

DEFORESTATION AND CONVERSION FREE SUPPLY CHAINS

WWF VISION, GUIDING PRINCIPLES AND ASKS

INTRODUCTION RATIONALE AND OBJECTIVES

WWF's goals for 2030 include zero loss of natural habitats, zero extinction of species, halving the footprint of consumption and production and an equitable and just transition limiting global warming to 1.5°C. Soft commodity supply chains – production, trade and procurement of agricultural, forestry and aquatic commodities – have a significant impact on all four of these goals. The production of soft commodities is the main driver of biodiversity loss, while agriculture, forestry and other land use accounts for around a quarter of global greenhouse gas emissions. We need swift and far-reaching action. Previous measures such as improving individual supply chains and resorting to segregated "clean" niche supplies have not proven effective. While many private and public sector actors have made commitments to eliminate deforestation from supply chains, these have yet to translate into concrete action at scale and real change on the ground: indeed, the rate of deforestation and conversion linked to commodity production has been increasing. We need broader supplier engagement and more ambitious collaboration within and across sectors to achieve change at the necessary pace and scale.

THE RATE OF DEFORESTATION AND CONVERSION LINKED TO Commodity production has been increasing

In addition to biodiversity and climate impacts, conversion of native vegetation often goes hand in hand with severe violations of human rights, threatening the territories, livelihoods and even lives of Indigenous peoples and local communities.

We will only achieve our global targets if we are able to redefine these food and commodity production systems. At the heart of this is immediately halting deforestation and conversion of all natural ecosystems.



The Deforestation and Conversion Free Guiding Principles and Asks were developed by WWF's Food, Forests and Markets practices to more clearly define what behaviour changes and enabling conditions are needed to implement deforestation- and conversion-free (DCF) supply chains. The aim is to clarify asks to companies, financial institutions and governments to achieve tangible results at the pace and scale required.

The <u>Accountability</u> <u>Framework</u> initiative (AFi) is the core reference for DCF supply chains and the backbone of these asks. This document complements the AFi in indicating suggestions and preferences on priority pathways, strategies and concrete actions.

GUIDING PRINCIPLES FOR DCF SUPPLY CHAINS

1. GOALS

DCF SUPPLY CHAINS ARE NOT AN END IN THEMSELVES, BUT A CRITICAL STEP TO **MEETING GLOBAL CLIMATE, BIODIVERSITY** AND DEVELOPMENT TARGETS.

DCF soft commodity (agricultural, aquatic² and forestry) supply chains are not an end goal, but a critical first step and enabling condition to achieve global climate, biodiversity and development targets (e.g., CBD, UNFCCC, SDGs, NYDF). They are critical to limiting global warming to 1.5°C, halting and reversing global biodiversity loss by 2030, and preventing future pandemics, ensuring our own safety and wellbeing and that of future generations.

RESPECT FOR PEOPLE AND NATURE SHOULD BE A CORE VALUE.

Zero deforestation, zero conversion and full respect for human rights must become a widely shared, fundamental ethical value among companies, states and citizens, spreading awareness globally and transforming production, trading and consumption at scale.



² Aquatic commodities include aquaculture products such as shrimp and salmon, and other species.

2. ETHICS

3. IMPACT

DCF COMMITMENTS MUST HAVE AN IMPACT WHERE IT MATTERS.

The scope and ambition of DCF commitments need to match the global challenges we face. They should ensure concrete impacts on active deforestation and conversion fronts, and associated human rights issues, at scale and pace proportionate to the ongoing destruction.





RESPECT FOR HUMAN RIGHTS IS A FUNDAMENTAL PRINCIPLE OF DCF **SUPPLY CHAINS.**

All actors within commodity supply chains must guarantee and reinforce human rights, including the rights of Indigenous peoples and local communities. These include land rights, access rights, free, prior and informed consent (FPIC), workers' rights, gender equality and fair governance, among others. Where any human rights abuses directly or indirectly related to soft commodity production, processing and trade have occurred, they must be effectively and fairly remediated.

4. BEYOND NATURE

6. BEYOND THE TROPICS

5. BEYOND FORESTS

DCF COMMITMENTS MUST COVER ALL NATURAL ECOSYSTEMS.

DCF supply chains must protect not only forests, but all <u>natural ecosystems</u> threatened directly and indirectly by the expansion of commodity production and trade. These include savannahs, grasslands, woodlands, peatlands, rivers, wetlands and mangroves, among others.



DCF COMMITMENTS MUST COVER ALL REGIONS.

Ecosystems such as the North American Great Plains, old-growth temperate and boreal forests, and Asian steppes are also threatened by commodity-driven deforestation and conversion. These must be included in the scope of DCF commitments and policies.

DEFORESTATION AND CONVERSION MUST STOP REGARDLESS OF THE LEGAL CLASSIFICATION OF THE LAND.

Legality does not make the destruction of nature any less harmful, and may in any case not take account of customary rights. Demandside requirements focusing on avoiding illegal deforestation are difficult to implement due to the complexities of regulatory frameworks, and risk promoting inequality, deregulation and extensive environmental destruction.

7. BEYOND LEGAL COMPLIANCE

9. ENGAGEMENT, NOT EXCLUSION

8. BEYOND NICHES AND SEGREGATED SUPPLIES

DCF SUPPLY CHAINS SHOULD BE A MAINSTREAM REQUIREMENT.

Our goal is to protect all ecosystems and human rights, not to clean up individual supply chains or to create niche markets – which tend to be limited by high costs and to focus around areas where risks are lower. DCF supply chains must become a baseline requirement across all commodities, sectors and production regions. Companies need to adopt DCF policies at the group level, across their entire business, assets, operations and supply chains, including all commodities. They must cascade these requirements to their direct and indirect suppliers, to the origin – "greening" suppliers, not just their own supplies.



DCF SUPPLY CHAINS NEED TO ENGAGE WITH PRODUCERS IN HIGH-RISK REGIONS.

Simply shifting sourcing away from high-risk regions or excluding all suppliers with links to deforestation and conversion will not solve the problem, as long as their products can be sold into markets with less stringent requirements. Instead, upstream companies, financial institutions and consumer countries should engage with highrisk suppliers to prevent further deforestation, conversion or human rights violations. This should include economic and technical incentives to increase production sustainably, and time-bound remediation for non-compliance, in collaboration with local civil society organizations.



10. SHARED RESPONSIBILITY

ALL ACTORS HAVE A ROLE TO PLAY.

Commodity producers, traders, buyers, processors and financiers all have direct or indirect influence over production practices. Downstream and upstream companies have different, complementary roles, depending on their structure and distance from the producing regions. Governments must create the enabling conditions for private sector action through binding rules and legislation, ambitious policies, economic and technical incentives and international cooperation.



DCF POLICIES SHOULD INCLUDE ECONOMIC AND TECHNICAL INCENTIVES.

Producers need incentives, in addition to demand for DCF products, to shift away from conversion-based production. Financial incentives and technical support should help producers (particularly smallholders) establish good practices, including rehabilitating soils and degraded areas.



ALL DCF EFFORTS SHOULD ALIGN WITH THE ACCOUNTABILITY FRAMEWORK.

Consistent and efficient public and private sector policies require widely accepted and solid references and definitions. To ensure alignment, scale, credibility and adequate monitoring and reporting, DCF rules, policies and practices should adopt as a core reference the principles, definitions and guidance of the Accountability Framework.

12. A COMMON LANGUAGE

14. BEYOND DCF

13. ZERO DELAY

IT IS POSSIBLE TO ACHIEVE DCF SUPPLY **CHAINS NOW.**

Many threatened landscapes already have enough clear or degraded land available to be rehabilitated through better agriculture and forestry practices. Sustainable intensification through more efficient and restorative land use reduces demand for new land for crop and livestock expansion. Preserved ecosystems also offer overlooked opportunities for generating fair, nature-based incomes and livelihoods, with no need for further deforestation or conversion for social and economic development.



Halting deforestation, conversion and human rights abuses is a prominent and urgent priority, but is not WWF's only ask on soft commodity supply chains. Other pressing issues include water and soil management; chemical use; responsible production practices; fair access to land and resources; local food security; circular food systems; healthy, sustainable diets; and curbing waste and overconsumption in general. These are, however, not the focus of this document.



OVERVIEW OF ASKS FOR KEY STAKEHOLDER GROUPS



DOWNSTREAM BUYERS (manufacturers, retailers, food service companies)

GENERAL ASKS

- Ensure own supply chains (including embedded materials) are verifiably free of deforestation, conversion and human rights abuses.
- Require and support direct and indirect suppliers to take equivalent action across their entire operations.
- Strengthen support for large-scale, mainstream, biome-wide solutions.

UPSTREAM BUYERS (traders, meatpackers)

GENERAL ASKS

- Ensure own supply chains (across all commodities and origins), as well as all land concessions and real estate, are verifiably free of deforestation, conversion and human rights abuses.
- Require and support direct and indirect suppliers to take equivalent action across their entire operations.
- Strengthen support for mainstream, biome-wide solutions.



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PRODUCERS

GENERAL ASKS

- Halt all deforestation and conversion, as well as expansion into recently deforested and converted areas (with a clear cut-off date) and avoid any human rights abuse.
- Adopt responsible agriculture, aquaculture and/or forestry production practices.
- Rehabilitate existing agricultural and/or degraded lands.

FINANCIERS

GENERAL ASKS

- Eliminate deforestation, ecosystem conversion and human rights abuses from all investments, loans and portfolios, as well as from any related land concessions and real estate.
- Require that corporate clients and investees set commitments and comply with a robust DCF and human rights policy and implement an action plan that delivers on time-bound targets.
- Engage regulators, including central banks, to develop DCF policies, guidelines and rules to mitigate systemic risks such as climate change and biodiversity loss within the financial system.



• When needed, remediate any human rights abuses and restore any land converted after the cut-off date.





CONSUMER COUNTRIES/REGIONS (including supra- and sub-national jurisdictions)

GENERAL ASKS

- Adopt and enforce binding legislation, policies and incentives to eliminate all domestic and imported deforestation, conversion and related human rights abuses in soft commodity supply chains.
- Support inclusive and just conversion-free, naturebased development pathways in regions at high risk of natural ecosystem loss.

PRODUCER COUNTRIES/REGIONS (including supra- and sub-national jurisdictions)

GENERAL ASKS

- Adopt and enforce binding legislation, rules and incentives to eliminate all deforestation, conversion and related human rights abuses from soft commodity production.
- Implement policies for inclusive and just conversion-free, naturebased development pathways in high-risk regions.



DETAILED ASKS FOR KEY STAKEHOLDER GROUPS



NON-STATE ACTORS

DOWNSTREAM BUYERS (manufacturers, retailers, food service companies)

- Adopt group-level corporate policies to eliminate deforestation, conversion and human rights abuses from your entire supply chains (including embedded materials and across all geographies), with a time-bound implementation plan that sets a clear cut-off date, target date and milestones, aligned with the Accountability Framework.
- 2

Require all direct and indirect suppliers to adopt and implement equivalent group-level policies for their entire operation and supplies. This should go beyond what they supply to your company, and apply to all buyers and all commodities, land concessions and real estate (i.e. land banks).

Adopt and support the rapid implementation of cut-off dates (of 2020 at the latest; but respecting any existing earlier cutoff dates) and transparent monitoring, verification and response systems, for all commodities sourced. 4

Require traceability for all commodity volumes sourced from direct and indirect suppliers (importers, traders and/or meatpackers), to the level needed to ascertain compliance, and ensure that traceability cascades upstream to the origin through supplier requirements and engagement





- 5 Include DCF and human rights clauses with explicit cut-off dates in product specifications and contracts with direct suppliers. Implement policies to ensure direct suppliers include equivalent requirements for their own suppliers.
- Engage with direct suppliers to support the supply chain's transition to compliance through purchase control systems, support mechanisms, incentives and sanctions.
- Identify and engage non-compliant direct and indirect suppliers and require, support and monitor the enactment of efficient remediation and restoration actions, with participation of local civil society organizations. Suspend suppliers as necessary during the process to avoid continued harm. Exclude permanently from the supply base recurrent and/ or severely non-compliant suppliers and those that commit serious human rights abuses.
- Encourage and support your direct suppliers to engage their own suppliers in a similar way.
- Mobilize directly or in collaboration with the supply chain financial and technical support for expansion on existing agricultural or degraded land and to incentivize producers to conserve and restore native vegetation on their property beyond legal obligations.

Annually assess and publicly disclose the sourcing of deforestation- and conversion-risk commodities in your supply chain, covering: all uses of the commodity, including embedded materials; the quantities that are or are not verified as DCF; the traders/first importers; and the provenance to the origin.

- practice.
- Publicly advocate to producer and consumer country/regional governments and authorities for binding regulations, enabling policies and investments that eliminate deforestation, conversion and human rights risks from commodity production and trade, and accelerate protection and restoration of forests and other natural ecosystems, while reinforcing their own DCF policies and actions.

Publicly report on individual and group policy, risks and actions using credible and accepted reporting standards or indicators, to ensure that these commitments and policies are implemented in



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UPSTREAM BUYERS (traders, meatpackers)

Adopt group-level corporate policies to eliminate deforestation, conversion and human rights abuses from your entire supply chains, including direct and indirect suppliers, covering all geographies and all land concessions and real estate (i.e. land banks). Adopt a time-bound implementation plan that sets a clear target date and milestones, aligned with the Accountability Framework.

2

Require all direct and indirect suppliers to adopt and implement equivalent group-level purchasing or sourcing policies for their entire operation and supplies. This should go beyond what they supply to your company, and apply to all buyers and all commodities, land concessions and real estate (i.e. land banks). THIS SHOULD APPLY TO ALL BUYERS AND ALL COMMODITIES, LAND CONCESSIONS AND REAL ESTATE Adopt and support the rapid implementation of cut-off dates (of 2020 at the latest; but respecting existing earlier cutoff dates) and transparent monitoring, verification and response systems, for all commodities sourced.

Implement full traceability of commodity volumes sourced from producers, suppliers, aggregators and/or mills, to identify the origin of all commodities, and address any deforestation/conversion or human rights abuses from their sources.

5

Include DCF and human rights clauses with explicit cut-off dates in product specifications and contracts with producers and direct suppliers. Implement policies to ensure direct suppliers include equivalent requirements for producers and indirect suppliers.







Support the supply chain's transition to compliance through purchase control systems, support mechanisms, incentives and sanctions.

Identify and suspend non-compliant producers and suppliers, and require, support and monitor the enactment of efficient restoration and remediation actions, with participation of local civil society organizations, before resuming commercial transactions. Encourage and support your direct suppliers to engage their own suppliers in a similar way. Exclude permanently from the supply base recurrent and/or severely noncompliant suppliers and those that commit serious human rights abuses.



Mobilize directly or in collaboration with the supply chain financial and technical support for expansion on existing agricultural or degraded land and to incentivize producers to conserve and restore native vegetation on their property beyond legal obligations.

Annually assess and publicly disclose the sourcing of deforestation- and conversion-risk commodities in your supply chain, covering: total sourcing volumes and hectares; hectares of deforestation or conversion linked to operations; volumes sourced that are/aren't verified as DCF; and provenance to origin.

Publicly report on individual and group policy, risks and actions using credible and accepted reporting standards or indicators, to ensure that these commitments and policies are implemented in practice.

INCENTIVIZE PRODUCERS TO CONSERVE AND **RESTORE NATIVE** VEGETATION ON THEIR **PROPERTY BEYOND** LEGAL OBLIGATIONS

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PRODUCERS

- Adopt and implement 100% DCF production and management, respecting human rights (including land and labour rights), for all commodities, land concessions and real estate (i.e. land banks).
- Produce exclusively on land that was legally converted before any agreed cut-off date. In the absence of previous commitments, the cut-off date should be 2020 at the latest.
- Adopt responsible production practices that enable sustainable intensification of production on already converted land, while helping to rehabilitate degraded land, protect natural ecosystems, restore ecosystem services, reduce the use of chemical inputs and increase carbon sequestration in the soil.

Avoid production or expansion on land under dispute and/or related to any human rights abuses, ensuring full respect of the rights and livelihoods of Indigenous peoples and local communities, including land rights, access rights and free, prior and informed consent, as well as workers' rights and fair governance, among others.

- When needed, remediate efficiently and fairly any deforestation or conversion after the cut-off date, and any social harm or human rights violations, in accordance with the principles, definitions and guidance of the Accountability Framework.
- 6 **Publicly report** individually or when applicable as a group on compliance or progress toward compliance with DCF commitments, policies and/or requirements from buyers, using credible, transparent and accepted reporting standards or indicators, to ensure that these commitments, policies and requirements are implemented in practice.





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FINANCIERS

Adopt and implement comprehensive and explicit environmental, social and governance (ESG) policies to eliminate deforestation, conversion and human rights abuse from all commodity supply chains and related land concessions and real estate, across/linked to investments and loans, clients, and credit and investment portfolios.

Assess deforestation, conversion and human rights abuse risks in portfolios (credit and investment), explicitly using common and accepted definitions, criteria and indicators aligned with the Accountability Framework.

Adopt a DCF and human rights policy and criteria, aligned with the Accountability Framework (instead of imprecise, subjective requirements).

USING COMMON AND ACCEPTED **DEFINITIONS, CRITERIA** AND INDICATORS **ALIGNED WITH THE** ACCOUNTABILITY FRAMEWORK

Actively promote and support the integration of such criteria in regulatory requirements and voluntary ESG frameworks.

Engage traders, buyers and producers directly to adopt protect human rights.

6 When needed, require fair and efficient remediation for any past deforestation or conversion (after the cut-off date) and/or human rights abuses.





comprehensive DCF sourcing and/or production policies that also

Design and offer financial products and financial mechanisms, individually or through partnership, to incentivize and enable DCF production, trade and sourcing, as well as soft commodity expansion exclusively on already cleared and degraded lands. These could include loans, green bonds, sustainability linked loans, blended finance mechanisms, and others.

- 8 Develop individual or precompetitive investment/ portfolio monitoring and risk assessment verification frameworks ensuring zero deforestation, conversion and human rights abuse (e.g. reporting using OECD, AFi and other guidelines), as well as long-term ecosystem protection and restoration, in the companies' and investments' areas of influence.
 - **In alignment with regulators,** including central banks, develop deforestation-risk policies to increase awareness and mitigate systemic risks such as climate change and biodiversity loss within the financial system.
- **Publicly report** on individual and group policy, risks and actions using credible and accepted reporting standards or indicators, to ensure that these commitments and policies are implemented in practice.



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CONSUMER COUNTRIES/REGIONS

- Adopt, support and enforce binding national and regional legislation to eliminate deforestation, conversion of natural ecosystems and human rights abuses from soft commodity supply chains, including when embedded in other products and goods. This should be based on common and accepted definitions, criteria and indicators aligned with the Accountability Framework.
- Adopt complementary rules and **enabling policies** and develop incentives and technical support mechanisms to facilitate the transition to DCF commodity production and trade with full respect of human rights, to support nature-positive development pathways and to ensure the provision of fair and efficient remediation for past deforestation, conversion and/or human rights abuse. This should also include comprehensive DCF and human rights abuse-free **public procurement guidelines.**
- Engage in dialogue with producer countries and regions, with full participation of local civil society organizations, to mobilize financial and technical cooperation for a just, inclusive transition to sustainable production and nature-based development pathways. This should include support for economic and livelihood alternatives in regions with high risks of deforestation, conversion and human rights abuses.

- Integrate explicit DCF and human rights requirements into trade agreements and other bilateral and multilateral with the Accountability Framework, by the World Trade Organization, OECD and other relevant economic and trade regulatory bodies.
- Incorporate and implement measures to end all direct and imported deforestation, conversion and human rights abuses under key international conventions, including in national biodiversity strategies and action plans under the Convention on Biological Diversity, 1.5°C-aligned nationally determined contributions and long-term net zero strategies under the Paris climate agreement.
- Implement long-term policies and incentives to reduce overall demand for commodity production that drives deforestation, conversion and human rights abuses. This should include reducing food and material waste; supporting sustainable, local alternatives to these commodities; and sustainable diets.



agreements. Advocate for the adoption of these criteria, aligned

promoting lower-footprint consumption habits and healthy and

PRODUCER COUNTRIES/REGIONS

Adopt and enforce **ambitious**, **binding national and regional legislation** to eliminate deforestation, conversion of natural ecosystems and human rights abuses from agriculture and forest commodities production as well as other land uses. This should be based on common and accepted definitions, criteria and indicators aligned with the Accountability Framework.

Establish in the short term the technical base and policies for **competitive conversion-free economic alternatives and incentives for conversionfree production** beyond legal compliance, such as carbon payments, payments for ecosystem services, and access and benefit-sharing programmes.



Design and implement participative **land-use planning and transparent monitoring systems**, ensuring commodity production expands only onto already converted, degraded land and preventing the leakage of other land uses into natural ecosystems.







Implement concrete, accessible financial and technical incentives to producers (conditional on compliance with existing initiatives and biome-wide policies, including cut-off dates and DCF policies) to avoid conversion of natural ecosystems, incentivize responsible production practices, sustainably increase productivity and rehabilitate degraded land. Promote and implement policies for inclusive, conversion-free,
nature-based development pathways in regions with high risks of deforestation, conversion and human rights abuses.
This includes promoting long-term conservation and restoration through sustainable, fair and participative economic use of forests and other natural ecosystems and strengthening traditional land uses and land rights.

Incorporate and implement measures to end all deforestation, conversion and human rights abuses under key international conventions, including in **national biodiversity strategies and action plans** under the Convention on Biological Diversity, 1.5°C-aligned **nationally determined contributions** and **long-term net zero strategies** under the Paris climate agreement.



Ensure **trade agreements** include provisions to eliminate deforestation, conversion of natural ecosystems and human rights abuses from soft commodity production.





GLOSSARY

1. CONVERSION-FREE

Avoiding destruction of all natural ecosystems, beyond forests – including (but not limited to) natural grasslands, savannahs, peatlands and wetlands – as well as all related human rights abuses, as defined by the AFi.

2. CUT-OFF DATE

A reference date after which no further deforestation, conversion or related human rights violations are permissible. Commodities produced on land converted after the cut-off date cannot be included in deforestation /conversion-free supply chains. Some company commitments and certification schemes have previously set cut-off dates, which should be respected. Where no cut-off date has been agreed, it should be set no later than 2020. A cut-off date is different from a target date (see below).

3. DOWNSTREAM AND UPSTREAM BUYERS

Downstream buyers are manufacturers, processors, retailers, food service companies. They are buying commodities, in nature, transformed or embedded into other products from intermediate suppliers and do not have direct connection with the producing landscapes. This distance challenges the possibility of direct control to the origin and direct influence on the producers. **Upstream buyers** are mostly traders, mills and meatpackers. They have direct connection with the production landscapes, buying directly from producers or primary aggregators. This proximity allows direct control of the origin and direct influence on the producers. Vertically integrated companies may act as downstream and upstream buyers and even as producers, depending on their operations. In these cases, the asks related to each role apply to each specific operation. GLOSSARY

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4. MAINSTREAMING

Mainstreaming means scaling DCF sourcing, as a general requirement or policy, to the totality of traded commodity volumes (as contrary to niche sourcing) and respecting all related human rights, as recommended by the Accountability Framework.

5. PRODUCER AND CONSUMER COUNTRIES/REGIONS

Producer countries or regions are those in which the commodities are originally produced, while **consumer countries** or regions are those in which the products made from those commodities are consumed. In reality, however, many countries or regions are both producers and consumers. In these cases, the asks related to each role apply to each specific operation.

6. SUPPLIER

A **supplier** may either be a **direct supplier**, selling directly to the buyer, or an **indirect supplier**, selling to an intermediary that is one or more steps removed from the buyer.

7. TARGET DATE

The date by which a given entity intends to have fully implemented its commitment or policy; target dates are set in the near future, as soon as possible.



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