



Diversity of Actors for Diversity of Life

EUROPARC Conference 2011, Bad Urach
Eberhard Brandes, CEO WWF Germany



Species



Europe is diverse in...



Landscapes



Governmental

Legal framework & implementation

Business

Economic interest

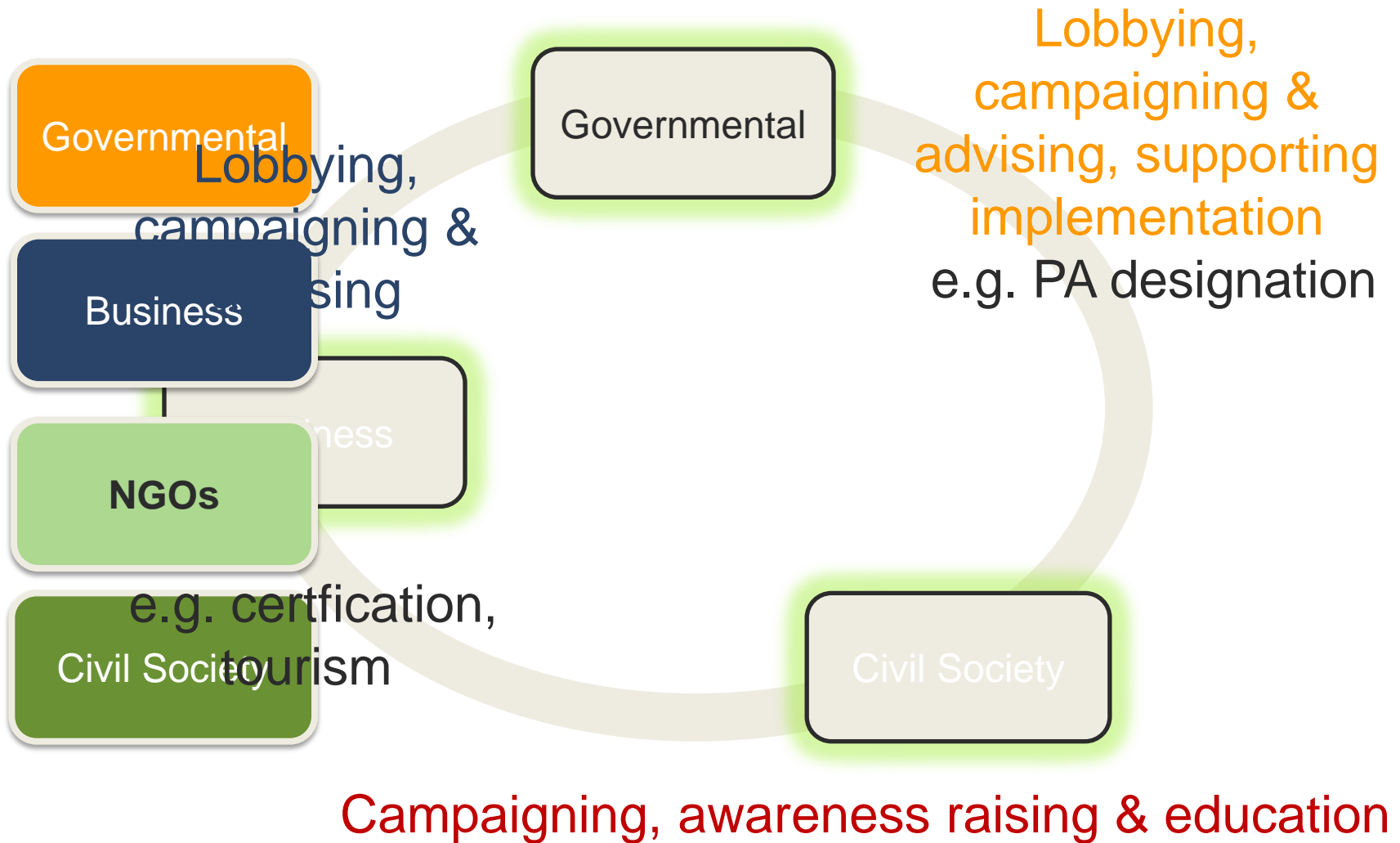
NGOs

Role of NGOs?

Civil Society

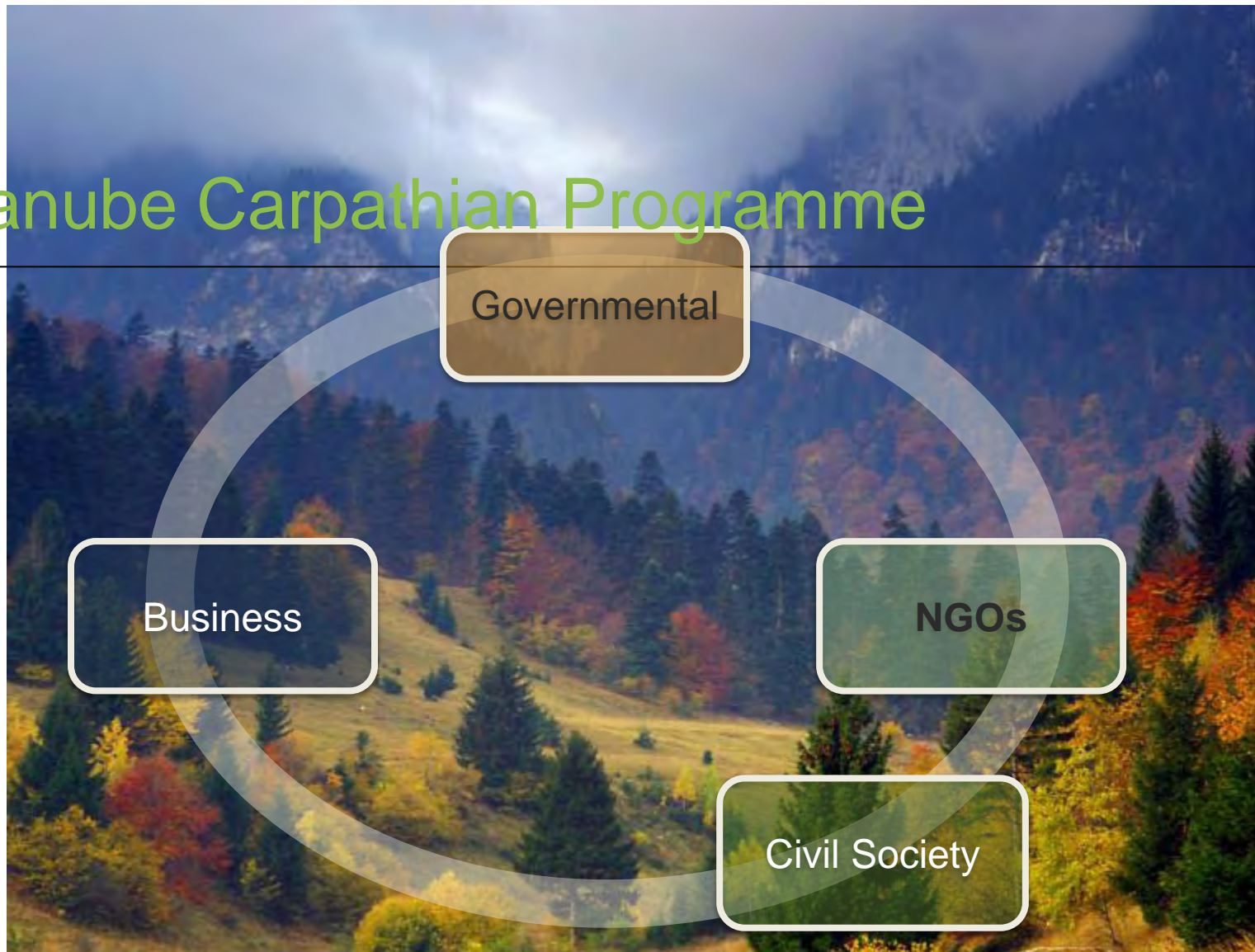
Conservation, recreation, resource use

Landscapes





Danube Carpathian Programme



Danube Carpathian Programme



Danube Carpathian Programme

WWF



Danube Carpathian Programme

Support the creation and effective maintenance of a system of **protected areas**

Demonstrate integrated approaches to conservation

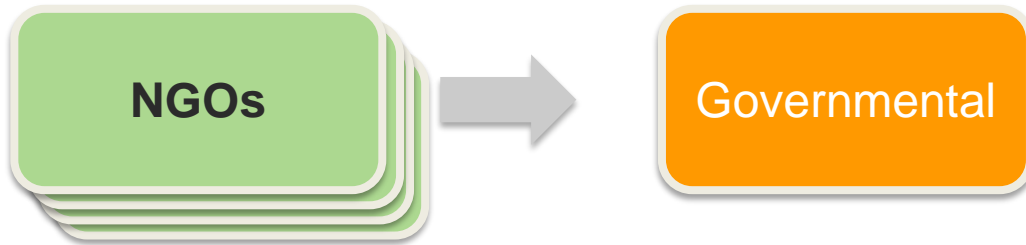
Governmental

Business

Civil Society



Brokering int. agreements & cooperation



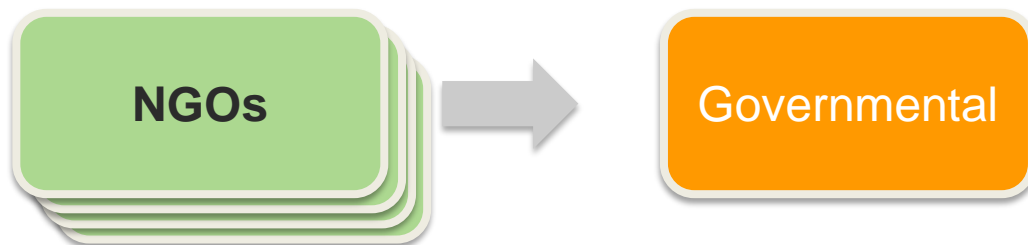
Carpathian
Convention

Business

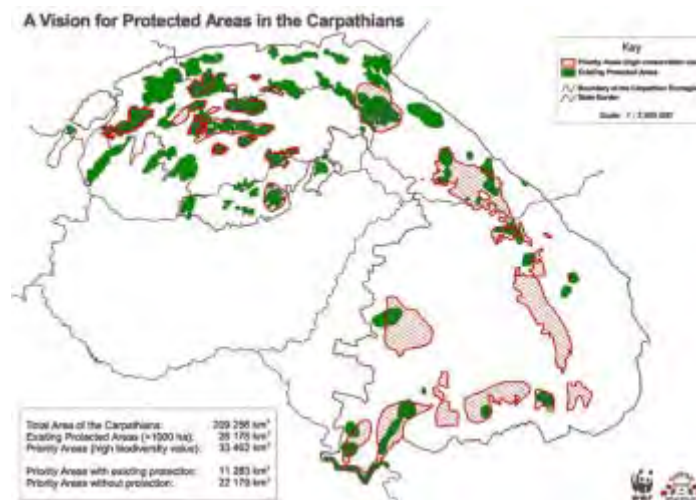
Civil Society



Promoting PA establishment



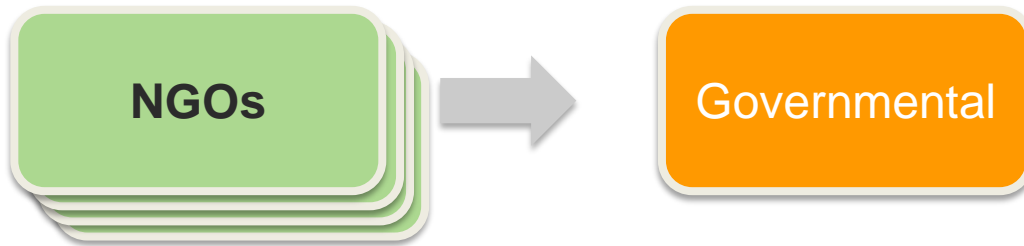
- **Lower Danube Green Corridor Agreement (2000)**
- the world's **first five country** transboundary BR
- Designation & establishment of **Natura 2000 Areas**



Business

Civil Society

Supporting PA management



- **Capacity building** PA administrations
- Assessment, improvement & monitoring of PA **management effectiveness**
- Implementation and dissemination of **sustainable forestry**
- Funding



Business

Civil Society



Activating Corporate Actors



- **IKEA** invested 1.5 Mio.€ in sustainable forestry in the region
- **Tetra Pak** is sourcing its paper from sustainable forests.
- **Lafarge** : cuts in greenhouse gas emissions ; working with WWF to enhance biodiversity protection in and around its plants and quarries.
- **Carpathian Opportunity**: “More business, more jobs, more nature”



Activating Corporate Actors



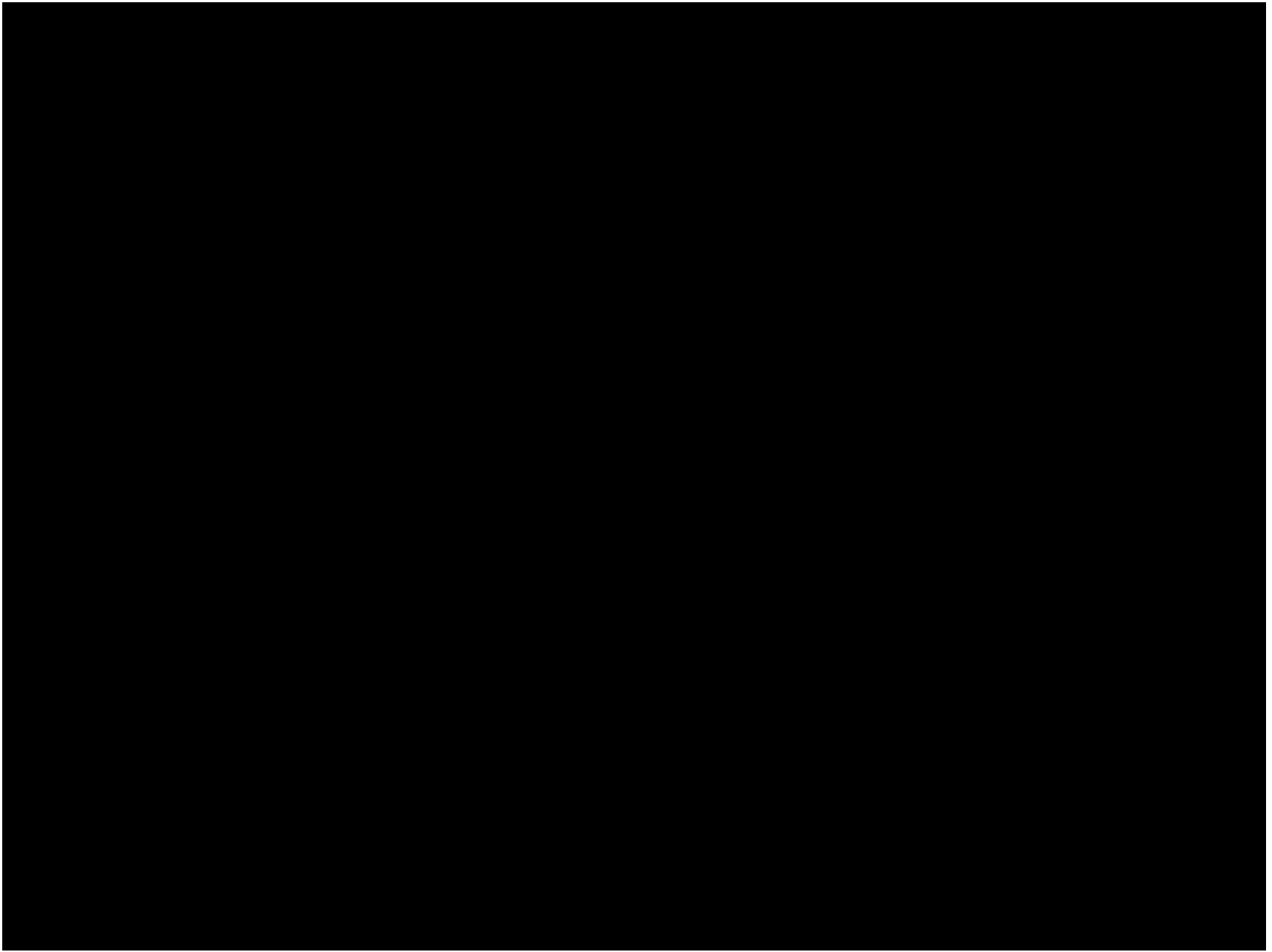
- **Ogilvy** offices throughout the region are contributing their expertise for awareness raising and education.

e.g. Romania Protected Areas
Campaign



Print ad, Bulgaria Protected Areas Campaign Text in English: "For Sale - Pirin National Park. Parcel 403320 dka; located on international E79 route; ideal conditions for skiing; accessible from Greece and Macedonia; Fir trees; Wild boars, bears, chamoix and trout. Nature pays with its life. Protect protected areas. Support WWF. www.panda.org/bulgaria."







The Wadden Sea

The Wadden Sea



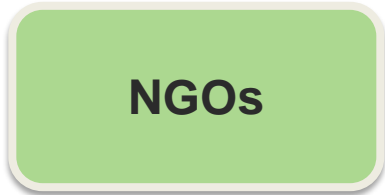
- Conservation
- protection of seabirds by early NGOs
 - fight against large embankments & pollution
- Institutional Support
- Support to set up PAs & conservation structures (NL, DE, DK)
- Raising Awareness
- Today >100 visitor centres (majority being run partly or fully by NGOs), upward trend
 - Support for Junior Ranger programme



Junior Ranger Programme



Junior Ranger Programme



Nationale Naturlandschaften



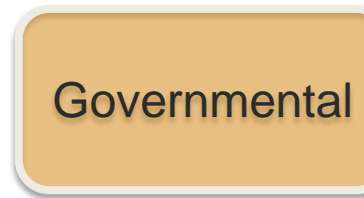
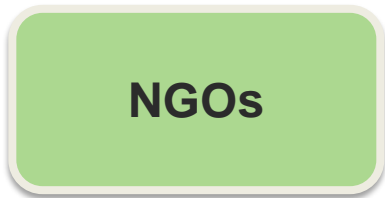
WWF *for a living planet*



- Start 2008
- **40 National Natural Landscapes (NNLs)** are Partners of Junior Ranger
- **100 Junior Ranger Groups** in the NNLs
- **3000 active Junior Rangers** in Germany



Junior Ranger Programme



Nationale Naturlandschaften



WWF *for a living planet*



4 Pillar Model

- Region
- School
- Web
- Leisure time/ vacation

Goal

Every student to experience nature

Target Group

Adolescents in the age of 7-12



Gaining in importance

The people of the world will remain forever indebted to local, national and international non-governmental organizations for their unique contribution in placing environment issues, including biodiversity-related concerns, on the international agenda. (...)

From the smallest local groups (...) to major environmental organizations (...) NGOs have worked tirelessly to translate the ideas of the Convention (on Biodiversity) into practice.

Dr. Ahmed Djoghlaif, Executive Secretary of the
CBD, in his message to NGOs 2006



Thank You!

www.wwf.de