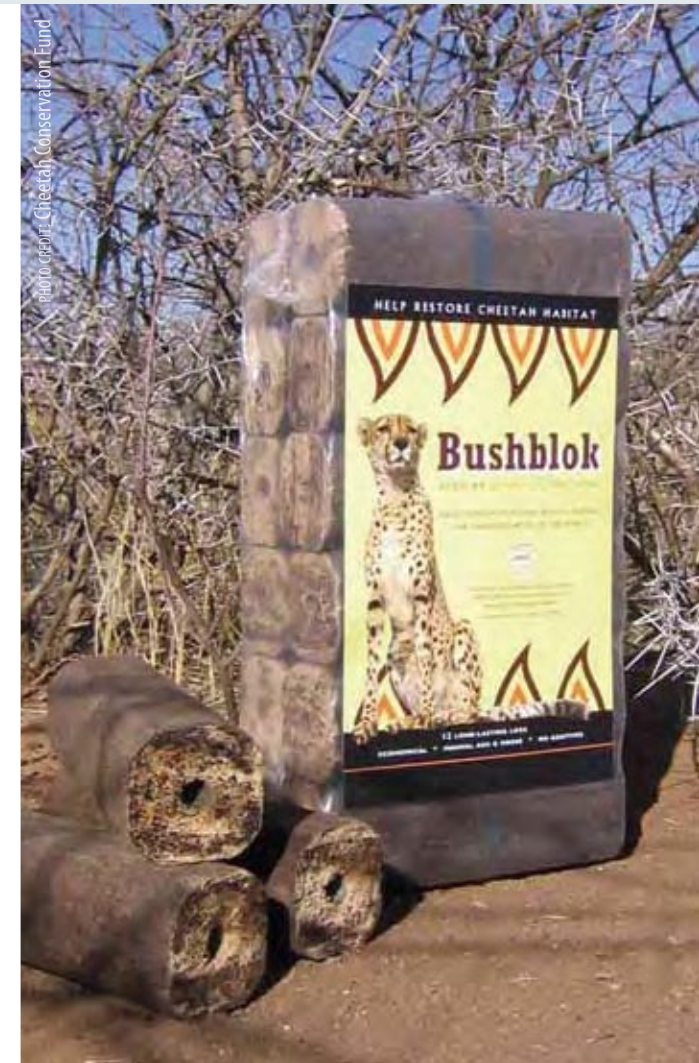


PHOTO CREDIT: Cheetah Conservation Fund



PARTNERS:

30 partners including:

- CARE
- Christian Children's Fund
- DAPP
- Etisalat
- FHI
- Mvula Trust
- NCMI
- SFH
- USAID
- UNICEF
- Winrock
- World Vision
- and local and national governments

PROJECT SITES:

Worldwide

WEBSITE:

cocacola.com



PHOTO CREDIT: Coke photographer

RAIN: Access to Clean Water for Millions

Providing Access to Clean Water for Over 2 Million People in Africa

In Africa, some 300 million people are living without access to clean water. Even more are living without access to basic sanitation. The Replenish Africa Initiative (RAIN) is The Coca-Cola Company's contribution to helping Africa achieve the United Nations' Millennium Development Goal on clean water and sanitation access.

"Water is critical to the health and economic prosperity of the communities we serve. If the communities we serve are not sustainable, we don't have a sustainable business," says Muhtar Kent, Chairman and CEO, The Coca-Cola Company.

Launched in 2009, RAIN is a \$30 million, six-year commitment to enable access to clean water for over 2 million people in Africa by 2015. RAIN will support three types of projects: water access, sanitation and hygiene education; watershed protection; and productive use of water.

Implemented by The Coca-Cola Africa Foundation, RAIN aims to have at least one community water project in every African country by 2015. Coca-Cola is working to secure matching funds for every dollar it contributes, with matches already secured for 2009 and 2010. "No single organization can resolve Africa's development challenges, but when business, government and civil society work together, hand-in-hand, we can have a huge and indeed transformational impact on our water resources," said William Asiko, president of The Coca-Cola Africa Foundation.

ABOVE: During a break from classes, students in Johannesburg, South Africa line up at the tap with a new awareness about the importance of water conservation as a result of the training provided by the Alliance to Save Energy as part of a Water and Development Alliance project funded by The Coca-Cola Company and USAID.



PHOTO CREDIT: Coke photographer

RAIN is a \$30 million, six-year commitment to enable access to clean water for over 2 million people in Africa by 2015.

To date, RAIN has partnered with 30 funding and implementing partners including CARE, Christian Children's Fund, DAPP, Etisalat, FHI, Mvula Trust, NCMI, SFH, USAID, UNICEF, Winrock, World Vision, and local and national governments.

The Coca-Cola Company also supported RAIN Water for Schools, a creative fundraising effort, which ran in coordination with the 2010 FIFA World Cup™, with a goal to provide safe drinking water to over 200 schools across Africa. Each time a footballer celebrated a goal with a dance, the Company donated funds to RAIN Water for Schools. RAIN contributes to the Company's aspirational water stewardship goal of returning to communities and to nature an amount of water equivalent to what is used in its beverages and their production by 2020. The Company is making progress toward this goal by working to improve its water use efficiency by 20 percent by 2012 (baseline 2004); by aligning its bottling operations around stringent wastewater treatment standards; and by supporting community water projects in nearly 70 countries.

The Coca-Cola Company will continue to engage with stakeholders and communities to take action on important water issues while working collaboratively to develop a truly water-sustainable business on a global scale.

ABOVE: Women gather at a new water point in Chimoio, Mozambique that is fed by water from a rehabilitated water treatment plant in their town. This project, funded by The Coca-Cola Company and USAID, benefits 15,000 people and demonstrates the success of public-private partnerships in addressing water challenges in Africa and around the world.

CONSERVATION INTERNATIONAL



PARTNERS:

CEPAN

AMANE

USP ESALQ-LERF

Museo Noel Kempff

Fundación Kulkulkán

PROJECT SITES:

Brazil

Andes

Central America

WEBSITE:

Conservation.org



PHOTO CREDIT: © CI / Chris Dragisic

Sustainable Biofuel Feedstocks Initiative — Promoting Sustainability in an Emerging Global Industry —

Conservation International (CI) has long recognized that one of the best ways to protect natural ecosystems, ecosystem services and biodiversity is to ensure productive activities are sustainable. With the booming demand for biofuels in the United States and elsewhere, it is critical to ensure that the potential environmental and social risks of biofuels — especially problems stemming from land use for feedstock production — are minimized, while securing the full range of benefits biofuel production and use can generate. CI is working to develop the scientific knowledge, policy and market frameworks, and field experience necessary to secure this objective.

The Sustainable Biofuel Crops Project, a 3-year CI initiative launched in early 2008 with a generous \$1.1 million grant from the U.S. Department of Energy (DOE), is generating fundamental knowledge based on scientific data, mapping, and field implementation aimed at achieving a global biofuel industry that is consistent with sustainability objectives. As such, the project supports economic development, environmental sustainability and human well-being, with broad applications for domestic and global policy and markets.

The Sustainable Biofuel Crops Project draws on CI's scientific expertise, experience on the ground in key biofuel production countries like Brazil and Indonesia, and extensive network of relationships with stakeholders including national governments, corporations, producers, and local NGOs.



PHOTO CREDIT: © CI / CHRIS DRAGISIC

OPPOSITE: Switchgrass in Tennessee

Though the project has not yet concluded, important results have been generated. These include:

- Initial assessments to identify areas of potential risk and opportunities for feedstock production, through integration of suitability maps for seven key feedstocks with maps of environmental priority areas
- Technical support for companies to incorporate biodiversity into risk assessments and management plans, through the launch of the Integrated Biodiversity Assessment Tool (IBAT) for Business, with support from DOE and other partners
- Capacity building for ecosystem restoration and management in biofuel-producing areas through a five-module training course on forest restoration and implementation of biodiversity monitoring in sugarcane landscapes in Northeastern Brazil, with a coalition of partners and donors
- Support for a new dialogue between Northeastern Brazilian sugarcane producers, social groups, and environmental NGOs on sustainability
- Training local stakeholders on criteria and benefits of sustainable oil palm production through a series of events in Aceh, Indonesia
- Support for policy frameworks incorporating biofuel-related sustainability criteria through the provision of technical input on biofuels, agriculture, and climate change to the Guatemalan Congress and other governmental authorities, as well as to the regional Central American Commission on the Environment and Development, with a biofuels component included in the National Policy for Climate Change in Guatemala
- Increase in stakeholders' understanding of the economic and environmental implications of feedstock development in Suriname through co-sponsorship of the first national roundtable discussion on biofuels and assessment of the economic and environmental implications of feedstock development
- Development of a new toolkit to support field programs and partners in addressing biofuel development and expansion



ABOVE: Oil palm producing community, Aceh, Indonesia

BELOW: Example of spatial analysis of global feedstock production

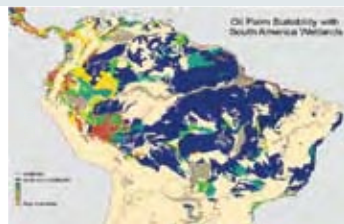
The results of field projects show that economically-viable biofuel production can coexist with environmental protection.

Building on this work, CI's participation in the Responsible Cultivation Areas Project, financed by a grant from the David and Lucile Packard Foundation, developed and tested a methodology to identify "degraded" lands for feedstock production, thus minimizing risk to ecosystems, biodiversity, and local communities.

The results of CI's Sustainable Biofuel Feedstock Initiative are strongly supportive of U.S. policy objectives including diversifying the energy supply, increasing use of renewable fuels, and promoting development activities that offer climate change benefits. The project also contributes to U.S. goals to combat excessive deforestation and climate change, and accords with the various Memoranda of Understanding between the United States, Brazil and Indonesia on biofuels and on deforestation.

Our work highlights low opportunity-cost feedstock production areas and also identifies areas where feedstocks could exacerbate GHG emissions, providing data for tradeoff discussions with global policymakers. Degraded land identification provides a practical and feasible strategy for minimizing the risk of indirect land use change. The results of field projects show that economically-viable biofuel production can coexist with environmental protection. In sum, this Initiative has helped create new paradigms for sustainable feedstock production in compliance with U.S. sustainability requirements, expanding the potential supply of qualifying biofuels.

Future priorities include even more sophisticated analyses of the effects of feedstock production on ecosystem services, biodiversity, livelihoods and food security; development of additional field models of sustainable feedstock production; and continued support for policy and market frameworks that will enhance sustainable biofuel production worldwide.



MIDDLE: Brazilian stakeholders discussing forest restoration

BOTTOM: Central American policymakers discussing biofuels



PARTNERS:

Montgomery Watson Harza
Consulting Engineers

RECON

ENTACT

PROJECT SITES:

Storey County, Nevada

WEBSITE:

elpaso.com



PHOTO CREDIT: El Paso

Conservation Achievement at Comstock Mill Site

As a leader in the natural gas industry for more than 80 years, El Paso Corporation takes pride in our commitment to protecting the environment and the health and safety of our employees, customers, contractors, and the communities across our operations. Accordingly, we actively pursue environmental stewardship as a way of doing business.

Historically, during periods of growth and acquisition, subsidiaries of El Paso have inherited assets located on sites that are subject to environmental remediation. As the current or former owner of these sites, we take the responsibility of environmental cleanup and revitalization seriously.

One such example is the 61-acre Comstock Mill Site, which is located in Storey County, Nevada, approximately three miles southwest of Virginia City. Gold mining and milling activities have been conducted in the area since the early 1920s, including the construction of the Comstock Mill in 1978, which received ore from area mines and extracted gold. An El Paso subsidiary operated the mill for a short period after the Comstock Mill commenced operations. Ownership of the mill changed hands several times in the course of the next two decades.

The Bureau of Land Management (BLM) repeatedly tried to cause the successive owners of the property to conduct remediation activities and bring the Comstock Mill site into compliance with mining and environmental law. BLM deemed the site reclamation a high priority due, in part, to its location in close proximity to state lands dedicated to recreation and historic preservation.

ABOVE: Comstock Mill Post Reclamation April 2008.

Ultimately, when the subsequent owners did not take responsibility, an El Paso subsidiary stepped forward to conduct various reclamation activities at the site.

In particular, we agreed to perform a two-stage reclamation process, including mill demolition and tailings impoundment recovery, to mitigate any potential contamination of local groundwater. El Paso demolished and removed all mill buildings, structures, and underground features at the site, regraded the tailings impoundment, capped it with clean soil, and installed a lined drainage channel designed to withstand a 100-year storm event. Upon completion of the project, El Paso removed 24 empty drums and more than 12 tons of debris. Additionally, we recycled more than 16 tons of debris and 600 tons of steel.

At the end of demolition, the site was graded into the natural topography, covered with two-to-five feet of clean soil, and seeded with native species. The reclamation will continue to ensure the protection of public safety and health, while providing a final landform compatible with natural surroundings that promote revegetation.

BELOW: Wildlife at Comstock Mill

El Paso is proud to demonstrate active environmental stewardship in the communities where we live and work.

For its remediation work, El Paso received the BLM Hardrock Mineral Environmental Award in 2008. Additionally, several BLM offices have noted El Paso's outstanding efforts and cooperative spirit on this and other similar reclamation projects.

This is only one of the many actions taken to fulfill our vision to be the Neighbor to Have. As we continue to build a legacy of sustainability across all our operations, El Paso is proud to demonstrate active environmental stewardship in the communities where we live and work.



PHOTO CREDIT: El Paso

ExxonMobil

BBPP

National University of Equatorial Guinea
Drexel University

PROJECT SITES:
Equatorial Guinea
Bioko Island

WEBSITE:
ExxonMobil.com
Bioko.org



Conserving Bioko's Unique Biodiversity

ABOVE: The critically endangered Pennant's red colobus has behaviors that make it especially susceptible to hunting.

Equatorial Guinea's diminutive Bioko Island (875 mi²) is one of Africa's biodiversity hotspots, especially important for its seven species of rare monkeys, its nesting sea turtles and its miles of unspoiled rainforest stretching from black sand beaches to volcanic peaks more than 10,000 ft. high. Among the rare monkeys are four endangered subspecies, including the critically endangered Pennant's red colobus monkey. Bioko's southern coast is a major nesting ground for both the huge leatherback turtles and the unfortunately tasty green turtles.

A rapidly growing bushmeat market in Equatorial Guinea's capital city presents a critical conservation challenge: illegal commercial hunting is rapidly depleting the forests of the rare monkeys, even though the monkeys are protected by law from hunting and live in protected areas where hunting is forbidden. This situation highlights the need for local awareness and capacity building to enforce protection.



RIGHT: Hundreds of leatherback turtles nest on this beach at the mouth of the Moaba River on Bioko Island's southern shores.

As a leading energy producer in Equatorial Guinea, ExxonMobil has collaborated with Dr. Gail Hearn's Bioko Biodiversity Protection Program (BBPP), an academic partnership between the National University of Equatorial Guinea and Drexel University since 2002. The program's mandate is to protect Bioko's unique biodiversity with sustainable projects in education, research and conservation that emphasize the economic value of wildlife and natural ecosystems.

"ExxonMobil's long term support for our research allowed us to generate the scientific understanding necessary for local policy makers to ultimately institute a law banning the hunting of endangered primates on the island. Now we are able to further engage and educate the local population about the value of conservation and biodiversity." — Dr. Gail Hearn



ABOVE: Bioko has an extraordinary number of frog species, a result of the high rainfall and deep mountain valleys. BBPP has begun a survey of frog species on the island as an important indicator of ecosystem health.

Now we are able to further engage and educate the local population about the value of conservation and biodiversity.

We recently established the Moka Wildlife Center, a biological field station and environmental center strategically located on the eastern slopes of the Biao Volcano at the northern border of the largest protected area, the Gran Caldera and Southern Highlands Scientific Reserve. In addition to serving as a base for scientific research by both BBPP as well as visiting scientists, the wildlife center has an active community program, educating school children and developing income-generating community projects.



Bioko Island has many splendid butterflies and moths, some of them as yet unknown to science.



School children on a field trip to the Moka Wildlife Center going through their reading material and preparing to work in their coloring books.



Students in the Drexel Study Abroad Program on Bioko Island discuss the day's activities with their UNGE counterparts. The course is called "Field Research in Tropical Ecology."



Members of the Ureca Village forest patrol learn GPS techniques from Moka Wildlife Center manager, Demetrio Bocuma.



PROJECT SITES:

Worldwide

WEBSITE:

fao.org



PHOTO CREDIT: ©FAO/Olivier Thuillier

Biodiversity — our lifeline to the future

ABOVE: A wide portfolio of plant and animal genetic resources will be crucial to adapting to future challenges, such as climate change and disease outbreaks.

The goal of the Food and Agriculture Organization of the United Nations is to alleviate poverty and hunger by promoting sustainable agricultural development, improved nutrition and food security, and the access of all people at all times to the food they need for an active and healthy life.

Biodiversity for food and agriculture is among the earth's most important resources. Crops, farm animals, aquatic organisms, forest trees, micro-organisms and invertebrates – thousands of species and their genetic variability – make up the web of biodiversity on which the world's food production depends.

Maintaining biodiversity for food and agriculture is a global responsibility. FAO's Commission on Genetic Resources for Food and Agriculture, with its 172 member countries, is the only intergovernmental body specifically dealing with all components of biological diversity for food and agriculture and aims to reach international consensus on areas of global interest.

Use them or lose them

The Commission negotiated the International Treaty on Plant Genetic Resources for Food and Agriculture, which promotes their conservation and sustainable use.

In 2009, for the first time, farmers in poor countries were rewarded under the Treaty's benefit-sharing scheme for their role in conserving crop varieties. Grants were awarded to projects in 11 countries, including on-farm protection of citrus agro-biodiversity in Egypt, the genetic enhancement and revitalization of finger millet in Kenya and the conservation of indigenous potato varieties in Peru.

In 2007, FAO published *The State of the World's Animal Genetic Resources for Food and Agriculture*, the first-ever global overview of livestock biodiversity and of the capacity



PHOTO CREDIT: ©FAO/Jon Spaull

A man weaves rattan baskets in the Democratic Republic of the Congo, where FAO is working to improve rural incomes and preserve forest resources.

within countries to manage their animal genetic resources, identifying significant gaps, particularly in developing countries. In response the international community adopted the Global Plan of Action for Animal Genetic resources, which provides a framework for the management of the world's livestock biodiversity.

Other global instruments or policy guidelines include the Code of Conduct for Responsible Fisheries, the International Plant Protection Convention, and FAO's model code of forest harvesting practices. FAO also works closely with the Convention on Biological Diversity secretariat on many issues, including its programme on agricultural biodiversity.

Farmers: custodians of biodiversity

More than 40 percent of the earth's land surface is used for agriculture, giving farmers a large part of the responsibility for protecting biodiversity. By promoting in situ conservation and sustainable farming systems, FAO's ecosystem approach contributes to the conservation and sustainable use of agricultural biodiversity.



PHOTO CREDIT: ©FAO/Jon Spaull

ABOVE: No country is self-sufficient in plant genetic resources – all depend on genetic diversity in crops from other countries and regions.

Maintaining biodiversity for food and agriculture is a global responsibility.

FAO is engaged in developing the appropriate technologies, policies and institutions to support sustainable agricultural development and food security. A key challenge is ensuring that agriculture producers get the correct incentives to provide ecosystem services we all depend upon. FAO works to create these incentives by providing technical assistance to help build marketing chains that value sustainable forms of production. Paying farmers, forest and fishery managers to adopt production practices that generate ecosystem services such as biodiversity conservation, improved watershed management and carbon sequestration is another type of incentive measure that shows promise, particularly in marginal areas with low agricultural productivity.

Sustainable forest management

Building and strengthening capacity for sustainable forest management is another important area of activity for FAO.

In Central Africa, for example, FAO projects assist local communities in creating non-wood forest product enterprises to improve rural incomes and food security while preserving forest resources. FAO is also working closely with and providing support to the Central African Forest Commission to harmonize the forest policy and legislation of its member countries.

In the framework of the United Nations Collaborative Programme on Reducing Emissions from Deforestation and Forest Degradation in Developing Countries (UN-REDD), FAO jointly with UNDP and UNEP is supporting countries in developing capacity to reduce deforestation and forest degradation and to implement a future REDD mechanism.



PHOTO CREDIT: ©FAO/Giulio Napolitano

An old growth tree in the Democratic Republic of the Congo's Nkula Forest.



PARTNERS:

- Arthur A. Seeligson, Jr.
Conservation Fund
- Caribbean Wildlife
Foundation (CWF)
- Eagle Conservation
Alliance (ECA)
- International Bongo
Foundation (IBF)
- International Elephant
Foundation (IEF)
- International Iguana
Foundation (IIF)
- International Rhino
Foundation (IRF)
- Puerto Rican Department
of Natural and Ecological
Resources (DNER)
- Smithsonian Institution
- Texas Parks and Wildlife
Department (TPWD)
- Turtle Survival Alliance (TSA)
- United States Fish and Wildlife
Service (USFWS)

PROJECT SITES:

Worldwide

WEBSITE:

fortworthzoo.org



PHOTO CREDIT: International Elephant Foundation

Commitment to Conservation

Since its inception in 1909, the Fort Worth Zoo has developed into a vital education and conservation resource not only regionally and nationally, but also across the world. Today, the Zoo is consistently ranked as one of the nation's top zoos and has also been ranked by *Zagat Family Travel Guide* as the No. 1 attraction in Dallas/Fort Worth and the No. 19 attraction in the country.

Education and conservation are pillars of its mission, and the Fort Worth Zoo is committed to wildlife conservation and research initiatives around the globe. By initiating the right projects and finding innovative ways to provide long-term support for them, the Zoo has maximized its conservation impact. Today, the Fort Worth Zoo coordinates or supports projects in 34 countries around the world.

Building Partnerships for Wildlife

The Fort Worth Zoo is second to none when it comes to leveraging resources for conservation. The organization has developed eight nonprofits dedicated to conservation, reintroducing endangered species to the wild and conducting original research. These foundations capitalize on partnerships with corporations, universities, conservation centers, private individuals and other zoos. The results have provided nearly \$7 million to date for species conservation programs worldwide. The foundations boast volunteer boards, and minimal paid staff,

administrative and overhead costs. As a result, the funds raised are channeled directly to the places and programs where they are needed most.

ABOVE: The Fort Worth Zoo and the International Elephant Foundation actively support conservation, awareness and scientific programs that enhance the survival of elephants and protect their habitat worldwide.

A few examples of the partnerships include:

Turtle Survival Alliance (TSA) – The Fort Worth Zoo serves as the headquarters for the TSA, providing leadership and expertise to the organization. As the only non-governmental conservation organization committed solely to turtle conservation, TSA is working to develop captive breeding programs and conduct field research for turtle conservation in range countries.

International Elephant Foundation (IEF) – In 1998, the Fort Worth Zoo spearheaded the development of the IEF, which was developed to provide funds for Asian and African elephant conservation programs. The IEF has contributed more than \$1.3 million to more than 75 conservation projects worldwide.

International Rhino Foundation (IRF) – For the past 16 years, IRF has funded and operated rhino conservation and research programs in Africa and Asia. Fort Worth Zoo board members and staff have been leaders in IRF's global efforts from its inception.

The Fort Worth Zoo coordinates or supports projects in 34 countries around the world.

Endangered Species Recovery

Through the expertise of its animal management staff, the Fort Worth Zoo plays an integral role in reintroducing endangered species back into the wild. The Fort Worth Zoo spearheads a multifaceted Puerto Rican crested toad reintroduction program. To date, more than 140,000 tadpoles have been released into the wild.

For nearly two decades, the Fort Worth Zoo has also been actively involved with rock iguana conservation in the Caribbean. Activities for these critically endangered reptiles include designing and building head-start facilities, as well as conducting pre-release health screening and coordinating the release of more than 280 iguanas into the wild.

In Africa, Zoo staff is working through the International Bongo Foundation to reintroduce bongo antelope to Mount Kenya in response to a rapid population decline of the species over the past 50 years. Bongos, shipped from the United States to Africa, are being bred in a 100-acre forest habitat, with plans to release and monitor their offspring.

From selecting impactful projects to leveraging partnerships that create sustainability, the Fort Worth Zoo has created a reputation as and a commitment to being a conservation leader.

RIGHT: In an effort to save the critically endangered Puerto Rican crested toad from extinction, conservation priorities include island-wide education and outreach, research, protection of existing habitat, creation of new ponds, and the establishment of five self-sustaining populations in the wild.



PHOTO CREDIT: Turtle Survival Alliance

ABOVE: The Fort Worth Zoo and the TSA are working to conserve Asia's threatened turtle species.



PHOTO CREDIT: Fort Worth Zoo



GLOBAL ENVIRONMENTAL FACILITY
INVESTING IN OUR PLANET

PARTNERS:

- UN Development Programme (UNDP)
- UN Environment Programme (UNEP)
- World Bank
- UN Food and Agriculture Organization (FAO)
- UN Industrial Development Organization (UNIDO)
- African Development Bank (AfDB)
- Asian Development Bank (ADB)
- European Bank for Reconstruction and Development (EBRD)
- Inter-American Development Bank (IADB)
- International Fund for Agricultural Development (IFAD)

PROJECT SITES:

Worldwide

WEBSITE:

thegef.org



Investing in Our Planet

The GEF is a 182-member-strong international financing body devoted to global environmental issues that support sustainable development. The GEF is the designated financial mechanism for the United Nations conventions on biodiversity, climate change, persistent organic pollutants, and desertification. It also supports the work of global agreements to protect international waters and the ozone layer.

Since 1991, the GEF has achieved a strong track record with developing countries and countries with economies in transition, providing \$9 billion in grants and leveraging \$40 billion in co-financing for more than 2,600 projects in over 160 countries. Through its Small Grants Program (SGP), the GEF has also made more than 12,000 small grants, up to \$50,000 each, directly to nongovernmental and community based organizations.

The United States Government has pledged \$2,185 billion (and provided \$1,447 billion) to date to the GEF. The value of this contribution is surpassed only by the policy leadership the U.S. has provided, and every dollar invested in the GEF by the U.S. has leveraged \$33 dollars from other sources.

Bringing Sustainable Urban Transport to China's Rapidly Expanding Cities

With one of the fastest growing economies in the world, China's urban centers have had to accommodate soaring demand by the urban population as well as massive influxes of workers, putting large strains on their systems of public transportation. Through a strategic partnership program with the GEF and the World Bank, China is now actively working to promote more sustainable urban transport systems, not only through creation of a new national transport strategy and expanding technical capacity, but also by reforming legal and institutional barriers to change and raising public awareness of sustainable transport options.

ABOVE: Local workers of a GEF Climate Change/Adaptation project in Bhutan.

By promoting a comprehensive sustainable transport to China, this strategic partnership program hopes to first complete a "core" project in more than a dozen cities in China, eventually providing Chinese authorities with the knowledge and policy framework to expand sustainable transport systems to many other cities across the country. Increased energy efficiency and reduction of greenhouse gases remain the main targets of transportation strategy.

Transport is the fastest growing sector of CO₂ emissions in China. By promoting energy efficient public transport systems, China will be able to pursue its twin goals of economic development and environmentally sustainable urban growth.

Maintaining Coastal Biodiversity and Natural Resources as Mainstays of Guinea Bissau's Economy

Guinea Bissau houses a wealth of biodiversity that is of local, national, and global significance, particularly its vibrant coastal zone. The coastal zone is a regionally important breeding and nursery zone for fish and crustaceans and shelters

GEF's strong track record with developing countries and countries with economies in transition — \$9 billion in grants, \$40 billion in co-financing for over 2,600 projects in over 160 countries.

regionally important stocks of marine life. Approximately 80% of the population lives in the coastal zone where most economic activity occurs. Shifting agriculture, rice production, artisanal fishing and the extraction of fuelwood from forests and mangroves for the production of charcoal and the smoking of fish are the major threats to coastal and marine biodiversity.

The GEF is helping Guinea Bissau address these threats through the Coastal and Biodiversity Management Project (CBMP) (GEF project grant \$4.8 million/co-financing \$6.31 million - Duration: 2005-2010). Under the project, the Institute for Biodiversity and Protected Areas (IBAP) developed a long-term strategy for protected areas and biodiversity conservation, consolidated its presence in the terrestrial and marine protected areas, and further expanded the protected area network. As a result, management effectiveness has been improved in at least 3,500 square kilometers of terrestrial and marine protected areas.

In addition, more than 70,000 people who live in and around the 5 national parks benefit directly from grants that have been disbursed through the Fund for Local Environmental Initiatives (FIAL), which supports environmentally friendly development in communities in and around the parks, thereby decreasing pressure on globally significant biodiversity and helping increase local incomes. Community income-generating activities such as sustainable wetland rice production and fish processing have generated an internal rate of return of more than 20%. Jointly IBAP and FIAL efforts have improved relationships with local communities and enhanced their commitment to conservation, thereby ensuring post-project sustainability.



TOP: Sustainable transport in China - Fuel Cell Bus at the Olympic Games in Beijing

ABOVE: Biodiversity conservation in Guinea Bissau



PARTNERS:

WWF's Global Forest & Trade Network

PROJECT SITES:

Worldwide

WEBSITE:

hp.com/hpinfo/globalcitizenship



PHOTO CREDIT: © Fredy Mercay / WWF

HP: Protecting Valuable and Threatened Forests

Global Markets. Local Forests.

Through a partnership with WWF's Global Forest and Trade Network, HP is working to achieve its goals in responsible sourcing of paper.

As the world's largest IT company, a leading supplier of imaging and printing equipment and with the industry's most extensive supply chain, HP can have an impact on responsible paper sourcing. With global environmental and social responsibility embedded in its DNA, HP introduced an Environmentally Preferable Paper Policy that provides principles for buying, selling or using paper and paper-based product packaging.

As a major initiative to its paper policy, HP is partnering with Global Forest & Trade Network in North America (GFTN), a WWF initiative linking more than 285 companies globally that share a commitment to responsible forestry.

In 2009, HP launched a three year, global companywide plan to implement this policy, which will use a phased approach that targets HP-branded paper currently found in the marketplace. As part of its commitment, HP established a goal that 40 percent or more of HP-branded paper sold worldwide will be Forest Stewardship Council (FSC) certified or have more than 30 percent post-consumer waste content by the end of 2011.

HP is also working on the development of an environmental paper assessment tool (EPAT), an environmental database that provides information on the environmental characteristics of various papers to increase its use of environmentally preferable

ABOVE: Sumatran tiger, *Panthera tigris sumatrae* resting in the tropical rainforest, Sumatra, Indonesia



PHOTO CREDIT: © N.C. Turner

paper suppliers. The foundation of the work comes from guidelines provided by the EPA, EU Timber Legislation, Lacey Act, 3rd Party Forestry Certifications and Metafore's EPAT.

Out of HP's commitment to advance legal and responsible forestry, HP has made a contribution of US \$75,000 to support WWF's work to conserve Indonesia's rainforests and endangered species such as wild elephants and Sumatran tigers. HP will contribute directly to the monitoring of High Conservation Value Forests (HCVFs) in the Riau Province in Sumatra, Indonesia and will fund efforts to help community forests in Southern Java progress towards credible certification.

ABOVE: FSC logo painted on sustainable harvested logs. Uzachi forest, Oaxaca, Mexico

HP has global environmental and social responsibility embedded in its DNA.

This unique partnership between industry and the environmental community will play an important role in protecting Indonesia's HCVFs—forests of outstanding or critical importance due to their environmental, socioeconomic, biodiversity or landscape values. With these funds, WWF will work with local NGO partners to monitor eight blocks of remaining natural forest in Riau that serve as key habitats for wild elephants and Sumatran tigers, in an effort to protect these forests from being converted to other uses.

In addition to protecting Indonesia's valuable and threatened forests, this partnership will also support the efforts of GFTN-Indonesia and other local partners in engaging with community forest cooperatives in the Gunung Kidul district in Southern Java. The GFTN is working with these communities to help them pursue and achieve certification under both the Forest Stewardship Council and Lembaga Ekolabel Indonesia, Indonesia's national forest certification standard.

Carbon emissions from deforestation and forest degradation are a main cause of climate change. Joining GFTN is part of HP's commitment to mitigate climate change and reduce its carbon footprint across its business operations, products and supply chain.

RIGHT: Kerinci Seblat National Park Swampy tropical rainforest, Sumatra, Indonesia



PHOTO CREDIT: © Mauri Rautkari / WWF



INTERNATIONAL LEAGUE OF
CONSERVATION
PHOTOGRAPHERS

PARTNERS:

- Arkive
- CEMEX
- Conservation International
- Earth Justice
- Fine Print Imaging
- GDT (Gesellschaft Deutscher Tierfotografen)
- Global Environment Facility
- Houston Zoo
- LightHawk
- National Geographic Society
- National Parks Conservation Association
- Nature's Best Foundation
- The Nature Conservancy
- Nature Picture Library
- Minden Pictures
- NANPA (North American Nature Photography Association)
- NVN (Natuurfotografen Verbond Nederland)
- The WILD Foundation
- The Wildlife Society

PROJECT SITES:

Worldwide

WEBSITE:

ILCP.com



PHOTO CREDIT: Pete Oxford, iLCP

International League of Conservation Photographers

The ILCP is a project-driven organization. Our mission is to translate conservation science into compelling visual messages targeted to specific audiences. We work with leading scientists, policy makers, government leaders and conservation groups to produce the highest-quality documentary images of the beauty and wonder of the natural world - and the challenges facing it. The unique set of skills, talent, and years of field experience spent documenting delicate and complex environmental subjects combined with a real commitment to employ their photographs in the conservation of the landscapes, people, and wildlife in the places they work, is what distinguishes ILCP photographers from their peers. From poaching to global warming, habitat loss to cultural erosion, sustainability to biological corridors, the work of ILCP photographers covers the entire range of threats to biodiversity and is a critical component of the conservation toolbox.

The ILCP is made up of nearly 100 photographers and a growing Affiliate base. The members of ILCP's Affiliate council play a critically important role in the organization. They provide advice, expand the ILCP's network of partners, and provide inspiration to the organization and its members.



PHOTO CREDIT: CRISTINA MITTERMAYER, ILCP

The RAVE (Rapid Assessment Visual Expedition) RAVE was conceived as an initiative of the International League of Conservation Photographers to address the challenges of modern conservation. RAVEs aim to achieve a full visual and media assessment of a threatened ecosystem, in a short period of time, by means of a multi-disciplinary team including specialized ILCP photographers (landscape, wildlife, macro, camera trapping, portraiture), writers, and videographers.

Their job is to bring back a comprehensive portrait of a conservation issue or threat in a very short period of time. ILCP has conducted ten RAVEs to date, most recently in the Chesapeake Bay watershed and the Great Bear



PHOTO CREDIT: Michele Westmorland, iLCP



PHOTO CREDIT: Staffan Widstrand, iLCP

Our mission is to translate conservation science into compelling visual messages.

Rainforest in British Columbia. All of them have been successful in advancing conservation goals.

We believe that awe-inspiring photography is a powerful force for the environment, especially when paired with the collaboration of committed scientists, politicians, religious leaders and policy makers. Our aim is to replace environmental indifference with a new culture of stewardship and passion for our beautiful planet.



PHOTO CREDIT: Pete Oxford, iLCP



PHOTO CREDIT: CRISTINA MITTERMAYER, ILCP

INTERNATIONAL PAPER

PARTNERS:

National Park Foundation

PROJECT SITES:

Grand Teton Conservation District

WEBSITE:

ipfoodservice.com
zerowasteparks.org



PHOTO CREDIT: IP

National Park Foundation ecotainer® Program

Mount Rainier...the Washington Monument...
...Cape Cod...the Grand Teton Mountains...

These are just a few of our nation's most treasured monuments and natural wonders...the places where history happened and where new memories are made every day. This land is our land, and it is up to us to make sure it is preserved and protected for future generations to enjoy. That is why International Paper and the National Park Foundation joined together this year to reduce waste and its environmental impact on our nation's treasured monuments, landmarks and natural wonders through the National Park ecotainer® Program and the Grand Teton National Park Concessionaire Organic Waste Recycling Feasibility Study.

International Paper developed a unique series of ecotainer cups featuring a selection of iconic national parks. The cups are fully compostable and support the efforts of the National Park Foundation to preserve and protect our nation's treasures. The partnership between International Paper and the National Park Foundation represents a collaborative effort to find composting and recycling solutions for our parks. The first step toward that goal has already begun, as International Paper is working with the Grand Teton Conservation District to conduct a waste characterization study at the Grand Teton National Park. The study is aimed at identifying best practices in foodservice waste reduction and composting solutions to transfer that knowledge to national parks throughout the country.



RIGHT: The National Park Foundation cups — International Paper's commercially compostable ecotainer® — feature eight different artistic renderings of iconic national parks along with an educational message about conservation and environmental stewardship.



PHOTO CREDIT: IP

ABOVE: The compostable national park ecotainer® cups can be purchased for use by any national park, concessionaire or other organization that would like to support the parks. There are five hot cup designs and three cold cup designs.

The National Park ecotainer® Program includes three components:

1. The Cups

International Paper created a series of commemorative national park cups for use by concessionaires and other organizations that would like to support the parks. The cups — International Paper's commercially compostable ecotainer® — feature eight different artistic renderings of national parks along with an educational message about conservation and environmental stewardship.

International Paper is donating one penny from each commemorative cup sold, up to \$1 million, to the National Park Foundation to support the Foundation's efforts to promote and protect our national parks.

The partnership between International Paper and the National Park Foundation represents a collaborative effort to find composting and recycling solutions for our parks.

2. Education

From the message on the unique ecotainer® cups to the website zerowasteparks.org, International Paper and the National Park Foundation are working together to teach people about environmental stewardship and conservation.



ABOVE: More than 600 D.C. and Baltimore-area schoolchildren took part in the National Park Trust's Earth Day celebration on the National Mall featuring Buddy Bison™. International Paper donated national park ecotainer® cold cups for the event, which promotes protection and enjoyment of our nation's greatest treasure — our parks.

3. Composting & Recycling

To help discover the best solutions for foodservice waste in our nation's parks, International Paper and the National Park Foundation are engaging other parks groups to share best practices, conduct waste studies and launch pilot composting and recycling programs. This includes the Grand Teton Waste Characterization Study.

Feasibility Study:

Grand Teton National Park Concessionaire Organic Waste Recycling Grand Teton National Park's two primary concessionaires have extensive recycling programs for paper, corrugated containers, glass, aluminum and plastic containers, but they do not currently operate food waste and other organic material recycling programs. The Grand Teton Waste Characterization Study, which began in June, is a feasibility study for an organic waste recycling program for the restaurants, cafeterias, and stables operated in Grand Teton National Park. The project will evaluate all aspects of creating an organics recycling program, including waste characterization, disposal costs, organic materials diversion options, cost analysis and identifying compost markets.

Find out more about these special products at ipfoodservice.com.

JPMORGAN CHASE & Co.

PARTNERS:

Conservation International
World Resources Institute

PROJECT SITES:

Worldwide

WEBSITE:

[jpmorganchase.com/
environment](http://jpmorganchase.com/environment)



PHOTO CREDIT: Florian

Sustainable Principles for International Financial Investments

ABOVE: View of Jumbo Mountain from Jumbo Pass, located in the heart of the Purcell Range in British Columbia, Canada

JPMorgan Chase believes good corporate citizenship is an integral part of a firm's business operations. As a result, JPMorgan Chase applies the Equator Principles, as appropriate to financial transactions in its investment and commercial bank. Based on the policies of the World Bank and International Finance Corporation, the Equator Principles serve as a framework for determining, assessing, and managing environmental and social risk in project financing.

JPMorgan Chase also works in partnership with the United Nations through its membership in the United Nations Environment Programme (UNEP) Finance Initiative (FI) and the U.N. Principles for Responsible Investing (UNPRI). In addition, JPMorgan Chase is a signatory to the Extractive Industries Transparency Initiative (EITI) which aims to promote the good governance essential to environmental protection and poverty alleviation.

RIGHT: Grey Whale (*Eschrichtius robustus*) calf underwater in San Ignacio Lagoon, Mexico



The firm believes there are certain places on earth with cultural and natural values so great that as a global citizen it must take extra precautions to protect them. Thus, JPMorgan Chase has developed special policies regarding forests and indigenous communities:

- No financing of extractive projects or commercial logging in World Heritage sites and no financing of companies or projects that collude with or are knowingly engaged in illegal logging. Clients that process, purchase, or trade wood products from high-risk countries are encouraged to have certifiable systems in place to ensure that the wood they process or trade comes from legal sources.
- Recognizing that the identities and cultures of indigenous peoples are inextricably linked to the lands on which they live and the natural resources on which they depend, the firm prefers projects in indigenous areas where free, prior

There are certain places on earth with cultural and natural values so great that as a global citizen we must take extra precautions to protect them.

informed consultation results in support of the project by the affected indigenous peoples.

The firm's climate change policy includes targets such as: reducing its own greenhouse gas emissions (GHGs) through energy efficiency and green energy procurement; developing new financial products to facilitate emissions reductions for clients; financial modeling to evaluate a potential rising cost of carbon, and investing in businesses that reduce or mitigate GHGs. To date, JPMorgan Chase has completed deals accounting for \$2.7 billion of institutional equity invested in renewable energy.

As part of its efforts to reduce GHG emissions, JPMorgan Chase intends to achieve LEED-Platinum status for the renovation of its corporate headquarters, which will make it the largest LEED-Platinum certified conversion of an existing commercial building in the world.

RIGHT: Little boy in Yunnan Province, China



PHOTO CREDIT: Cristina Mittermeier, ILCP

ABOVE: Kayapo Chiefs in Brazilian Amazon



PHOTO CREDIT: C.Mittermeier



PARTNERS:

- 4C Association
- Bill & Melinda Gates Foundation
- CARE
- Conservation International
- Consumer Goods Forum
- Fairtrade
- International Cocoa Initiative
- Rainforest Alliance
- World Cocoa Foundation
- World Wildlife Fund

PROJECT SITES:

Worldwide

WEBSITE:

- Kraftfoodscompany.com
- Kraftfoodsbetterworld.com



Kraft's Commitment to Sustainability

Sustainability is about “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” It’s about conducting business in a way that is environmentally, socially and economically responsible. It’s about living today, while being mindful of tomorrow. Our vision: make sustainability part of every business decision at Kraft Foods.

As a food company, we’re especially dependent on the earth for the raw materials we use every day to make quality products for our consumers. And we need to do our part to ensure that the earth’s resources are properly managed. We realize we have a role to play. We are changing the way we conduct our business, both directly and indirectly, to become more sustainable.

The environmental, societal and economic challenges that face our planet require collaboration and cooperation. So we’re working with peer companies, governments, nongovernmental organizations, farmers, suppliers, consumers and others to find innovative solutions. We’re concentrating on the issues most relevant to our business and the areas where our support can make a difference: agricultural commodities, packaging, energy, water, waste, and transportation and distribution.

To keep us on track, we set aggressive goals. And measured against total production, we’ve shown steady progress* from 2005 through 2009:

- 174 million pounds of packaging material eliminated — exceeding our 150 million pound goal two years early.
- 15% reduction in plant energy use (towards a goal of 25%).
- 117% reduction of plant energy-related carbon dioxide emissions (towards a goal of 25%).

ABOVE: In early 2009, we joined industry, government and nongovernmental partners in two Bill & Melinda Gates Foundation initiatives to invest \$90 million over five years to advance sustainable production of cocoa and cashews in West Africa.

- 132% reduction of plant water consumption — exceeded goal of 15%, two years early.
 - 130% reduction in plant waste – doubling our goal of 15%, two years early.
- Our vision is to make sustainability part of every business decision at Kraft Foods.
- *Goals to be achieved by 2011 with a base year of 2005.*

Sustainable agriculture promotes the long-term viability of crops, the preservation of fertile soil, the economic well-being of farmers and farming communities, and the health of ecosystems. We have a long-standing commitment to sustainable agriculture projects. And we’re working with partners around the world to increase our support of sustainable farming.

Certification plays a unique role in our efforts. Our work with both Fairtrade and the Rainforest Alliance certification models enables more scale in more locations, accelerating sustainable development. To date, Kraft Foods has more than 15 coffee and cocoa product lines carrying either the Fairtrade mark or the Rainforest Alliance Certified™ seal.

In 2003, we started working with Rainforest Alliance to source certified coffee, purchasing more than 5.5 million pounds that first year. Since then we have increased our purchases



ABOVE: Kenco coffee contains 100% beans from Rainforest Alliance Certified™ farms and its Eco Refill bags use 97% less packaging by weight than new glass jars.

Our vision is to make sustainability part of every business decision at Kraft Foods.

twelfefold and we bought more than 75 million pounds of coffee from Rainforest Alliance Certified™ farms in 2009. We expanded our efforts with the Rainforest Alliance in 2005 to include cocoa. We’re working toward using Rainforest Alliance Certified beans across our Côte d’Or and Marabou lines—equaling more than 66 million pounds annually—by 2012. In 2009, we were the largest buyer of coffee and cacao beans from Rainforest Alliance Certified™ farms.

We’re also empowering farmer organizations with the Cadbury Cocoa Partnership (CCP). It helps farming communities become stronger and more self-sufficient and gives them the opportunity to achieve Fairtrade accreditation, enabling them to receive a guaranteed minimum price for their product and Fairtrade social premiums. Since founding the Partnership in 2008, we’ve achieved Fairtrade certification for Cadbury Dairy Milk, the brand’s top-selling chocolate bar in the U.K. And we’ve quadrupled the volume of Fairtrade cocoa sold under Fairtrade terms in Ghana, helping generate £2.3m in Fairtrade premiums to help improve farming communities’ livelihoods.

And we’re doing even more. As a member of the World Cocoa Foundation, we support the organization’s many ongoing cocoa sustainability efforts, all of which are designed to support farm families. In early 2009, we joined other industry, government and nongovernmental partners in two Bill & Melinda Gates Foundation initiatives that will invest \$90 million over five years to advance sustainable production of cocoa and cashews in West Africa—and improve the lives of farmers in the process. Through both the cocoa and cashew initiatives, we hope to help break the cycle of poverty for 200,000 cacao farmers and 150,000 cashew farmers.



ABOVE: Cacao pods growing on certified farms in West Africa.



M P O B

PARTNERS:

- Malaysian Palm Oil Council (MPOC)
- Malaysian Palm Oil Association (MPOA)

PROJECT SITES:

Worldwide

WEBSITE:

mpob.gov.my

ABOVE: Oil palm plantation within the gazetted agriculture land in Malaysia.



PHOTO CREDIT: MPOB

MPOB's Sustainable Initiatives

The Malaysian Palm Oil Board (MPOB) is the premier government agency under the Ministry of Plantation Industries and Commodities entrusted with the role and responsibilities of serving the country's palm oil industry. It was incorporated by an Act of Parliament (Act 582) and established on 1 May 2000, taking over the functions of Palm Oil Research Institute of Malaysia (PORIM) and Palm Oil Registration and Licensing Authority (PORLA).

As the steward of the nation's palm oil industry, MPOB is responsible for providing the scientific and technological support to the Malaysian palm oil industry. MPOB's commitment to the industry is not limited to research and development, but also encompasses registration, licensing and enforcement activities. MPOB recognizes that its sustainable initiatives can contribute to:

- Facilitating international trade
- Disseminating knowledge of the benefits of its consumption
- Communicating its good practices
- Promoting its sustainability
- Creating a level playing field.

In a globalised world where palm oil is exported, sustainable development cannot be achieved in isolation. As such MPOB has made concerted efforts to participate in:

- ISO international standardisation where international standards are important tools for accessing competitive global markets and to dispel perception that products from developing countries are less superior. Through MPOB's ISO participation, Malaysia chairs the ISO/TC 207 SC7 on greenhouse gas standard development to understand that we need to have the necessary technical expertise to get the most out of the international standards like ISO 14064 on GHG quantification and ISO 14067 on quantification and communicating the carbon footprint of products.
- UNFCCC (United Nations Framework Convention on Climate Change), COP (Conference of Parties) and climate negotiation where the world is facing a critical challenge of increasing GHG emissions are raising earth's average temperature. Such change in climate will put stresses on the development,



ABOVE: The Honourable Prime Minister of Malaysia with MPOB's delegates at the Conference of Parties of the United Nations Framework Convention on Climate Change (COP-UNFCCC) 2009, Copenhagen, Denmark

MPOB recognizes that sustainable development cannot be achieved in isolation.

economic, social and environmental aspects of the sustainable development of the industry. Through the negotiations, policy makers, industry and consumers can start to use common tools to tackle climate change.

MPOB had also implemented internal standards to promote uniform practices within the oil palm industry which include:

- Codes of Practice (CoP) - developed by MPOB to promote good agricultural practices for environmental, social and economic management over the whole supply chain covering nursery, plantation, mill, kernel crushing plant, refinery, and transport and storage. The CoP principles and criteria offer the industry best possible benchmarks and practical solutions with the potential to be used as part of the international sustainability agreement.
- Life Cycle Assessment (LCA) throughout the oil palm supply chain which takes into account the carbon lost when logged-over forest is converted and when fossil fuels are used in management, processing or transport. It also looks at the net carbon savings that will result if the total amount of carbon emitted is less than the total amount emitted from burning an equivalent amount of fossil fuels. Through the LCA study, the carbon balance can be assessed. Calculating a carbon foot print (CFP) means conducting an LCA to identify the climatic impact of each phase of the product life cycle. LCA analyses can help producers understand which phases offer the greatest potential for reducing greenhouse gas (GHG) emissions and offer consumers a measure to select products with minimum climate impact.



NATIONAL GEOGRAPHIC

PROJECT SITES:

Worldwide

WEBSITE:

nationalgeographic.com



PHOTO CREDIT: Octavio Aburto

MISSION IN ACTION

ABOVE: Sharks at Cocos Island (Costa Rica). The scientific data gathered during the expedition to Cocos Island will be integral to efforts to expand marine protected areas there.

Each year, National Geographic supports hundreds of projects to help us explore, understand, and care for our planet. The Society's Mission Programs houses groundbreaking conservation projects and an Explorers Program that supports research and field work in traditional and emerging fields from biology to social media and mobile technology.

- National Geographic's **Big Cats Initiative** (BCI), led by Explorers-in-Residence Dereck and Beverly Joubert and Emerging Explorer Luke Dollar, supports on-the-ground conservation projects, education programs, improved animal husbandry, and a global public-awareness campaign in support of endangered big cat species. The program is focusing initially on threatened lion populations in Africa and began making grants in 2010 to organizations in African countries that are working to ameliorate human-big cat conflicts through education, livestock insurance programs, and innovative approaches to big cat protection.
- The Society's Oceans initiative works to restore ocean health and productivity by reducing the footprint of fishing worldwide, promoting marine protected areas, and raising awareness about ocean issues and solutions. Marine Ecologist and National Geographic Fellow Enric Sala recently traveled with Explorer-in-Residence Sylvia Earle and marine scientists from around the world to Cocos Island and Las Gemelas seamounts in Costa Rica. The expedition was captured on film for *Shark Island*, a Nat Geo Wild special.

Support for Solutions

Last year, National Geographic awarded more than 200 grants to new and established researchers, conservationists, and explorers for fieldwork and community programs that inform people about global and environmental issues, and provide solutions to critical problems.

- Grantee Lisa Dabek's work with the endangered Matschie's tree kangaroo in Papua New Guinea has led to the creation of that country's first national conservation area, preserving an area of pristine tropical forest larger than Singapore.
- Grantee and Emerging Explorer Kenny Broad's team has conducted a comprehensive exploration of the biological, geologic, and cultural characteristics of Bahamian "blue holes"—inland and marine underwater caves.



PHOTO CREDIT: Chris Johns

Africa's lion population has declined by more than half—from more than 50,000 to fewer than 23,000—in the past quarter century.

National Geographic works to inspire and prepare the next generation to care about the planet.

Inspiring the Next Generation to Care about the Planet

National Geographic works to inspire and prepare the next generation to care about the planet through its education programs, lectures, media, and public events.

- The Society's BioBlitz program brings together students, teachers, researchers, and community members in a different location each year to conduct a 24-hour species inventory. National Geographic works with the U.S. Park Service to conduct a BioBlitz in a different national park each year, helping local communities learn about the biological diversity of the parks and to better understand how to protect them. Recent BioBlitz locations have included Biscayne National Park and Indiana Dunes National Lakeshore.
- *Great Migrations* tells the powerful stories of many of the planet's species and their movements. It is an initiative involving National Geographic Television, magazines, books, online media, public programs, and education programs. The initiative includes a seven-hour, high-definition miniseries and a National Geographic magazine feature.

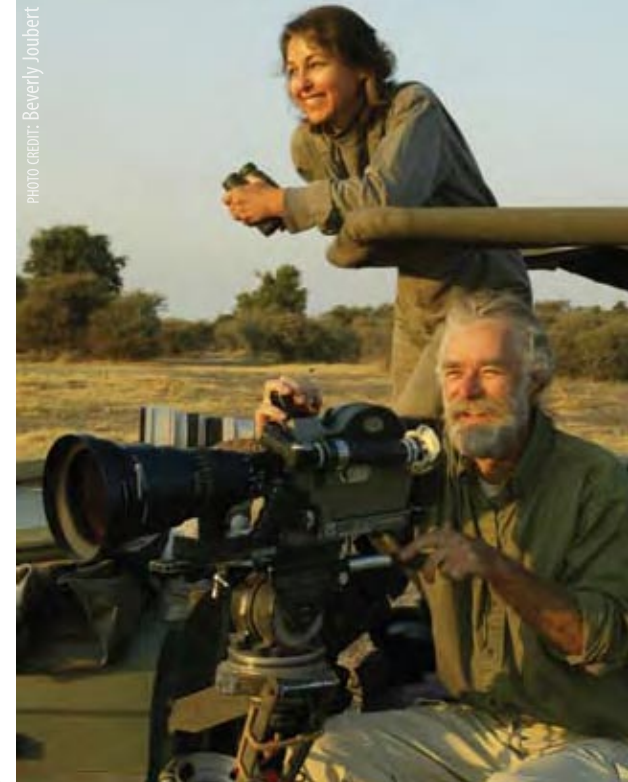


PHOTO CREDIT: Beverly Joubert

Explorers-in-Residence and filmmakers Dereck and Beverly Joubert's award-winning documentaries rank among the most persuasive means yet found of promoting wildlife conservation around the globe.



PARTNERS:

- Pacific Forest and Watershed Lands Stewardship Council
- Audubon California
- The Nature Conservancy
- Federal and State Agencies

PROJECT SITES:

Worldwide

WEBSITE:

pge.com/environment

ABOVE: We finalized our second voluntary “safe harbor” agreement with the U.S. Fish and Wildlife Service. The agreement enables PG&E crews to safely maintain and operate important transmission lines while enhancing habitat for three species that are found nowhere else in the world, including the Lange’s metalmark butterfly.



PHOTO CREDIT: Richard A. Arnold

Advancing Sustainable Solutions

Pacific Gas and Electric Company (PG&E) is one of the nation’s largest utilities, delivering energy to 15 million people—approximately 1 in every 20 Americans—throughout a 70,000-square-mile service area in northern and central California.

PG&E understands that environmental excellence is necessary to be a leader in its industry and to the sustainability of its business. This includes using resources efficiently, advancing clean technologies, and protecting vital species and habitats.

As one of California’s largest land owners, PG&E has a long history of managing lands and waters in a responsible and environmentally sensitive manner. For example, PG&E’s vast hydroelectric system, with many dams and powerhouses dating back to the early twentieth century, has long been a vital source of clean energy for California. PG&E sees these assets as continuing to be an important part of its power mix for years to come—especially in light of the urgent need to reduce greenhouse gas emissions.



PHOTO CREDIT: Greg Warrick

Additionally, PG&E’s network of pipes and wires can traverse unique and sensitive habitat, and the company recognizes its obligation to protect these resources while performing its operations and meeting its customers’ expectations regarding reliability and service.

PG&E’s Environmental Stewardship Program is working to address this challenge—navigating the right balance between delivering safe and reliable service to meet the state’s growing energy needs while protecting wildlife and other important natural resources.

Over time, these and other efforts have earned PG&E more than 180 environmental awards in recognition of its environmental commitment, including Audubon California’s first-ever Corporate Achievement Award, the Planning and



PHOTO CREDIT: PG&E

ABOVE: PG&E uses helicopters to employ bird flight diverters—devices that have proven to reduce waterfowl collisions with power lines.

PG&E has a long history of managing lands and waters in a responsible and environmentally sensitive manner.

Conservation League’s Environmental Business of the Year Award, and the Ventana Wildlife Society’s Frank J. Lichtanski Award.

Recent highlights of PG&E’s stewardship of California’s natural resources include:

- Implementing its Habitat Conservation Plan for the San Joaquin Valley region—the first in a series of plans that the company is developing for its service area to ensure compliance with the Endangered Species Act.
- Working in close cooperation with the Pacific Forest and Watershed Lands Stewardship Council to permanently protect more than 140,000 acres of company-owned watershed lands.
- Adopting an innovative Avian Protection Plan to reduce the risk that overhead wires and electrical equipment pose to birds, such as the bald and golden eagles. PG&E’s plan has set the standard for the industry and is one of the most comprehensive in the nation.
- Practicing sustainable forestry on more than 52,000 acres of company-owned forest lands, with an emphasis on forest restoration.

OPPOSITE: The blunt-nosed leopard lizard is one of the species covered under PG&E’s San Joaquin Valley Operations and Maintenance Habitat Conservation Plan.



PHOTO CREDIT: City of Alcatraz

Through its ClimateSmart™ program, PG&E has invested in seven groundbreaking projects totaling nearly 1.2 million metric tons of greenhouse gas emission reductions. These include projects that will conserve California’s coastal redwood forests.



Rainforest Alliance

PARTNERS:

- The United States Agency for International Development
- Inter-American Development Bank - Multi-lateral Investment Fund
- Guatemala's National Council of Protected Areas
- Asociación Gremial de Exportadores de Guatemala
- Association of Forest Communities of Petén
- Community Forestry Concessions Enterprise
- Argidius Foundation
- Citi Foundation
- Wildlife Conservation Society
- Gibson Foundation
- Gibor and Baren
- PROJECT SITES:**
- Guatemala
- WEBSITE:**
- Rainforest-Alliance.org



PHOTO CREDIT: Rainforest Alliance

Sustainable Forestry Management & Community Development in the Maya Biosphere Reserve

For more than a decade, the Rainforest Alliance has been an active driving force in sustainable forestry management in Guatemala's Maya Biosphere Reserve (MBR). The Guatemalan government created the MBR located in the northern Petén with over two million hectares of forested land to guarantee the preservation of the natural and cultural environment. The Rainforest Alliance began offering Forest Stewardship Council (FSC) certification to community and industrial forestry concessions in the Multiple Use Zone, designated for sustainably managed and low impact activities such as extraction of forest resources. By providing training, audits for FSC certification, market and product development, we are able to build links between certified operations and buyers of FSC-certified timber and non-timber products in the global market.

Since the inception of our sustainable forest management program, more than 12 community timber concessions have been certified to the standards of the FSC. In 2007, the forest products sector in the region supported 2,500 jobs and sales of FSC-certified timber surpassed USD 5 million. From 2007 to present day, USD 12 million has been invested by the private sector and national partners, 5,800 jobs have been created and a new processing plant has been built for high-value wood products. Additionally, guitar components have been sold to Gibson for up to 40 times higher than wood on the stump, as well as other market linkages with



PHOTO CREDIT: Rainforest Alliance

ABOVE: Our program benefits community development by ensuring a valuable source of income for families.

RIGHT: Rainforest Alliance's certified forestry concessions contribute to declining deforestation rates, climate change mitigation and sustainable livelihoods.

Continental Floral Greens for non-timber products such as jade leaf. This economic development has also fostered community growth resulting in new schools being built and first-time access to health services in the MBR, all at no cost to the environment.

A study conducted by the Rainforest Alliance from 1995-2007 revealed that the deforestation of the 478,000 ha of FSC-certified concessions was 20 times lower than the rate of the adjoining core protected area (designated strictly for conservation efforts), deeming market-based conservation efforts successful. Additionally, the incidence of wildfires in the MBR has been variable (7% to 20% of forest area burnt annually) since 1998, while the area burnt on FSC-certified concessions has been a fraction of that and steadily dropped from 6.5% in 1998 to 0.1% in 2007. These results make a strong case for community and stakeholder involvement in natural resource management.



PHOTO CREDIT: Rainforest Alliance

ABOVE: Non-timber forest products, like the jade leaf palm, are also offered FSC certification.

Rainforest Alliance study results make a strong case for community and stakeholder involvement in natural resource management.

To further this sustainable forestry model, the Rainforest Alliance is leading a pioneer pilot effort to provide enterprises with an additional source of revenue from the carbon stored in forests. A national strategy is underway which follows the United Nations Reducing Emissions from Deforestation and Forest Degradation (REDD) program. This program has been helping communities sell carbon credits, earned through their sustainable forestry activities, on the voluntary market. With local and national governments, we are identifying rights to the carbon sequestered, developing REDD project activities and creating baselines for emissions. Moreover, communities are becoming involved in the international effort to mitigate climate change, becoming relevant at a global level, while maintaining the equilibrium of Guatemala's invaluable forest.

RIGHT: Rainforest Alliance is the leading FSC-accredited certifier.

FAR RIGHT: Biodiversity conservation is an important factor in safeguarding the health of the rainforest.



PHOTO CREDIT: Rainforest Alliance



PHOTO CREDIT: Rainforest Alliance

RARE

inspiring conservation

PARTNERS:

The Nature Conservancy (TNC) – Panama
Fundación para el Desarrollo Integral del Corregimiento de Cerro Punta

PROJECT SITES:

Worldwide

WEBSITE:

rareconservation.org



Conservation on a Human Scale

ABOVE: Coral Reef in Indonesia near Raja Ampat project.

All across the developing world, farmers, fishermen, community leaders, and families are struggling to meet basic life needs in the face of dwindling natural resources. At the same time, conservationists are lamenting the ineffectiveness of protected areas and the lack of public support for environmental change. One thing is clear: while conservation has long been science-driven, success will ultimately come down to changing the way people relate to nature.

Rare and its partners in fifty countries have developed an innovative method for empowering local communities to address global conservation challenges from the ground up. It's called a "Pride campaign," so named because it inspires people to take pride in the species and habitats that make their communities unique, while also giving them alternatives to environmentally destructive behaviors. All Pride campaigns are run by local partner organizations, which enroll a staff member in Rare's two-year training program – providing both academic and field-based technical support in social and behavioral change.

BOTTOM: Pride campaigns use 30+ community outreach tools to reach various target audiences. Luis is seen here with a larger-than-life mascot of Panama's spectacular, yet endangered bird, the Quetzal.

BOTTOM FAR RIGHT: Kids proudly display their conservation badges during a Pride campaign in Indonesia.



Inspiring Environmental Pride in Cerro Punta, Panama

As a Rare Pride campaign manager, Luis Olmedo Sánchez Samudio took on a daunting challenge – convincing his community to save its own natural heritage. His home: Cerro Punta in Panama, which lies at the gateway to one of the largest tracts of undisturbed forests in the hemisphere. The area is officially protected and is a global conservation priority given its vast array of diverse and threatened species. But Luis knows that national protected status does not guarantee conservation success. Conservation ultimately comes down to people – their behaviors, attitudes, and beliefs. It is by nature a local challenge. And so, Luis launched a Pride campaign in Cerro Punta that ultimately changed the way farmers practice agriculture and the community as a whole relates to the nature around them.

Working for Fundación para el Desarrollo Integral del Corregimiento de Cerro Punta, and with support from The Nature Conservancy-Panama, Luis focused his campaign on reducing harmful agricultural practices threatening the region's fragile ecosystem. He used Rare's social science model to identify key target audiences; gain support and



Luis Olmedo Sánchez Samudio, one of 170 Rare Pride campaign managers and alumni in 50 countries.

Conservation success will ultimately come down to changing the way people relate to nature.

buy-in from multiple stakeholders on a two-year business plan for community engagement; conduct pre- and post-campaign surveys on awareness, attitudes, and behaviors; identify alternative practices for farmers to make behavior change possible; and launch a sustained, multi-media marketing effort to increase adoption of the desired attitudes and behaviors.

The result? Luis convinced 40 leading agricultural producers to adopt organic practices and another 150 to integrate better techniques for conserving water and reducing pollution. He changed behaviors of 20% of all farmers in his target region, and they themselves are now advocates for change. More than 100 farmers from central Panama have come to Luis's site to learn from these early adopters. Luis's campaign has also taken root community-wide: local coffee producers now designate 1% of their sales to conservation; model organic gardens have been created throughout the community, with 200 teachers and students trained to date; and farmers have launched a collection program for disposing of harmful pesticides. Protecting nature has become a movement in Cerro Punta, and Luis continues his Pride campaign to this day – three years after his formal training with Rare ended. He is also serving as a mentor to 12 new Pride campaign managers in Latin America.

Rare partner organizations have launched 170 Pride campaigns to date. Together, they have reduced overfishing and illegal logging, improved management of protected areas, increased adoption of more sustainable agriculture, and saved multiple species on the brink of extinction.

Farmers in Cerro Punta have adopted more sustainable practices.





PARTNERS:

T.I.G.E.R.S.

PROJECT SITES:

South Africa

Southeast Asia

South America

WEBSITE:

rarespeciesfund.org



PHOTO CREDIT: Barry Bland

Funding Critical On-the-Ground International Wildlife Programs

The Fund's founder and Chairman of the Board, Dr. Mahamayavi "Doc" Bhagavan Antle is widely recognized as one of the foremost animal trainers in the world. Over his lifetime, Doc has worked with thousands of animals, and has traveled the globe promoting the education and conservation of some of our planet's most rare and endangered species.

Doc is the director of **The Institute of Greatly Endangered and Rare Species. T.I.G.E.R.S.** operates two public education exhibits:

- 1) Preservation Stations based in Myrtle Beach, South Carolina
- 2) Wild Encounters at Jungle Island in Miami, Florida. T.I.G.E.R.S. is a wildlife education organization, dedicated to promoting global conservation with informative, educational and entertaining interactive programs.



Their animal ambassadors are important living examples of current worldwide environmental issues, helping to educate millions of people per year about the importance of conservation and global biodiversity.

Funding from the T.I.G.E.R.S. wildlife educational programs, along with the generosity of donations from exhibit guests and the general public, help support critical on-the-ground international wildlife conservation programs through the Rare Species Fund.

Public education supporting global conservation.

The Fund is currently contributing to conservation projects in Southern Africa, Southeast Asia and South America, including:

- Funding provided in Zimbabwe for radio-collars to track "problem" animals that had been trans-located, establishing GPS locations of animals' home range movements.
- Ongoing funding provided for wild tiger populations in Thailand to purchase anti-poaching equipment and to train and educate the local public.
- Funding provided in South Africa for raptor research.
- Contributing to the development of Andean mountain cat conservation program in South America.
- Provision of staff and essential equipment in South Africa for black footed cat conservation.
- Funding provided in Borneo for various wildlife conservation projects in orangutan territories.

Animal ambassadors —as living examples — help educate the world about the importance of conservation and global biodiversity.



PHOTO CREDIT: Barry Bland


PARTNERS:

International Elephant Foundation (IEF)

Forestry Industry Organization

Biodiversity and Elephant Conservation Trust

Various zoos, universities and veterinary schools

PROJECT SITES:

Worldwide

WEBSITE:

Ringling.com



PHOTO CREDIT: Ringling Bros.

Asian Elephant Conservation Partnership

Ringling Bros. and Barnum & Bailey is committed to its role as a leader in the preservation of the Asian elephant through conservation education, breeding, research and in situ conservation and husbandry partnerships. Partners include the International Elephant Foundation (IEF), the Forestry Industry Organization in Thailand, and the Biodiversity and Elephant Conservation Trust and the Department of Wildlife and Conservation in Sri Lanka, as well as various zoos, universities and veterinary schools.

One of the proudest accomplishments at *Ringling Bros.* is the establishment in 1995 of the *Ringling Bros. and Barnum & Bailey Center for Elephant Conservation* – a unique facility where researchers, veterinarians and conservationists study and observe Asian elephant behavior, husbandry and handling, and apply lessons learned to managing and protecting the species. Home to the largest Asian elephant population in the Western Hemisphere and with 23 successful births, its contribution to the knowledge of Asian elephants is unparalleled and represents a commitment of unlimited resources for scientific research into the reproduction and health care of the Asian elephant.

In 2009, *Ringling Bros.* announced the birth of its first calf born as a result of artificial insemination (AI). AI procedures are an important option in conservation programs where species like the Asian elephant are endangered. The AI procedure is meant to complement natural breeding efforts without the logistics of relocating and introducing a male elephant (solitary by nature) to an established herd of female elephants.

ABOVE: *Ringling Bros. and Barnum & Bailey's* 22nd elephant calf, Barack born on January 19, 2009. He is the first calf born at *Ringling Bros.* as a result of artificial insemination.

Other *Ringling Bros.* Asian elephant conservation initiatives include collaborating with range country partners such as the University of Peradeniya in Sri Lanka. For several years *Ringling Bros.* also has worked with the Biodiversity and Elephant Conservation Trust and its grassroots conservation education program in the elephant range areas of Sri Lanka. *Ringling Bros.* also helped provide a veterinary vehicle to deliver medical and husbandry services to injured elephants in Northern Thailand through the Forestry Industry Organization there.

As responsible stewards of these magnificent animals, *Ringling Bros.* spearheaded a successful effort on Capitol Hill to enact the Asian Elephant Conservation Act, providing funds for public-private conservation projects in range states. *Ringling Bros.* continues to work with other organizations as part of the Multinational Species Coalition to advocate for funding and support for international species conservation programs.

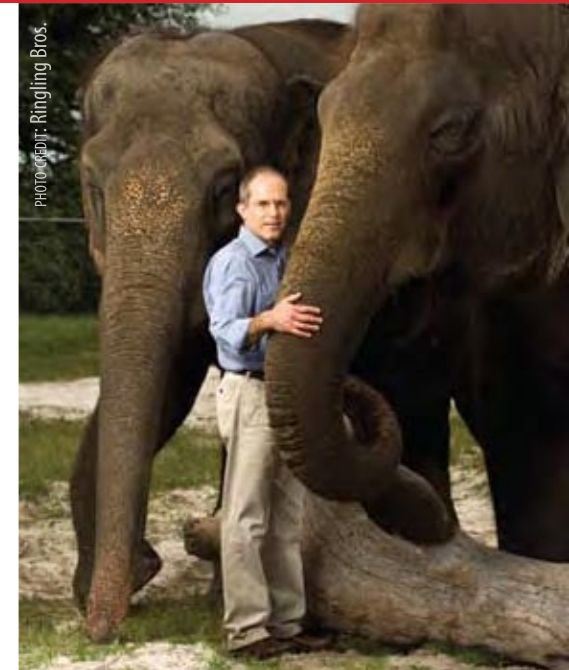


PHOTO CREDIT: Ringling Bros.

Endangered Species? Not If We Can Help It.

As a founding board member of the International Elephant Foundation, *Ringling Bros.* works with other elephant institutions and has pledged funds and expertise to aid in elephant conservation and assistance projects throughout Asia and Africa. A significant challenge to Asian elephant conservation is the shortage of capacity to support and stabilize populations in facilities and camps that house former work animals or those removed from threatening situations of conflict with humans.

Ringling Bros. has more than 140 years of experience living and working with Asian elephants and contributes its expertise to train and advise managers and conservationists in Asia dealing with issues of managed care and human-elephant conflict.

Ringling Bros. is also committed to its role in educating the public about the challenges facing the future of the species and the opportunities that exist to help. Guests attending a *Ringling Bros.* Circus also support Asian elephant conservation as five percent of each ticket sold supports the *Ringling Bros. Center for Elephant Conservation* and its programs. Within the past fifteen years, our conservation programs have made great progress to help conserve and sustain this magnificent, yet endangered species. Moving forward, *Ringling Bros.* remains undeterred and committed to continuing its mission so that Children of All Ages will be able to experience the most majestic species on the planet for years to come.

ABOVE: As trustee of the largest herd of Asian elephants in the Western Hemisphere, *Ringling Bros.* is in a unique position to work for the conservation of this majestic species.



SEAWORLD PARKS & ENTERTAINMENT

PARTNERS:

Hubbs SeaWorld Research Institute

National Geographic Society

National Science Teachers Association

National Wildlife Federation

The Nature Conservancy

World Wildlife Fund

PROJECT SITES:

Worldwide

WEBSITE:

swbg-conservationfund.org

seaworldcares.com



Over 5 Decades of Conservation Stewardship

Since the first park opened in 1959, SeaWorld Parks & Entertainment company has introduced over a half billion people to our planet's magnificent animals and the conservation needs of marine and terrestrial wildlife. Our guests have encountered species they may never have heard of and created lifelong memories connecting them with the natural world and inspiring them to make a difference.

The parks care for the world's largest zoological collection, and more people visit the parks than any other zoological institution in the world. Engaging our visitors in unparalleled animal experiences in meaningful ways that inspire them is our goal and mission.

Animal Care, Rescue, Rehabilitation and Return

The parks care for over 100 endangered, threatened, or at-risk species and employ the largest and most experienced team of veterinarians, animal care specialists, and researchers to ensure the best health care, enrichment, and safety of these animals. The parks' breeding programs are among the most successful in the zoological community and have led to a greater understanding of the physiology and natural history of animals in the wild.

The parks are global leaders in animal rescue and rehabilitation. Since 1965, the parks have rescued more than 17,000 stranded, orphaned, or injured animals and have returned thousands of these back to their homes. For those deemed unfit for return to the wild, SeaWorld often becomes responsible for their long-term care. These animals often become ambassadors for their species and help our millions of

ABOVE: Animal care staff from SeaWorld release an endangered manatee. SeaWorld has rescued, rehabilitated and released hundreds of manatees over the past three decades, helping to bring these animals back from the brink of extinction.

visitors to learn about their plight, their conservation, and how our visitors can help protect wildlife and wild places.

The parks are uniquely qualified and prepared to support the worldwide animal rescue, rehabilitation, and return of species affected by environmental disasters such as the 2010 Gulf of Mexico oil spill.

Our Commitment to Environmental Education
Over 500,000 students and guests participate in our education programs each year. Ranging from sleepovers



SeaWorld Parks & Entertainment has introduced over a half billion people to our planet's magnificent animals and the conservation needs of marine and terrestrial wildlife.

and summer camps to school field trips, college courses, behind-the-scenes tours and resident programs, all of our education efforts are designed to promote an appreciation and stewardship for animals and the environment. Many of these programs engage students in grassroots conservation efforts that they can participate in within their own communities.

For over 17 years, the parks have promoted the SeaWorld & Busch Gardens Environmental Excellence Awards, recognizing the outstanding efforts of K-12 students and teachers working to protect and preserve the environment. Winning schools are awarded \$10,000 to help continue their environmental work and one teacher is selected by the parks and the National Science Teachers Association as the "Environmental Educator of the Year." This teacher is awarded \$5,000 for their environmental efforts.

SeaWorld & Busch Gardens Conservation Fund

The SeaWorld & Busch Gardens Conservation Fund was launched in 2003 to provide our guests and partners with an easy, direct way to get involved and make a difference. The Fund focuses on four strategic areas: Species Research, Habitat Protection, Animal Rescue and Rehabilitation and Conservation Education. Through the support of the parks and our guests and partners, the Fund has granted over \$7 million to over 500 projects in over 60 countries. The parks cover all administrative costs for the Fund, so that 100% of all donations (every single penny) goes directly to conservation projects worldwide.



ABOVE: With over 20 million visitors to their parks each year, SeaWorld Parks & Entertainment has an incredible ability to educate and inspire people to a more sustainable lifestyle.



PARTNERS:

Conservation International

PROJECT SITES:

Worldwide

WEBSITE:

starbucks.com/responsibility



PHOTO CREDIT: Starbucks

Supporting Farmers, Protecting the Environment

Coffee is grown in some of the most extraordinary places on Earth. Starbucks relies on healthy agricultural systems to produce a high-quality, sustainable coffee supply – this is the driving force behind efforts to minimize environmental impacts, from farm to cup.

ABOVE: Costa Rica coffee farm.

Conservation International (CI) has identified 34 biodiversity hotspots in the world – areas that are some of the Earth’s most biologically rich and most endangered eco-regions. One of these areas is the El Triunfo Biosphere Reserve in Chiapas, Mexico. Here, coffee farmers are protecting the forest’s birds and biodiversity through the use of organic and traditional shade-growing agricultural methods. Starbucks and CI have worked together with farmers for more than 12 years to protect biodiversity hotspots like El Triunfo around the world.

Farming and Buying Responsibly

Over the last decade, Starbucks and CI developed buying guidelines that address principles for ethical sourcing, called Coffee and Farmer Equity (C.A.F.E.) Practices.

The C.A.F.E. Practices program is based on a comprehensive set of social, economic, environmental, and quality standards. Among these are measures to evaluate how farmers manage waste, protect water quality, conserve resources, preserve biodiversity, and reduce agrochemical use.



PHOTO CREDIT: Starbucks

Through this collaboration with CI, Starbucks also works to provide loans through Verde Ventures, a loan fund serving farmers in areas of high biodiversity and within communities working to conserve critical ecosystems. These loans help farmers make improvements to their farms and invest in more sustainable measures.

By working on the ground directly with farmers to expand the use of C.A.F.E. Practices, Starbucks helps coffee growing communities reduce deforestation, while supporting sustainable, long-term practices within the coffee market.

Piloting Conservation Incentive Programs

In 2009, Starbucks partnered with CI to pilot a forest conservation incentive program that links farmers to

Starbucks helps coffee growing communities reduce deforestation, while supporting sustainable, long-term practices within the coffee market.

carbon markets. The program is based in 29 coffee-growing communities in Sumatra, Indonesia, and Chiapas, Mexico – regions with distinctly sensitive environments and differing coffee-growing traditions. Through the program, farmers can generate additional income while carrying out actions that reduce carbon emissions. Outcomes from the initial pilot phase will inform plans to expand elsewhere in the future.

In addition to minimizing emissions from the burning and clearing of forests – which account for approximately 16 percent of global greenhouse emissions – participating farmers are better positioned to protect their livelihoods and diversify their risk.

Reducing Starbucks global footprint requires active involvement across various sectors. Starbucks is committed to advancing the development of innovative solutions, building strategic relationships with policy leaders and industry experts, and harnessing the passion of partners (employees) and customers to make a positive impact.

To learn more about Starbucks ethical sourcing and environmental stewardship efforts, visit starbucks.com/responsibility.



PHOTO CREDIT: Starbucks



PHOTO CREDIT: Starbucks

ABOVE TOP: Conservation International advisor talks with farmer about soil erosion prevention

ABOVE: Coffee Plant Nursery, Costa Rica

The Nature Conservancy
 Protecting nature. Preserving life.™

PROJECT SITES:

Worldwide

WEBSITE:

nature.org



PHOTO CREDIT: © TNC

Forests, Climate and Conservation

ABOVE: Berau forests.

Indonesia: Berau Forest Project Has Great Potential Impact
 The Nature Conservancy's goals in Berau District in Borneo are to develop an integrated, district-scale forest carbon program that by 2015: (1) brings at least two million acres under effective management; (2) avoids emissions of 10 million tons of CO₂ over five years; (3) results in a 30% income increase and improved livelihoods opportunities for at least 5,000 people in targeted communities; (4) maintains ecosystem services such as flood reduction and clean drinking water; (5) protects the habitat of key forest species, including a population of more than 1,500 endangered orangutans. The Government of Indonesia recently selected the Berau Forest Carbon Project (BFCP), along with three government-sponsored projects, as Reduced Emissions from Deforestation and Degradation (REDD) demonstration activities which will inform the development of a nationwide REDD framework. REDD is a global mechanism designed to reward efforts to reduce emissions from deforestation, primarily in tropical developing countries, that has attracted broad public support and generated significant public funding. The official designation is an important milestone for the BFCP because REDD demonstration activities must be approved by the host country to be eligible to access funding from the international community. Selecting the BFCP is also a testament to the Government's high regard for the Conservancy.

REDD Projects Launched in Brazil

The Conservancy led the establishment of two sub-national REDD pilot projects in Brazil in the states of Mato Grosso and Pará – an important step not only in reducing emissions and protecting the Amazon rainforest, but also in contributing to the region's economic development and creating incentives for sustainable production as local income generation shifts from cutting down the forest to preserving it. The Mato Grosso project will span 26 million acres across seven municipalities, and in Pará, the REDD project will cover 21 million acres in the municipality of São Felix do Xingu. Both projects are within regions with historically high deforestation rates. To help launch the projects, the Conservancy completed a four-month feasibility study to gauge the potential in two pilot sites, gathering input from more than 70 government leaders, renowned scientists and other stakeholders from 20 different organizations. The Conservancy hosted forums to foster dialogue with potential



PHOTO CREDIT: © Leandro Baumgarten

The Government of Indonesia recently selected the Berau Forest Carbon Project as a REDD demonstration activity which will inform the development of a nationwide REDD framework.

partners on the opportunities and challenges of implementing REDD initiatives, as well as two workshops with indigenous leaders to encourage their participation in REDD discussions.



PHOTO CREDIT: © Erika Wortemann



ABOVE: REDD projects can help protect Amazon rainforests.

LEFT: The Nature Conservancy works with indigenous forest peoples in Colombia (like this man), as well as other countries including Brazil, Bolivia, Indonesia, and Guatemala.

TOYOTA

PARTNERS:

National Audubon Society
 World Resources Institute
 Pew Center on
 Global Climate Change
 National 4-H Council
 Arbor Day Foundation
 World Wildlife Fund
 National Environmental
 Education Foundation
 New York
 Restoration Project

WEBSITE:

toyota.com/community



Mobilizing Conservation

Toyota and the National Audubon Society believe that in order to have real conservation impact we have to be TogetherGreen. In 2008, Toyota and Audubon launched TogetherGreen — a comprehensive, five-year conservation initiative, funded by a \$20 million grant from Toyota.

To date, TogetherGreen...

- Has programs in 42 states and 138 cities across the country
- Has engaged 72,400 participants in 275,000 hours of conservation, including more than 700 Toyota employee volunteers in New York, Kentucky, Indiana, Missouri, Texas, and California.
- 20% of participants in Fellows & Innovation Grants are from low income households
- 40,000 kids have taken part in Pennies for the Planet, raising 5.1 million pennies
- 1,015 acres have been restored
- 80,000 trees and native plants have been planted



ABOVE: A North Carolina tern chick. Several TogetherGreen Innovation Grants have funded critical habitat preservation and restoration work that benefits endangered shore birds on both the East and West Coasts of the United States.

RIGHT: A Toyota employee and her daughter clean garbage and debris out of a lake in Brooklyn, New York's Prospect Park as part of a TogetherGreen Volunteer Day.

TogetherGreen's components are...

Innovation Grants ...Funds are given annually to critical conservation projects across the U.S. led by established environmental groups

Fellows ...A yearly class of professionals are identified as the next generation of environmental leaders. They receive training and funding for a conservation project in their community.

Volunteerism ...Volunteer sites across the U.S. receive funding and offer volunteer opportunities that engage people in improving communities and critical habitats.

In addition, an interactive website, TogetherGreen.org, engages a wide audience in conservation opportunities, including; "Community Passport" - a program that rewards people for volunteer hours; and "Pennies for the Planet" - a program that engages schoolchildren in raising funds to direct towards three critical habitat projects each year.



ABOVE: A Toyota Fuel Cell Hybrid Vehicle (FCHV) on tour in Yellowstone National Park. A Toyota employee looks for wildlife in Hayden Valley.

Toyota's environmental programs aim to educate and mobilize us all to conserve the earth's resources for future generations.

In addition to TogetherGreen, Toyota recently launched a partnership with the World Resources Institute (WRI) called "Southern Forests for the Future."

Stretching from east Texas to Virginia and from Kentucky to Florida, the over 200 million acres that comprise the United States Southern Forests are one of the most biologically diverse temperate forests in the world and comprise approximately 30 percent of the U.S. forest area.

"Southern Forests for the Future" is a project designed to raise awareness of the threats facing this area and develop the best ways to conserve this globally significant land mass. WRI will work with private landowners, who currently own 88% of the southern forest land, to identify and pilot incentives aimed to increase the amount of forest conserved and managed sustainably. In the first year, WRI has already launched a ground-breaking website, SeeSouthernForests.org, that contains never-before-seen satellite imagery and interactive maps of the U.S. southern forests. It also includes tools and case studies to educate students, teachers and the general population on the importance of these areas. Toyota and WRI committed to launch SeeSouthernForests.org at the Clinton Global Initiative Annual Meeting in 2009.

Toyota's other key environmental partnerships include "Tree Campus USA" with the Arbor Day Foundation, "4-H2O" with National 4-H Council, acting as the lead sponsor of National Public Lands Day with the National Environmental Education Foundation (NEEF), "MillionTreesNYC" with New York Restoration Project, a recent study on corporate energy best practices with the Pew Center on Global Climate Change, and an ongoing critical improvement of sustainability practices in the Galapagos islands with World Wildlife Fund (WWF).

TUDOR
INVESTMENT CORPORATION

PARTNERS:

Tanzania National Parks
Singita

PROJECT SITES:

Tanzania

WEBSITE:

TudorFunds.com



PHOTO CREDIT: Singita Grumeti Reserves

The Singita Grumeti Reserves

RIGHT: Large herds of wildlife roam the Reserves.

The Singita Grumeti Reserves is a 340,000-acre virtual wilderness with open plains, rugged rocky outcrops, woodlands and riverine forests providing habitat to some 400 species of birds, 40 species of herbivores, 25 species of large carnivores, and prolific plant life. Between June and August, the Reserves host the Great Migration of more than a million wildebeests, which spill freely over the western border of Serengeti National Park.

ABOVE: Lion of the Nyasirori pride near Sabora

In creating Serengeti National Park, a third of the Great Migration route was left in concessions for development and hunting. To protect one critical link, American financier and environmental philanthropist Paul Tudor Jones won a concession in 2002 from the Tanzanian government consisting of Ikorongo Game Reserve, Grumeti Game Reserve, and Fort Ikoma Open Area. He immediately closed the area to hunting and set up Grumeti Reserves Ltd. Its mission is to rehabilitate and improve the indigenous biodiversity of the western Serengeti-Mara system to the benefit of local communities and districts, as well as national and international



PHOTO CREDIT: Singita Grumeti Reserves

stakeholders, through practices that are financially sustainable, environmentally and culturally responsible, and politically acceptable. Mr. Jones has already invested over \$20 million in this \$45-million project.

Funded by tourism in the Reserves, the Grumeti Community & Wildlife Conservation Fund dedicates millions of dollars to create community projects in the Bunda and Serengeti districts providing access to clean water, job and educational opportunities, ambulance services, and radio communications, and helping set up community gardens and microenterprise. Also, profits generated from the Fund's commercial development programs support anti-poaching in the Reserves as well as Tanzania National Parks.

Before Grumeti began managing the land, wildlife poaching was rampant. Grumeti has developed a 100-member enforcement

In just three years, the number of elephants has doubled, Cape buffalos have more than tripled, and warthogs multiplied 10 times.

unit and invested \$2 million in area villages to stimulate economic alternatives to poaching. In just three years, the number of elephants has doubled to almost 900, Cape buffalos have more than tripled to nearly 2,250, and warthogs have multiplied 10 times to over 4,000. Now Grumeti plans the reintroduction of 25 black rhinos. Singita, a world-renowned ecotourism company, is now partnering with Grumeti to help manage and globally promote tourism and hospitality at Grumeti and generally in the Serengeti region.



PHOTO CREDIT: Singita Grumeti Reserves



PHOTO CREDIT: Singita Grumeti Reserves



PHOTO CREDIT: Singita Grumeti Reserves

TOP RIGHT: Herds of up to 300 elephants roam the area.

MIDDLE: Evening walk along the Grumeti River.

LEFT: Foal was just born, stallions immediately begin fighting over the mother — illustrating the delicate balance of life in nature.


PARTNERS:

World Wildlife Fund

PROJECT SITES:

Kericho

Kenya

WEBSITE:

unilever.com

ABOVE: Kenya must plant an estimated 100 million trees each year to restore lost and declining forests.



PHOTO CREDIT: Unilever

Preserving Forests and Biodiversity in Kenya's Great Rift Valley

Our Commitment to Sustainability

At Unilever, we work to create a better future everyday. We help people feel good, look good and get more out of life with brands and services that are good for them and good for others.

We aim to inspire people to take small everyday actions that can add up to a big difference for the world. We believe the success of our business goes hand in hand with ensuring a healthy future for our planet and its people.

Unilever's commitment to sustainability is long standing. Beginning with the launch of our Sustainable Agriculture Program in 1995, we have led initiatives aimed at making a positive impact in the communities and ecosystems in which we operate. We partnered with the World Wildlife Fund (WWF) in 1996 to found the Marine Stewardship Council. That same year, Unilever published its first Environmental Report, including data on our ecoefficiency performance. We partnered again with the WWF in 2003 to found the global Roundtable on Sustainable Palm Oil. In the U.S., Unilever has long supported our national parks, providing more than \$50 million in donations to support projects that preserve and protect these treasured natural resources.

Forest Conservation at Unilever Tea Kenya

The rich volcanic soils, cool air and moist tropical climate of Kenya's Kericho district in the Great Rift Valley – home to Unilever's Kericho tea estate – create the perfect environment for growing tea. Forests, wetland and windbreaks consisting

of indigenous and exotic trees cover over 10% of the Kericho tea estate and contribute the regular rainfall required to produce the best quality tea leaves.

However, Kenya's forests are currently under threat from deforestation. The country must plant an estimated 100 million trees each year to restore lost and declining forests.

Unilever is working to protect these important natural resources. In 2000, we launched the Trees 2000 project to mark the millennium. Seven tree nurseries were established to grow indigenous seedlings for planting around the Kericho tea estate and surrounding community. Since its inception, this ongoing program has contributed more than 800,000 trees to Kenya's landscape.

Preserving Biodiversity in the Mau Forest

Kenya's Great Rift Valley is part of the Mau Forest. In addition to ensuring healthy rainfall patterns for tea farming, this verdant forest provides a sanctuary for numerous species of wildlife, including Colobus, Vervet and Red Tailed

Since 2000, Unilever Tea Kenya's tree planting initiatives have been helping to protect biodiversity in areas such as the threatened Mau Forest.

monkeys as well as nearly 200 species of birds. In 2009, a report on birdlife commissioned by Unilever Tea Kenya and published by the National Museums of Kenya confirmed the value of indigenous tree planting for the estate's biodiversity. According to scientists at the National Museums of Kenya, the tree planting efforts at the Kericho estate provide important additional habitat for forest-dependent wildlife.

Reducing Deforestation

Roughly three million people depend on the Mau Forest for their livelihoods, putting it under enormous strain from ongoing deforestation related to agriculture and settlement. Since 2003, Unilever has been a member of the WWF's East Africa Corporate Club, a partnership of regional companies that seek to encourage sustainable development through conservation. This partnership engages in a variety of activities including rehabilitating degraded forest areas, supporting communities in establishing tree nurseries, and raising environmental awareness. The Club targets farmer-friendly conservation projects that provide alternative sources of income to ease pressure on the Mau Forest.



PHOTO CREDIT: Unilever

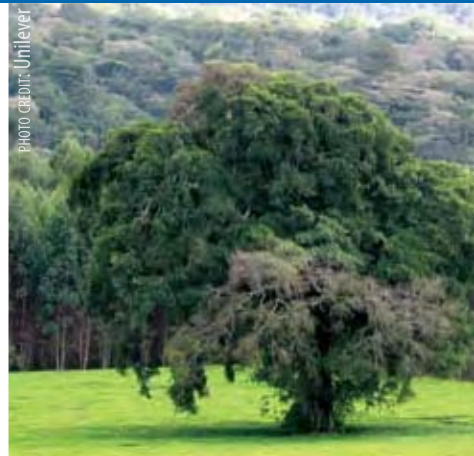


PHOTO CREDIT: Unilever

ABOVE: Since 2000, Unilever's Trees 2000 project has restored more than 800,000 trees to Kenya's landscape.



PHOTO CREDIT: Unilever

ABOVE: Through the WWF's East Africa Corporate Club, Unilever works to promote farmer-friendly conservation projects that ease pressure on the Mau Forest.

LEFT: The Mau Forest provides a sanctuary for numerous species of wildlife, including three kinds of monkeys and nearly 200 varieties of birds.

UNITED NATIONS FOUNDATION

PARTNERS:

- UN-Energy
- Shell Foundation
- International Copper Association
- U.S. Department of State

PROJECT SITES:

Worldwide

WEBSITE:

unfoundation.org



PHOTO CREDIT: UN Photo/Evan Schneider

Partnering with the UN to help speed the world's transition toward a clean energy economy

Confronting Climate Change

The UN Foundation supports the leadership of Secretary-General Ban Ki-moon to bring about an international agreement to address global climate change. We have advocated immediate adoption of “building blocks” leading to a comprehensive agreement – in such areas as energy efficiency, renewable energy, avoided deforestation, technology cooperation, adaptation, and assistance for the poorest countries. The UN Foundation’s Global Leadership for Climate Action task force – a group of former heads of state and government as well as leaders from business, government and civil society from more than 20 countries – carried these and other recommendations forward to the negotiations in Copenhagen in 2009. Although a full agreement was not reached, more than 100 countries, representing more than 80 percent of global emissions, committed to act to reduce their emissions and help developing countries that will be most severely impacted by climate change.

Accelerating Global Energy Efficiency

In support of the goal set by the Secretary-General’s Advisory Group on Energy and Climate Change to reduce global energy intensity 40 percent by 2030, the UN Foundation is collaborating with UN partners to plan and develop a Clean Energy Technical Assistance Platform that would provide technical and policy guidance online to public officials around the world. This goal was based in part on the recommendations of an international expert panel convened by the UN Foundation to double the annual rate of global energy efficiency improvement to 2.5 percent. All national clean energy plans should include strong energy efficiency policies.

ABOVE: Deserts are expanding. Our climate is and will continue to deteriorate if we do not act.

The UN Foundation advocates the need to “change the rules” in energy markets by promoting incentives to stimulate utility investment in energy efficiency, strong standards for appliances and buildings, and legislation that provides innovative financing for efficiency projects.

Promoting Clean Energy Access

Smoke from traditional cookstoves – the primary tool for cooking and heating for nearly three billion people – causes more than 1.9 million premature deaths annually and contributes to a range of health and environmental impacts, including climate change. In response, the UN Foundation is leading the development of the Global Alliance for Clean Cookstoves – a new initiative designed to save lives and reduce pollution and heat-trapping emissions. By establishing industry standards, reducing barriers, and enabling mechanisms for market creation, the Alliance seeks to scale up access to clean and safe household cooking solutions.

Access to modern forms of energy that are clean and affordable is critical to fostering social and economic development.

Access to modern forms of energy that are clean and affordable is critical to fostering social and economic development and to reaching the Millennium Development Goals. The UN Foundation is supporting the goal set by the Secretary-General’s Advisory Group on Energy and Climate Change to achieve universal energy access by 2030. The Foundation will focus on removing barriers to the effective delivery of energy services by promoting the development of new technologies and innovative financial and business models. It will also identify and disseminate best practices in this sector and advocate globally for access to clean energy.



PHOTO CREDIT: Michael Benanay

ABOVE: A lack of access to modern energy resources compromises the safety of women and girls and keeps them from participation in formal education and small-scale businesses.

VOLKSWAGEN

GROUP OF AMERICA

PARTNERS:

Tennessee Valley Authority

PROJECT SITES:

Volkswagen Manufacturing LLC
Chattanooga, Tennessee

WEBSITE:

volkswagenusa.com



PHOTO CREDIT: Volkswagen

We know what it means to be green.

In every community where we work and live, Volkswagen Group of America recognizes and embraces the need to be a good corporate citizen. Our values like respect for hard work, diversity, social responsibility and active sustainability are integral characteristics of our company culture.

We're a responsible partner — we know what it means to be green.

Even before we were recognized as “the most environmentally friendly car company selling in the USA” by J.D. Power and Associates, even before winning the 2010 World Green Car, the 2010 Green Car of the Year and 2009 Green Car of the Year awards, we've been green.

From our low-consumption, low-emission powertrains, to our energy-efficient production facilities and integrated environmental management processes, we are maximizing sustainability and environmental acceptability. Our employees, suppliers and sales partners are equally committed to our program of ongoing improvement.

We are developing second-generation biofuels to be distributed from existing fuel stations for vehicles currently on the market today. We are bringing integrated powertrain and aftertreatment systems onto the market to drastically reduce nitrogen oxide, carbon monoxide, volatile hydrocarbon and particulate emissions. And our commitment to recycling is integrated from the development of our vehicles through the end of their life cycle.

Like our vehicles, our new production facility in Chattanooga, Tenn., uses smart technology and environmental design for clean production.

Our new assembly plant and 1,580-acre campus responsibly re-uses land at Enterprise South, previously a Volunteer Army Ammunition Plant now fully remediated and certified as an industrial megasite by the Tennessee Valley Authority. We are partnering with the state and city to distribute saplings for every tree displaced by construction.

Energy efficiency and wise water use are two hallmarks of our new plant. Using the most efficient electric motors available for automated machinery, advanced laser welding technology, smart ventilation systems, improved air circulators and deflectors, air-to-air heat exchangers, continuous-line lighting system with T5



PHOTO CREDIT: Volkswagen

ABOVE: Volkswagen Golf, part of the 2010 World Green Car award-winning Blue Motion-models.

Respect for hard work, diversity, social responsibility and active sustainability are integral characteristics of Volkswagen Group of America's company culture.

bulbs, and outside high-pressure sodium vapor lights with mirror technology will save the annual energy use of 1,880 households. Meander creeks collect, filter and recycle storm water to be used in a cooling pond and restrooms, saving 359,999 gallons of fresh water, enough to meet the needs of almost 22 households each year. Groundwater, waste management and sewage systems meet stringent LEED standards to avoid flash floods originating from the plant, manage runoff and regulate the water supply.

The products we use also lead the way, including a newly engineered paint base coat that reduces vehicle paint drying time and CO2 emissions by 20 percent. Environmentally friendly roofing of thermoplastic polyolefins saves energy by improving weather resistance and resilience. Smart insulation in the plant walls is six-inch mineral rock wool panel for energy savings with no VOCs or CFCs—and it's 100 percent recyclable. The facility is also a completely tobacco-free workplace.



PHOTO CREDIT: Volkswagen

LEFT: Construction progress on Volkswagen's green plant in Chattanooga, Tenn.

Walmart

PARTNERS:

- Bayer Crop Science
- El Cortijo Farm
- Green Palm Trading Platform
- Nunhems
- Punjab Agricultural University
- Unilever-Greenpeace
- Sustainable Palm Oil Coalition

PROJECT SITES:

Worldwide

WEBSITE:

walmartstores.com/sustainability



Establishing Partnerships to Make a Positive Impact

Walmart is committed to broadening and accelerating its approach to sustainability. They are investing resources and maximizing opportunities to positively impact the environment and communities they touch throughout their global supply chain. Walmart understands the importance of working with local communities and establishing mutually beneficial partnerships.

In October 2008, Walmart China announced they would engage one million farmers in a Direct Farm Program by 2011. This program establishes farmer cooperatives from which Walmart purchases produce directly, resulting in higher returns for farmers and lower prices for customers. By working directly with farmers, Walmart transfers knowledge on sustainable growing techniques and food safety. As of the end of 2009, Walmart built 28 direct farm platforms in 14 provinces and municipalities with 280,000 participating farmers in China.

Building on best practices learned in China, in June 2009, Walmart Brazil convened more than 300 suppliers and 200 NGOs, as well as representatives from government agencies, partners and associates to announce a series of commitments that would improve supply chain efficiency, environmental impact and local communities:

- Timber Pact** — Promotes the financing, production, use, commercialization and consumption of forest timber and products that only come from sustainable sources.
- Soybean Pact** — Establishes restrictions for financing, production and distribution of soybeans sourced in illegal deforested areas in the Amazon.

ABOVE: Fair Trade Certified™ bananas sold at Sam's Club.

Pact for Eradication of Slave Labor —

Establishes commercial restrictions for companies and/or people identified in their supply chain that allow degrading work conditions that could be characterized as slave labor.

Livestock Pact — Signatories agreed to discontinue the financing, use, distribution, commercialization and consumption of livestock products that have illegal practices anywhere in the supply chain, from deforestation to slave-like labor.

To forge partnerships locally in India, Bharti Walmart launched a Direct Farm Program in 2009. Currently, they are working with 100 farmers across seven villages in the state of Punjab to teach them modern farming techniques, including safe and proper use of pesticides and fertilizers, raising seedlings, irrigation, weed control, spacing planting dates and planting methods.



Walmart Brazil Sustainability Summit, June 2009.

Making a difference together for our business, our communities, our customers and the planet.

Bharti Walmart is partnering with Bayer Crop Science, Nunhems and the Punjab Agricultural University on this program.

In 2009, ASDA became one of the first members of the Unilever-Greenpeace Sustainable Palm Oil Coalition. This coalition helps companies shift sourcing of palm oil to sustainable sources. ASDA has committed that by 2015 all palm oil used in U.K. products will be from sustainable sources. The company is also supporting the Green Palm Trading Platform by purchasing certificates that support sustainable palm oil production for all of café oils at ASDA.

Additionally, Sam's Club became the first mass-market retailer in the U.S. to offer Fair Trade Certified™ bananas in October 2007. As of December 31, 2009, the sale of these bananas has generated more than \$900,000 to fund community development projects in Colombia while eliminating the use of more than 875,000 gallons of herbicides. One of the farms the company sources from has used Fair Trade funds to educate children from local high schools about protecting the environment.



Sustainable palm oil plant.



A farmer working in a farm in Asia.

WILDERNESS

FOUNDATION SOUTH AFRICA

PARTNERS:

- Cape Action Plan for People & the Environment (C.A.P.E.)
- Ezemvelo KZN Wildlife
- Global Nature Fund (GNF)
- Indalo: Eastern Cape Private Game Reserve Association
- SA National Biodiversity Institute (SANBI)
- South African National Parks (SANParks)
- South East Africa Climate Consortium
- Wilderness Action Group (WAG)
- The WILD Foundation (USA)
- Wilderness Foundation UK
- Endangered Wildlife Trust
- World Wildlife Fund — South Africa

PROJECT SITES:

- Baviaanskloof Mega-Reserve South Africa

WEBSITE:

wildernessfoundation.org.za



Teaming Conservation and Social Action for Economic Progress in South Africa

The **Wilderness Foundation** is a project driven conservation organization headquartered in Port Elizabeth, South Africa that strives to create opportunities for economic and social equality through conservation action and experiential education. WF has provided many opportunities for U.S. Congressmen and staff.

Reclaiming Land While Economically Empowering Local People in Protected Areas

The Baviaanskloof mega-reserve, comprising about 200 square kilometers of mountainous wilderness in Eastern Cape Province, is one of the eight protected areas within the Cape Floral Region Protected Areas, a World Heritage Site. Biologically diverse, it represents seven out of eight of South Africa's biomes. Collaborative management integrates private, state and communal concerns, with a philosophy of "Keeping people on living landscapes."

Formerly covered with spekboom thicket — the over-stocking of livestock turned thick forest into sparse, open desert. WF is engaged in a new project that aims to reclaim the land by empowering local people in entrepreneurship efforts to plant cuttings of spekboom (igwanishe). This native plant grows rapidly without irrigation, and stores carbon while recovering soil at the rate of forests with 2-3 times the rainfall. Because of its drought-resiliency, it offers insurance against a drier, warmer climate.

ABOVE: The Baviaanskloof Mega-Reserve is one of the eight protected areas within the Cape Floral Region Protected Areas, a World Heritage Site.

Proving Tourism's Conservation Interface through the Green Leaf Environmental Standard

Since WF launched the Green Leaf Environmental Standard in 2008, over 80 hotels, game lodges and country estates in South Africa, Namibia, Botswana, Rwanda, Kenya and Tanzania have been assessed for environmentally responsible building design and construction, reduction in operational consumption and waste, and a carbon neutral environmental legacy.



ABOVE: *Spekboom* is a favorite diet of rhinos and habitat for numerous species also charismatic to tourists.

Wilderness Foundation South Africa launched the Green Leaf Environmental Standard in 2008.

Social Programs Linked to Conservation

The Umzi Wethu Academy for Displaced Youth (www.umziwethu.org) tackles the problem of HIV/AIDS in the cycle of poverty using conservation and the economic success of ecotourism. Since 2003, Umzi Wethu has become a dynamic model for transforming HIV/AIDS orphans and other vulnerable youth into healthy, skilled and highly employable young adults with secure, well-paying jobs. Employability stems from a holistic wellness program. WF endeavors to guarantee job placements for graduates of its two academies – as field rangers that protect wildlife in parks and game reserves, and as chefs in hospitality.

To provide support to partners who need seed funds to launch new academies, WF is campaigning to fund new academies in Gabon, Mozambique, Namibia and Botswana, emphasizing job placement in protected area and sustainable forest management as well as ecotourism, and expand its own operations to include sustainable agriculture. WF plans to extend its Imbewu trails program to these countries, targeting AIDS orphans with peer mentoring by Umzi students as well as training in life skills and conservation leadership.



Wilderness trails instill a conservation ethic shared with peers and family and lasting a lifetime.

THE
WILD
FOUNDATION

PARTNERS:

- Canadian Parks and Wilderness Society
- Center for Large Landscape Conservation
- Conservation International
- International Conservation Fund of Canada
- Naturalia
- ProNatura
- Reforestamos
- Sanctuary Asia
- Save the Elephants
- The Sierra Club
- The Wilderness Society
- Unidos para la Conservacion
- Wilderness Foundation (Africa) (UK)
- Yellowstone to Yukon
- Government land management agencies worldwide

PROJECT SITES:

Worldwide

WEBSITE:

wild.org



PHOTO CREDIT: Patricio Robles Gil

Nature Needs Half ...
An Ecosystem Conservation Challenge.

Nature Needs Half™ is a new conservation vision of protecting and connecting at least half of Earth's land and seas – so wild nature remains intact, providing life support for human society. The WILD Foundation, a U.S. 501(c)(3) non-profit organization headquartered in Boulder, Colorado, is catalyzing this effort, collaborating with many partners in a campaign that envisions a world where protected areas are valued for ecosystem services, biodiversity preservation, and climate change mitigation.

WILD has been initiating and facilitating wilderness protection worldwide for 36 years and acts at a variety of scales and in many contexts.

World Wilderness Congress (WWC)

On November 6, 2009, Mexican President Felipe Calderon opened the 9th WWC (WILD9) in Merida, Mexico, which gathered 1,800 delegates from 50 countries, plus over 10,000 online participants from 100 countries. Results over the week-long forum included: 44 targeted resolutions with ongoing outcomes; the Message from Merida, an international call to action on policy that integrates wilderness and biodiversity conservation into global climate change strategy (delivered to Copenhagen with 85 organizational co-signers); and the first international agreement on wilderness conservation, initiated by WILD and signed by seven agencies in the governments of Mexico, Canada and the United States (WILD now facilitates the implementing Committee).

ABOVE: Protecting and interconnecting at least half of the planet's land and water is necessary to sustain the health, function, and diversity of all life.

Wilderness Policy and Management

WILD documents legislation and policies protecting wilderness and puts to use its many tools to safeguard wilderness qualities through wild land and marine management. For example, WILD:

- Spearheads the Wilderness Specialist Group of the IUCN's World Commission on Protected Areas, and is writing international wilderness management guidelines.
- Collaborates with many organizations, such as the Center for Large Landscape Conservation (CLLC) and Yellowstone to Yukon (Y2Y), to keep core ecosystems connected so wildlife and ecological processes remain healthy and life-supporting. The CLLC and Y2Y currently focus on the North American Crown of Continent ecosystem and into the Arctic, forging conservation relationships and securing land acquisitions to connect Glacier National Park and Bob Marshall Wilderness Complex in Montana and Waterton Lakes National Park in Alberta.



PHOTO CREDIT: Boyd Norton

ABOVE: WILD conducts outreach, builds elephant conservation into Malian government policies and development plans, and fosters community-based structures required for sustained action.

WILD collaborates with many organizations ... protecting and connecting at least half of Earth's land and seas.

- Coordinates the Marine Wilderness Collaborative, building international consensus around a definition and management objectives for wild oceans and coastal areas.
- Runs the Private Land with Wilderness Characteristics (PLWC) project in partnership with federal agencies, to develop "voluntary standards" for PLWC that can render lands eligible for ecosystem services payments for carbon sequestration, water and biodiversity protection.
- Supports the "Corporate Commitment to Wilderness" among a founding coalition of 12 corporations that will act through WILD to advance wilderness protection and Native Lands and Wilderness Council.

North American dignitaries display the signed North American Memorandum of Understanding for Cooperation on Wilderness Conservation at WILD9. From left to right: WILD president, Vance Martin; Canadian Minister of Environment, Jim Prentice; U.S. National Park Service director, Jon Jarvis; Parks Canada CEO, Alan Latourelle; U.S. Fish & Wildlife Service director, Sam Hamilton; and Mexico Natural Protected Areas Commission head, Ernesto Enkerlin.

On-the-Ground Field Projects

WILD trains individuals, generates capacity in other NGOs, and supplies urgently needed equipment to mitigate conservation crises. Through its Mali Elephants Project, WILD works to ensure survival of the last herd in the Sahel – some 500 elephants with the longest migration ever recorded. These desert elephants are truly unique and under extreme pressure from development projects, water conflict, and irresponsible ecotourism in their migratory path.

Communications and Media

WILD stimulates informed and inspired public action through use of both time-honored and innovative, new techniques in electronic, print, visual and mass-market strategies.



PHOTO CREDIT: WILD9



PARTNERS:

- Asian Development Bank
 - Eleanor Briggs
 - Danish International Development Assistance (DANIDA)
 - Department for International Development (DFID)
 - United Kingdom
 - The East Asia and Pacific Environmental Initiative
 - The John D. and Catherine T. MacArthur Foundation
 - The Liz Claiborne and Art Ortenberg Foundation
 - New Zealand Aid
 - Panthera
 - U.S. Fish and Wildlife Service
 - The World Bank
- PROJECT SITES:**
- Cambodia, Indonesia, Guatemala, Bolivia, Chile, Democratic Republic of Congo, Tanzania, and Madagascar
- WEBSITE:**
- wcs.org



PHOTO CREDIT: E. POLLARD / WCS

Cambodia Creates First Park to Protect Carbon and Wildlife

What was once a draw for loggers is now a haven for monkeys, tigers, and elephants in a wooded swath of Cambodia. The country's government has transformed a former logging concession into a new, Yosemite-sized protected area called Seima Protection Forest. The Wildlife Conservation Society (WCS) worked closely with Cambodian governmental agencies to help create the protected area.

Covering more than 1,100 square miles along Cambodia's eastern border with Vietnam, Seima is the country's first protected area designed to conserve forest carbon as one of its key goals. WCS is helping to measure carbon stocks contained in the forest to calculate the amount of greenhouse gas emissions it keeps out of the atmosphere.

This effort supports WCS's Carbon for Conservation initiatives to help provide economic incentives to people living in high-biodiversity landscapes to protect their forests. These projects are being developed in conjunction with negotiations on a proposed international policy known as Reducing Emissions from Deforestation and Degradation (REDD). In addition to work in Cambodia, WCS is supporting similar efforts in Indonesia, Guatemala, Bolivia, Chile, Democratic Republic of Congo, Tanzania, and Madagascar.

"As a model for demonstrating how REDD could be implemented on the ground, Seima Protection Forest will play an important role in the global effort to mitigate the effects of global climate change," said Dr. Steven E. Sanderson, the President and CEO of WCS. "Protecting forests like Seima is essential to both the wildlife and rural communities that depend on them, and as a carbon reserve this protected area now takes on global importance."

ABOVE: Deciduous dipterocarp forest in the Seima Protection Forest

The newly designated protected area shelters 23 carnivore species, including seven cat species, two bears, and two species of wild dog. Researchers working there have recently discovered a bat and two frog species that are all new to science. Seima will also continue to benefit local hunters and farmers from the Bunong ethnic minority, who have used the forest for many generations and will retain access in the newly designated protected area.

In addition to providing assistance in the wildlife surveys used to establish Seima, WCS works with law enforcement agencies to strengthen on-the-ground protection and works with local communities on balancing conservation with sustainable development.

Protecting forests is essential to both the wildlife and rural communities that depend on them.



PHOTO CREDIT: R. TIZARD / WCS

ABOVE: Black-shanked Douc



PHOTO CREDIT: WCS CAMBODIA PROGRAM

LEFT: Adult Asian Elephant from camera-trap



PARTNERS:

- Akilizetho
- CARE
- CCP
(Community Fishing Council) members
- Fisheries and Marketing Associations
- Government of Mozambique
- IDPPE (Institute for Small Scale Fisheries Development)
- IIP (Institute for Fisheries Research)
- Niassa District Government
- Organization for Sustainable Development (OLIPA)
- Provincial Fishing Authority
- The Coca-Cola Company
- TNC
- USAID

PROJECT SITES:

Worldwide

WEBSITE:

WWF.org

ABOVE: Women's fish processing group, established through the WWF-CARE program, in front of their shop in Primeiras and Segundas.



PHOTO CREDIT: © Michael Wright/WWF-US

Coastal East Africa

Few places on Earth can match the vibrancy and diversity of life found in Coastal East Africa, which stretches for nearly 3,000 miles, from southern Somalia to the shores of South Africa. For decades, World Wildlife Fund has been working in this expansive region, where human communities coexist alongside the highest collection of endemic and threatened species in Africa.

Countries here are among the poorest in the world, with local livelihoods and human health highly dependent on natural resources. As human populations have grown over the past 50 years, human activity has significantly altered this once pristine paradise. WWF is working alongside local, national and international partners to help sustain the livelihoods of the region's 30 million people while helping to conserve its unique and valuable ecosystems.

Mangroves and marine areas cover more than 300,000 square miles along the coasts of Kenya, Tanzania and Mozambique, including the world's largest continuous fringing coral reef, which supports 350 species of fish and 40 classes of corals. In Mozambique's Primeiras and Segundas Archipelago, WWF has joined forces with CARE to help local communities improve agricultural and fishing practices in order to conserve and sustain their vital marine and land-based natural resources. The work is part of a growing global alliance between WWF and CARE to reduce poverty and increase livelihood security for vulnerable populations while reining in environmental degradation in the world's most vulnerable regions. The Alliance is helping local farmers and fishers increase yield and market their products to ensure fair value and promotes alternative income generating activities, especially for vulnerable women. In 2008, the two organizations launched a joint response to

a category three cyclone that struck the region, supplying tents, water purification tablets and crop seeds alongside a rapid environmental assessment of the emergency response efforts.

WWF has also partnered with the Government of Mozambique, The Coca-Cola Company and USAID to establish a protected area on Lake Niassa, which would represent one of the largest freshwater protected areas in Africa. Lake Niassa, bordering Malawi, Mozambique and Tanzania, is the most diverse lake in the world, containing nearly 1,000 species of freshwater fish, 95 percent of which are found nowhere else. Once established, the Reserve will help to promote livelihoods and foster tourism development while furthering biodiversity conservation. Due to outspoken support from surrounding fishing communities, the proposed Reserve has been expanded from its initial dimensions to include an additional 40km of shoreline



PHOTO CREDIT: © Caroline Simmonds/WWF-Canon

ABOVE: Village scene along the shores of Lake Niassa within the proposed reserve area, with fish drying racks, boats, and houses.

WWF has been working in Coastal East Africa, where human communities coexist alongside the highest collection of endemic and threatened species in Africa.

around the lake. WWF has helped to lay the foundation for this project over several years, bringing together stakeholders from Malawi, Mozambique and Tanzania to help manage the lake's shared resources jointly and sustainably.

The collaboration in Coastal East Africa is part of a larger joint endeavor between The Coca-Cola Company and WWF to conserve freshwater resources across the globe. The partnership is working together on several fronts: within manufacturing plants to improve water efficiency and reduce climate impacts, throughout the company's supply chain to promote sustainable agriculture, and on the ground to conserve priority river basins. These include not only Lake Niassa, but also the Yangtze, Mekong, Danube, Rio Grande/Rio Bravo, the catchments of the Mesoamerican Reef, and the rivers and streams of the southeastern United States.



PHOTO CREDIT: © Caroline Simmonds/WWF-Canon

ABOVE: Lake Niassa, bordering Malawi, Mozambique and Tanzania, is the most diverse lake in the world, containing nearly 1,000 species of freshwater fish, 95 percent of which are found nowhere else.



PHOTO CREDIT: © Caroline Simmonds/WWF-Canon

LEFT: Fisherman in Muchepa village along the shores of Lake Niassa drying fish

Photo Credits In Order of Appearance

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on the Quijos River, Amazon, Ecuador*

Barry Bland

Brent Stirton – *Courtesy The Coca-Cola Company*

Joel Sartore, iLCP

Inside Front Cover

Tim Laman – *Rhinoceros hornbills,
the Dipterocarp rain forest*

Letter

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