



## A GREAT PERUVIAN TEAM

In order to guarantee nature conservation in a country as unique as Peru, there is a need for a diverse and technically solid team. WWF Peru is formed by a multidisciplinary team that combines specialties that range from geography, to marketing and indigenous affairs, including the different sciences linked to nature conservation.

WWF Peru contributes towards the sustainable development of Peru, channeling most of its efforts through national and local partners, sharing its experience through the generation of valuable scientific and technical information on our biodiversity and the creation and supervision of innovative conservation tools.

*“WWF promotes a conservation model based on the open participation of all actors, and works alongside authorities, businesses and civil society in its entirety”*

## KEY ALLIANCES: authorities, businesses and local population

Conservation must be promoted by and for people. WWF Peru knows that without the commitment of all those involved, the protection of our natural heritage would not achieve a long-term success.

For this reason, it promotes a conservation model based on the open participation of all actors, and works alongside authorities, businesses and civil society in its entirety, including:

- Public Sector:** WWF Peru works with the Ministry of the Environment, the Ministry of Production, National Forest Bureau (Dirección Nacional Forestal), Peruvian Marine Research Institute (Instituto del Mar Peruano), PromPeru and local and regional governments, among other authorities, providing solid technical arguments to help guide policies and strategies that promote a genuinely sustainable development for all Peruvians.
- Civil Society:** WWF Peru channels some of its most ambitious conservation actions through dozens of technical organizations, universities and others, contributing towards the development of local capacities that favor conservation throughout the entire country.
- Private Sector:** Aware of the key role of the business sector, WWF Peru promotes innovative alliances with companies such as Hewlett Packard, among others, that allow us to turn the contributions of the private sector into creative conservation actions.
- Local and indigenous populations:** Either through the strengthening of fishing organizations or the development of resource management capacities in local indigenous federations, as well as national indigenous federations - such as the Interethnic Association for the Development of the Peruvian Amazon (AIDESEP) - and regional indigenous federations - such as the Coordinating Body of Indigenous Organizations of the Amazon Basin (COICA) -, local populations are WWF's main partners, who aid in the conversion of complex strategies into solid successes for the conservation of our natural heritage.

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for a living planet®

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## A commitment to the planet

WWF works for a living planet since 1961. From the polar bear in the Arctic to the richest rainforests in the Amazon, hundreds of unique places and species are the object of some of the most important and successful endeavours to conserve the natural diversity in our home: the Earth.

### WWF support

WWF represents mankind's commitment to our planet. For the past five decades, it has become one of the most respected and valued conservation organizations. The support of the largest conservation network worldwide – with 5 million members and presence in over 100 countries in all 5 continents –, the sustainable work carried out hand in hand with extraordinary allies – ranging from governments and companies to local villagers – and of an exceptional team – formed by 4000 of the best specialists –, guarantee tangible and lasting results in benefit of humans and nature.

### Our mission

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption.

*“We have only this generation to get sustainability and the environment right. We all need to work together as never before to get there.”*

James P. Leape  
Director General, WWF International



# WWF in Peru:

Sea, Andes, Amazon and Cultural Diversity



The most productive sea, the longest mountain range, the most biodiverse rainforests and over 50 ethnic groups come together in Peru, bringing life to a country with unique natural and cultural diversities, where WWF has been working for four decades, turning challenges into opportunities for conservation and for a national sustainable development, alongside the indigenous and local communities.

## Global effort

Today, we use 25 % more resources than what our planet provides. This endangers thousands of species, ecosystems and humanity itself.

To address this critical problem, WWF has defined two global goals: the conservation of priority areas and species and the reduction of the ecological footprint (our impact on nature), and organized its endeavors into global initiatives that strategically articulate these priorities.

## The history of a commitment

WWF began its efforts in our country in 1969 when it contributed towards the successful recovery of the vicuña –which was then on the verge of extinction – by supporting the creation of the first protected area for wildlife management in Peru, the Pampa Galeras National Reserve (Ayacucho). Later, it participated decisively in the protection of natural areas such as the Manu National Park, the Paracas National Reserve and many others.

In 1994, WWF established its first project office in our country and later in 1998, the WWF Peru Programme Office was formed. Since then, WWF Peru intensified its efforts to guarantee biodiversity conservation in key ecosystems throughout the Coast, the Andes and the Amazon, in collaboration with the government, as well as with indigenous and local communities, strengthening their natural resource management capacities.



## In favour of Peruvian nature

Peru's privileged natural heritage poses a range of opportunities, as well as great challenges. To address them, WWF Peru works by turning the global strategy into national and local results through

its Amazon, Marine and Climate Programmes which articulate 6 of the 14 WWF Network Initiatives, along with other important complementary activities.

WWF Peru programmes \ Network Initiatives	Amazon	Forest-based carbon	Market transformation	Smart fishing	Global climate deal	Smart energy
Amazon Programme	Green	Green	Green	Grey	Grey	Grey
Marine Programme	Grey	Grey	Blue	Blue	Grey	Grey
Climate Programme	Grey	Orange	Orange	Grey	Orange	Orange

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## AMAZON PROGRAMME, biodiversity, indigenous peoples and the source of the Amazon River



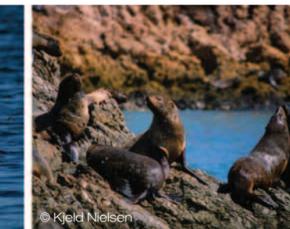
The largest and most biodiverse tropical forest in the world not only houses 10% of all terrestrial species, but also provides key environmental services for all humanity.

The Amazon River originates in Peru which harbours nearly 13 % of the Amazon forests. For this reason, WWF Peru focuses most of its efforts on this region, working along with communities, authorities and private companies in order to ensure local sustainable development, thus guaranteeing the conservation of our biodiversity and the wellbeing of the local populations.

Be it by fostering the participative management of

protected areas such as Purus – our largest national park -, assisting indigenous Shipibo and Ashaninka communities to achieve the certification of their forest management activities, recovering wetlands of international importance through the management of fishery resources with Kandozi villagers in Loreto, mitigating the impacts generated by infrastructure projects and hydrocarbons, or investigating the ecology of jaguars, pumas, peccaries and macaws in the southeastern tropical rainforest of Peru, WWF Peru endeavors to conserve one of the greatest legacies of Peruvians and mankind.

## MARINE PROGRAMME, conserving the world's most productive sea



The seas are being over-exploited all around the world. Harmful practices have reached such high levels that it is estimated that over 40% of all fishing catches is returned to the sea either dead or dying for not being the target species, this includes birds, mammals, turtles and sharks. Each year, over 250 000 sea turtles die in this manner and it is estimated that one whale or dolphin die every two minutes due to incidental capture.

The Peruvian coast is home to one of the most productive marine ecosystems in the world and provides resources such

as the anchovy, which generates US \$ 1500 million per year in fishmeal and fish oil exports. However, some fishing related practices alter the natural balance of marine ecosystems. For this reason, WWF Peru works side by side with artisanal fishermen fostering improved practices to reduce bycatch of turtles and other species, promoting the sustainability and transparency of industrial anchovy fishing and supporting initiatives in favor of marine biodiversity conservation such as protected marine areas.

## CLIMATE PROGRAMME, reducing our vulnerability



The increasing levels of gases produced by industrial and transportation related combustion of oil, gas and carbon, as well as the burning of forests, has caused their accumulation in the atmosphere. This causes a greenhouse effect. In other words, more heat is trapped in the atmosphere, causing global and regional climate changes, including an increase in the average temperature on Earth, also known as global warming. At this rate, the temperature would rise up to 2,5° C or more in the following 50 years.

WWF seeks to guarantee a future with a safe climate, making sure that this temperature rise stays below 2 degrees. Although

Peru is not a high emitting country, WWF works raising awareness towards the climate change effects in Peru, either through campaigns such as Earth Hour or proposing clear options to reduce our vulnerability through the restoration of ecosystems, testing experiences for payment schemes for environmental services, and empowering mechanisms such as Reduced Emissions from Deforestation and Degradation (REDD), which consists in promoting forest conservation with funding from the main producers of greenhouse gases.