







INTRODUCTION

In 1961, a limited number of organizations around the world—such as the International Union for the Conservation of Nature and Natural Resources (IUCN) and The Conservation Foundation—were trying to meet conservation needs, but were desperately short of funds.

The first call for broad support was the Morges Manifesto, signed in 1961 by 16 of the world's leading conservationists, including biologist and African wildlife enthusiast Sir Julian Huxley, IUCN vice president Sir Peter Scott and director-general of the British Nature Conservancy E. M. Nicholson

WWF is the world's leading conservation organization. We aim to inspire positive change and connect with people. We look for solutions by taking a positive and constructive approach to tackling conservation problems. We seek, and see, the bigger picture.





WWF BRAND VALUES

BRAND VALUE

There are four core values that define the WWF brand and distinguish it from other conservation organizations.

These positive and passionate values have helped create one of the world's most appealing and best loved brands.

WWF is:

Knowledgeable

Science and facts based, wise, smart, intelligent, expert

Optimistic

Inspiring, positive, ambitious, successful

Determined

Passionate, urgent, results-orientated

Engaging

Open, available, accessible





The WWF brand DNA is central to the WWF brand extension program – all product and packaging should be a reflection of the WWF brand.

WHAT WE DO

We give...

- Hope
- Insight
- Direction

EMOTIONAL

WHO WE ARE

For living planet.

HOW WE DO IT

By being...

- Knowledgeable
- Optimistic
- Determined
- Engaging

WWF GOALS

Since its formation in 1961 WWF (World Wide Fund For Nature) has become one of the world's largest and most respected independent conservation organizations. The group has grown from a small collection of committed wildlife enthusiasts into a global network, supported by people from all walks of life, that has been responsible for thousands of conservation projects around the world. The world famous panda logo has become one of the most recognizable symbols for global conservation and a sign of hope in the natural world. Achievements include:

As the world's leading conservation organization, we have a hugely important mission. We're here to stop the degradation of our planet's natural environment, and build a future where people live in harmony with nature.

We do this by :-

Protecting biodiversity – the magnificent array of living things that inhabit our planet

Reducing humanity's footprint on the natural world by challenging wasteful consumption and pollution, and promoting sustainable ways to use the Earth's resources.





For more information about WWF's activities please visit www.panda.org.

WHY WE LICENSE OUR BRAND



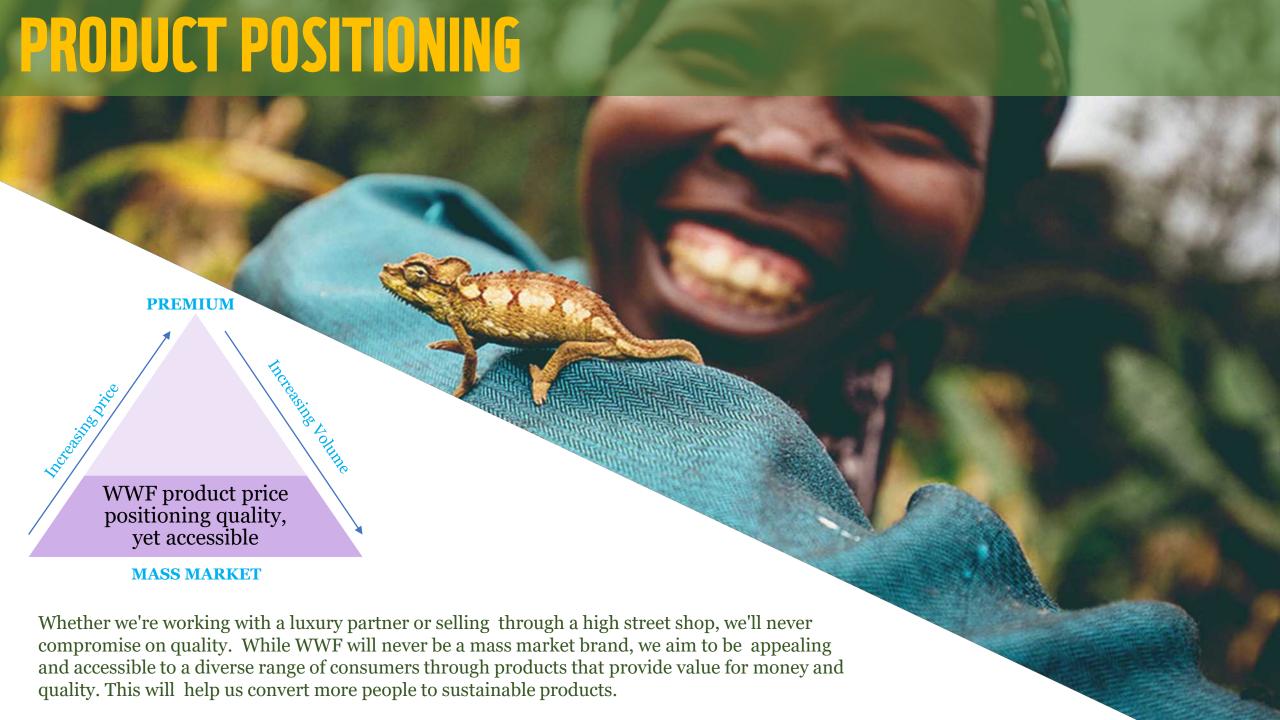
Our brand licensing strategy has two core purposes:

1. To communicate WWF's message to as wide an audience as possible. Like all NGOs, we face an increasingly challenging task to get our message heard.

Licensing provides a perfect opportunity for us to tell the world about our goals and successes through relevant products.

2. To provide people with smart, product choices. Our products are more environmentally friendly than most alternatives — **for example**, **they may be made from sustainable materials or powered by renewable energy.**





PRODUCT SELECTION CATEGORIES

We've identified a range of different product categories for brand licensing. These have been carefully selected to:

- Offer more sustainable solutions and opportunities for consumers to reduce their impact on the environment (e.g. energy-saving devices)
- Allow us to communicate our global message in a positive and engaging way (e.g. toys and games)

1. Panda fashion

Apparel and accessories – adults, kids and baby

2. Panda energy

Energy-saving devices Renewable energy products e.g. solar powered

3. Panda kids

Publishing Soft furnishings Stationery Toiletries Toys & games.

4. Panda living

Eco-cleaning products
Eco-garden products
Eco-kitchen products
Health & beauty
Food & drink
Publishing
Stationery
Soft furnishing

5. Panda co-branding

All product types





















SUSTAINABILITY CRITE WWF products need to set the highest standards for sustainability: the credibility of our licensing programme depends upon it. We expect our licensing partners to approach product development with the same philosophy as WWF – it should not be about meeting standard criteria but trying wherever possible to exceed them. These criteria include, but are not limited to, the following themes: Wood and timber Pulp, paper & board







Cotton



Synthetic textiles



Bamboo



Glass





Palm Oil



Soy



Plastics



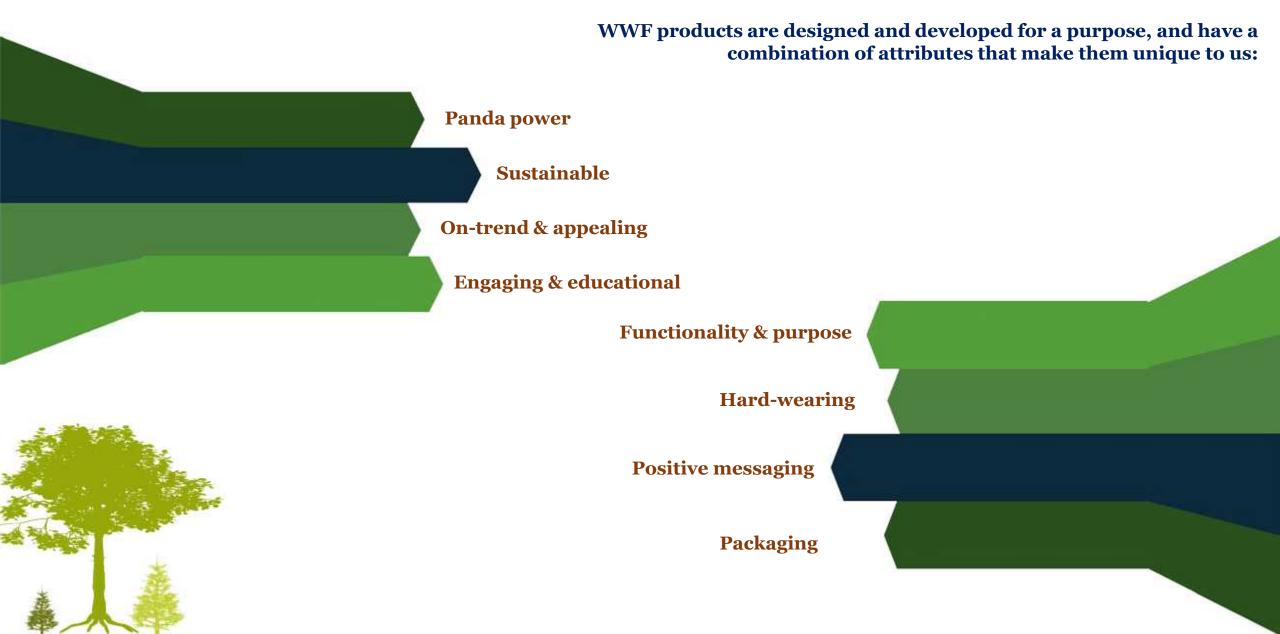
Metals



Chemical



our product criteria - overview









The Purpose of this mood board that clearly explains the brand's ethos, ethics, the message of conservation & sustainable planet's natural environment and a future in which humans live in harmony with nature.



CHOOSE YOUR LOVABLE



KIDS WEAR

Choose your symbol











KIDS WEAR Choose your symbol

Mugs / Bottles

















WWF
Tropical
Collection





WWF Flourish Collection





WWF NEWSROOM



WWF enforcement team in Mondulkiri takes action against wildlife crimes

The recent months have seen a dramatic increase in the number of confications performed by WWF's enforcement team in northeastern Cambodia's Mondulkiri province, Intense patrol activities in combination with a growing network of informants have led to a wries of successful operations against wildlife

In early March, a patrolling team led by Mr Ten Sera, ranger with Forestry Administration (FA), seized a motorbike transporting 25kg of dried bapteng meat inside Mondulkiri Protected Forest, a key protected area still harboring significant populations of large herbivores and predators. The 45 year old offender was arrested and is currently awaiting trial. WWF-Cambodia is working closely with the legal authorities since a successful conviction would send an important message to poachers and traders alike. In Cambodia, trade of endangered banteng (Bos javanicus) carries a prison semence of up to five years

Directly within the provincial capital of Sen Monorom, wild meat was confiscated on several occasions from sellers at the local market by the area's mobile of FA, the Ministry of Environment, Military Police and supported by WWF. Additionally, dried pygmy lorises commonly used in traditional 'medicine'

were seized from sellers in Sen Monorom and close to Busia waterfall. one of the region's most visited tourist

Luckly, not all the team's seicures consisted of dead or dried animals. In mid March, rangers stopped a suspicious motorbike in Mondulleri Protected Forest and found it to be transporting 132 live green and imperial pigeons. The offender. who had bought the birds from a tribal bird trapper and intended to sell them for food, was fired by the authorities WWFs team members then had the pleasure to wildlife crime hotline. With more public release all 132 pigeons back into the wild. This seizure demonstrates that bird be protected from human exploitation



numbers release green and imperial pigeons after the successful conflication of 132 lies

serious threat to local wildlife.

The team's recent efforts led to another big success in late March when, after an informant tip-off, more than 150m3 of illegally cut luxury timber were confiscated in Pich Chreada and Koh Nheak district. This largest seizure in recent times represents a significant blow to the trade of luxury wood that threaters the integrity of the region's valuable forests. The main suspect could face up to ten years in prison.

Mr Keo Sopheak, Manager of Mondulkini Protected Forest, thinks that illegal activities are increasing in the area but that enforcement teams make a strong effort to respond. 'Our team needs to work hard to control these activities through arrests and court cases that would act as deterents for the criminals."

After these successful months for wildlife crime control, the team is committed to further improve its strategies and hopes to benefit from the newly-launched

trappers are active in the area and pose a more effectively and one of the last remaining tiger habitats in Cambodia can be preserved.

GREEN ECONOMY IMPRESE, INNOVAZIONE, SOSTENIBILITÀ PANO NAZIONALE



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www.wwf.org.uk

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USE YOUR NOODLE For millions of people worldwide, grabbing a cup of instant noodles on the way out the door is a routine fact of life. But despite its convenience, the slippery snack has a heavy impact on the environment. How? Palm oil.





