



WWF CONSERVATION PULSE

SEPTEMBER 2015

The newly agreed UN Agenda for Sustainable Development sets out a vision for a future in which people can live in harmony with nature, avoiding catastrophic climate change and environmental destruction, and building a prosperous, healthy and sustainable future for all the planet's inhabitants. As noted by WWF International President Yolanda Kakabadse, "this is a more comprehensive agreement than we would ever have expected, and it gives us hope we can make the significant changes needed to help people and the planet". Now is the time for all 193 signatory countries to develop national plans for achieving the 17 Sustainable Development Goals (SDGs), and every WWF office will need to help make this happen. The stories in this September Pulse show it is possible. Please keep us informed of your successes.

*Deon Nel, Acting Executive Director, Conservation
Suds Sarronwala, Executive Director, Communications and Marketing*

UN approves Sustainable Development Goals

In an historic moment, the UN has approved a new 15-year sustainable development deal which aims to eliminate poverty and inequality; achieve food, water and energy security; and protect the environment. The WWF Network has worked for years to make the environment central to this agreement. Several of the 17 SDGs explicitly focus on the environment, including sustainable production and consumption; protection of freshwater, forest and marine biodiversity; and green cities. Climate change is recognized as a key threat to the environment and people, setting a resounding challenge to the year-end UN climate summit to deliver an agreement that will restrict global temperature increase below harmful levels. Such a new deal will drive trillions of dollars to delivering the SDGs, and help divert funding to sustainable development and away from such harmful practices as fossil fuel subsidies.



S. BROWN / WWF

[MORE INFO](#)

WWF's ocean campaign reaches global audience

WWF's global ocean campaign is building a strong profile for ocean conservation by convincing decision makers of the ocean's relevance to core sustainable development agendas. In September, the campaign launched the *Living Blue Planet Report* – a marine edition of the *Living Planet Report* – which attracted outstanding global media attention. With WWF offices around the world collectively generating considerable local media coverage, many millions of people were reached with the core campaign messages. WWF's campaign builds on decades of work by the organization and others on marine conservation. Inclusion of a strong marine goal in the new UN sustainable development plan was a major objective of the campaign that was successfully delivered. WWF's report also shows the need for an effective climate agreement at year-end to avoid catastrophic damage to the marine environment.



JÜRGEN FREUND / WWF-CANON

[MORE INFO](#)

African agreement to combat illegal timber trade

In a significant step to combat their countries' huge loss of forests to illegal logging and trade, five African governments have agreed to jointly address this worsening threat. The national forest agencies of Kenya, Madagascar, Mozambique, Tanzania and Uganda signed the Zanzibar declaration on Illegal Trade in Timber and Other Forest Products during the World Forest Congress in Durban in September. Convened by WWF, TRAFFIC and the Southern African Development Community (SADC), the agreement aims to build cooperative transboundary action to counter the illegal trade, which is causing huge environmental and economic damage. WWF's remote-sensing analysis reveals that forest loss in the period 2010–2012 amounted to 2.3 million hectares in Mozambique and 2 million hectares in Tanzania.



WWF-AFRICA

[MORE INFO](#)

China moves towards sustainable paper production

A new initiative to reduce deforestation and promote sustainable pulp and paper production in China – the world's largest producer and consumer of paper products – has been launched by WWF with the China Forestry Industry Association. The China Sustainable Paper Alliance (CSPA) was launched in Shanghai in September with the 10 company members representing the entire supply chain of China's pulp and paper industry. These include China Paper, the country's biggest state-run paper company and Sun Paper, its biggest private paper company, as well as global producers such as Kimberley-Clark and buyers such as Xerox and IKEA. The CSPA aims to address deforestation and the shortage of timber in China. By putting the industry on to a sustainable footing, China can greatly influence the future of the world's forests.



WWF-CHINA

[MORE INFO](#)

France takes lead on shifting away from coal

In a world first, the French government has announced an immediate end to export credit support to all coal power plants without operational carbon capture and storage. This decision follows two years of intensive lobbying by many organizations, especially WWF and Friends of the Earth, and represents a significant gain, as France was one of the six largest coal supporters globally through providing public export credits. And more importantly, this sets a global precedent that will help us to increase pressure on other countries. The determining factor was pressure due to the incoming presidency of the year-end UN climate summit in Paris and the need to achieve an effective global climate deal that can avoid the worst consequences of climate change. Let's keep the ball rolling...



WWF-FRANCE

[MORE INFO](#)

Concerns over Mekong dam gather force

WWF has called for an urgent review of the Laos National Assembly's decision to approve construction of the controversial Don Sahong dam on the main stem of the Mekong river. The dam, to be built by Malaysia's Mega First Corporation Berhad, threatens the food security and livelihoods of 60 million people downstream in Cambodia and Vietnam, as well as the entire Mekong River ecosystem and its critically endangered Irrawaddy dolphins. Reports of the impending construction are a huge concern as the project is still the subject of international mediation to address the objections of neighbouring countries, opposition from leading scientists and local communities, and a petition signed by 250,000 people.



FLETCHER & BAYLIS / WWF-GREATER MEKONG

[MORE INFO](#)



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

panda.org

Conservation Pulse is produced monthly by Charlotte Berge (cberge@wwfint.org) and Rob Soutter (rsoutter@wwfint.org).