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SHOCK ISSUE SHOCK ISSUE

DOOMED

**—to disappear from the face of the earth
 due to Man's FOLLY, GREED, NEGLECT**



UNLESS ... unless something is done swiftly animals like this rhino and its baby will soon be as dead as the dodo. All because of the thoughtless foolishness of the most superior animal on earth—Man himself. The giant tortoise of the Galapagos Islands, the Asian bactrian camel, the Indian elephant, the North American whooping crane, and even the song birds and butterflies of Britain are among the startling number of creatures on the danger list.

There is only one hope for them—symbolised by the lovable giant panda. HE was saved from extinction because Man acted in time. Now the panda is the emblem of a world crusade to beat the 20th century death flood—the WORLD WILDLIFE FUND.

This crusade needs YOUR support. If you don't want the phrase "dead as the dodo" to be replaced by "dead as the rhino," read on:

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SHOCK ISSUE SHOCK ISSUE SHOCK ISSUE

The front-page story in the *Daily Mirror*, published in London on 9 October 1961, appeared shortly after the establishment of the World Wildlife Fund. Then, there were 100,000 rhinos in Africa, today there are around 21,000.

PROTECTING AFRICAN ELEPHANTS AND RHINOS

Once, the forests and savannahs of Africa were home to more than a million rhinos. Less than 100 years ago, as many as 5 million elephants ranged across the continent.

In 1961, newspaper articles highlighting the destruction of Africa's wildlife help launch WWF.

But elephants were killed for their ivory, rhinos for their horns – prized as dagger handles and for their perceived medicinal properties. At the same time, people destroyed large areas of habitat, bringing communities into conflict with wildlife, particularly elephants.

For 50 years, WWF has worked with governments and local people to stop poaching, build strong new breeding populations of rhino, improve laws on elephant and rhino conservation and reduce conflict between wild animals and humans.

In southern Africa, elephant populations are now doing well, though in West and Central Africa they remain especially vulnerable. Between 470,000 and 690,000 African elephants survive in 37 countries. Rhinos are also recovering in many landscapes, thanks to projects and work with communities that WWF helps benefit from conservation schemes. Provoked by a new poaching crisis in the early 1990s, WWF started its African Rhino Programme in six range states, which has almost doubled numbers to 17,400 white and 4,800 black rhinos today.

There is real hope for the future of these animals. But the threats have not gone away. A recent upsurge in poaching jeopardizes what has been achieved – driven by a newly growing demand from Asian consumers, particularly in Vietnam, for medicines containing rhino horn. South Africa lost almost a rhino a day in 2010.

The forest elephants in Central Africa are seriously threatened by illegal killing and the ivory trade. WWF and TRAFFIC are working with partners to protect the elephants in the wild, while helping to ensure that both poachers and ivory traffickers are brought to justice.

The recovery of elephants in southern and East Africa is now posing new conservation challenges, as more humans and elephants try to co-exist in close proximity. WWF is working to resolve the conflicts that can occur: in Namibia and Kenya, for example, it is helping people benefit from living alongside elephants and rhinos through wildlife tourism.

STOPPING THE SPIRAL OF EXTINCTION

“Hundreds of thousands of people have bought best-selling books and millions have watched films and television programmes about the world’s endangered wildlife. Many of these have felt: ‘If only I could do something to help!’”

That is what WWF’s founders wrote in 1961, and WWF has been fighting the battle ever since. The current rate of extinction is not natural; by this time tomorrow as many as 200 more species will have become extinct. People are the cause – and the threats to wildlife continue. Protecting species and the places they inhabit was one of the reasons that WWF was established 50 years ago, and remains at the heart of all we do. Pandas, for example, have increased to about 1,600 in the wild thanks to WWF’s partnership with the Chinese government, which has led to the creation of 62 reserves. Many of the great whale species have been spared from extinction because the campaigns of WWF and other organizations led to a whaling ban.

In 1962, WWF, working with Fauna and Flora International and Phoenix Zoo, took a breeding herd of Arabian oryx into captivity to increase their numbers and then reintroduced them into the wild in Oman 20 years later. Now there are enough mature animals in Oman, Abu Dhabi, Israel and Saudi Arabia for the Arabian oryx – while still highly threatened – to be less at immediate risk of extinction.

In the seas of Baja California, WWF is working to protect the only existing population of the critically endangered vaquita porpoise, the world’s smallest cetacean. They are at risk of extinction from becoming entangled in fishers’ gill nets where they drown.

By helping priority species, WWF supports countless other species that share their habitats and face the same threats. Today, WWF focuses on 35 priority species, including:

flagship species like tigers and rhinos – iconic animals that inspire people to support conservation

economically important species – such as tuna and teak

ecologically important species – those that play a crucial role in supporting other species or ecosystems, such as corals, cacti and elephants.

In 1962, WWF, Fauna and Flora International and Phoenix Zoo begin their efforts to increase numbers of Arabian oryx.



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Protecting the world's species and the places they inhabit is at the heart of what WWF does, and has been for 50 years. Today, WWF concentrates on 35 priority species including elephants, tigers and rhinos – all of concern back in 1961.



After discovering Doñana's paradise within a very much transformed Europe in the late 1950s, a group of naturalists led a campaign to buy nearly 10,000 hectares of land in southwest Spain. Among them were several of WWF's founders, including Dr Luc Hoffmann, now Emeritus Vice-President of WWF International. They bought the land in 1963 and Coto Doñana was declared a national park by the Spanish government in 1969.

COTO DOÑANA

THE SKYWAY STOPOVER

One of nature's marvels is the annual migration of millions of birds flying along avian superhighways.

In 1963, WWF buys land in the Coto Doñana, a crucially important stopover wetland for migratory birds.

The migratory birds that make the immense journey along the East Atlantic avian flight path between their nesting

grounds in Russia and northern Europe down to overwintering sites in southern Africa rely on safe stopovers such as coastal wetlands. But human development has destroyed 60 per cent of the world's wetlands in the last century.

A group of naturalists, including several of WWF's founders led by Dr Luc Hoffmann, now Emeritus Vice-President of WWF International, knew that Coto Doñana on Spain's southern Atlantic coast was a crucially important stopover for hundreds of thousands of migratory birds. Doñana's wetlands and forests are also home to a wealth of other biodiversity, including two of the world's most endangered species – the Iberian lynx and the Spanish imperial eagle. WWF helped buy the land, and in 1969 Coto Doñana was declared a national park by the Spanish government.

Doñana was declared a UNESCO Biosphere Reserve in 1980, a Wetland of International Importance under the Ramsar Convention in 1982, and a UNESCO World Heritage site in 1994. Nevertheless Doñana still faces many risks, including farming competing with the wetland for water, a project to dredge the Guadalquivir River, a possible oil pipeline and the effects of climate change. Today WWF is still working with local people there, determined to ensure that Doñana remains a stopover wetland for migratory birds.

WWF has also helped protect other stopovers along this flyway, including South Africa's West Coast National Park, the Wadden Sea off Denmark, Germany and the Netherlands, wetlands on the Baltic and the lower Arctic, and in Guinea Bissau and Namibia. Another priority area is the Banc d'Arguin National Park in Mauritania. Here too, Dr Hoffmann played a leading role in protecting coastal wetlands. WWF has also helped protect similar vital stopovers for birds along migration routes in the Americas and Asia.

But wetlands do not just support birds and provide places of stunning beauty. They also act as water storage and treatment plants that ensure clean water both for nature and for human beings.

EDUCATION FOR THE FUTURE

Education is a first step in changing attitudes. Training is also essential to build the ability of governments, companies and communities to manage resources such as water and forests sustainably. Throughout the world, WWF offices run education programmes both in schools and colleges, and as part of their outreach activities.

Children see the need to change the careless and wasteful way we treat the world. They are among the first to join and get involved with such campaigns as Earth Hour. Sometimes WWF's education initiatives have been incorporated into the national school curriculum – in China, WWF's education for sustainability programme was carried out in almost 600,000 schools, reaching about 200 million children. Or they are in partnership with others – in 1973, WWF developed a worldwide conservation programme for Scouts. Now 80 per cent of the world's 30 million Scouts work towards the World Conservation Badge.

Around 2,500 of the park rangers and wildlife managers in African protected areas have come through WWF's Mweka Wildlife Management College in Tanzania. Since 1963, students from more than 40 countries have been trained.

WWF also runs scholarships for the conservationists of the future. Since 1991 the Prince Bernhard Scholarships have supported 267 people from the developing world across a range of disciplines – from environmental law, journalism and government, to field studies, development and protected area management. Increasingly, scholars are found in government and resource management agencies putting their knowledge into practice. And since 1994, 1,400 people have benefited from the WWF-US Russell E. Train Scholarships, which fund postgraduate and doctoral conservation studies.

In 1963, WWF sets up Mweka Wildlife Management College to train conservation professionals. Education and training are priorities for the founders and essential to many of WWF's achievements.

Each year WWF mobilizes hundreds of volunteers in schemes operating from China to the Netherlands, as well as at WWF International. These encourage young people to take practical action, showing them how to make a difference – both in WWF's projects and at home.

In the Virunga National Park in the Democratic Republic of Congo more than 800 children from 13 schools are learning to plant and look after trees in a project supported by WWF. Now, WWF is hoping to extend the project to 100 schools, reaching thousands of children, their parents and teachers.



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A conservation research student radio-tracking brown hyenas in Makgadikgadi Pans, Botswana. Around 2,500 park rangers have been trained at WWF's Mweka Wildlife Management College in Tanzania.



Madagascar, the world's fourth largest island, is truly a wonderland, home to a quarter of the world's primate species including around 100 types of lemur. Here, ring-tailed lemurs move along the ground with their characteristic upright tail carriage.

MADAGASCAR'S WONDERLAND

Madagascar, the world's fourth largest island, is truly a wonderland. Nine-tenths of its plants are found nowhere else on Earth. The island is home to a quarter of the world's primate species, including around 100 types of lemur. But as recently as 2003, only 3.2 per cent of this island treasure house was protected. Rich areas of ancient forest were being logged and rare species were falling prey to poachers.

In the early 1960s, Madagascar, rich in endemic species but with severely degraded ecosystems, becomes a WWF priority.

WWF has been committed to Madagascar almost since its foundation, working to increase protection and ensure that the magic of Madagascar endures. It has worked with the government and communities to develop a national system of protected areas. In 2003, the Malagasy government promised to more than triple protected areas – to 6 million hectares – to protect some of its most vulnerable habitats.

Madagascar now has 5.2 million hectares of protected land and sea, and is on track to go beyond its original target. Most of the island's species-rich forests will be protected. Good management of the protected areas, however, is essential, so WWF helped mobilize a conservation fund of US\$33 million to provide ongoing income.

Protecting Madagascar's biodiversity is important, but people need livelihoods too. Three-quarters of the island's population depends on natural resources to make a living. WWF has been working to support the island's sustainable development, so that its people and nature can thrive in harmony.

Together with local communities and authorities, WWF works to stem the destruction of forests for charcoal and slash-and-burn cutting for cropland. A long-running education programme promotes the sustainable use of the forests, while other initiatives encourage sustainable alternative livelihoods, such as developing fuelwood plantations.

Madagascar's marine life is amazing too: the Toliara coral reef off its southwestern coast is the third largest coral reef system in the world. WWF is supporting a project that will help people in Madagascar, the Seychelles and Mauritius fish responsibly without depleting irreplaceable natural resources.

PROTECTING TROPICAL OCEANS

The world's coral reefs cover less than 1 per cent of our oceans. But they're home to a quarter of all marine life – scientists estimate there could be as many as 2 million species. Known as the “nurseries of the seas”, they are where a quarter of fish species begin their lives.

Coral reefs have huge economic value – the goods and services they provide are worth up to US\$30 billion a year. Southeast Asia's coral reef fisheries alone land catches worth around US\$2.4 billion annually, while Australia's Great Barrier Reef is worth more than US\$1 billion a year in tourism. Reefs also protect coastlines, and the communities they shelter, from powerful, sometimes devastating, tropical storms.

Over the years, WWF has worked with the government of Ecuador to create one of the world's largest marine protected areas, the Galapagos Marine Reserve; successfully campaigned to increase protection for the Great Barrier Reef, a third of which is now fully protected; protected 1.5 million hectares along the coast of Mozambique; and with the government of Fiji is creating a network of protected areas for 30 per cent of its seas.

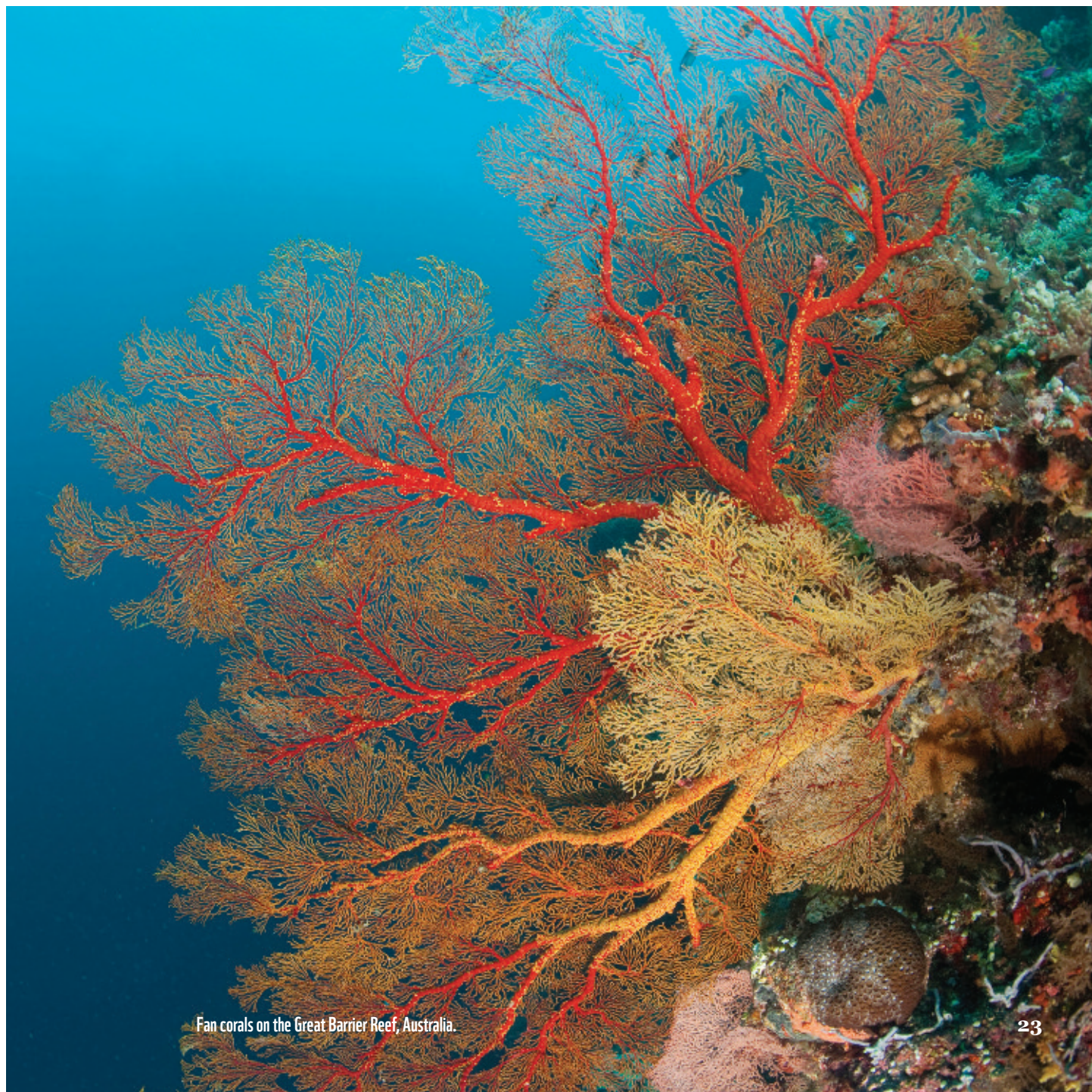
Coral reefs take tens of thousands of years to form, yet we have already lost more than a quarter of them. At the current rate, 60 per cent of the remainder will be destroyed over the next 30 years. In 2010, governments made a commitment to increase protection of the oceans to 10 per cent, though scientists believe we need to protect twice as much to allow marine species to recover. But protected areas alone are not enough. WWF is also addressing the underlying threats facing coral reefs and the life they support by promoting responsible fishing, pushing for action on climate change and helping people make a better living by conserving their natural resources. In particular, WWF is focusing on:

Coastal East Africa – where some of the world's most remarkable coral reefs lie just off the shores of Mozambique, Tanzania and Kenya

The Coral Triangle – where WWF is working with the governments of Indonesia, Malaysia, Papua New Guinea, the Philippines, Solomon Islands and Timor-Leste to help put ambitious conservation plans into action

West Africa – one of the most productive fishing areas of the world. Keeping the ocean healthy is a priority for fishers and conservationists alike.

In the 1960s,
WWF's marine
conservation begins
with the Galapagos
National Park.



Fan corals on the Great Barrier Reef, Australia.



An Indian one-horned rhinoceros, Chitwan National Park, Nepal.

PROTECTING THE TERAJ ARC

This landscape of forests and grasslands along the India-Nepal border is home to the most recognizable faces in the animal kingdom: the Bengal tiger, Indian rhino and Asian elephant. Alongside them, nearly two-thirds of the 6.7 million people who live in the Terai Arc own less than a hectare of land, and depend on the forest for food, medicine and fuel.

In 1969, WWF founder Guy Mountfort proposes conservation measures to benefit wildlife and establish new protected areas in Nepal.

With the human population growing rapidly, more forest is being cleared to make way for homes and economic development. But the poorest people suffer, as they lose the natural resources on which they have always relied. At the same time, the animals are seeing their habitat disappear, and are more likely to become targets for poachers. And with habitats shrinking, conflicts between humans and wildlife in this region are increasing.

Since the late 1960s, WWF has helped local communities reduce the impact of their forest dependence and, where possible, shift to livelihoods that do not rely on forest resources. It supported volunteers who plant thousands of trees and patrol to keep poachers away. By providing alternative sources of energy – such as solar cookers, fuel-efficient stoves and biogas – WWF is reducing dependency on firewood. Women say they feel safer now that they do not have to venture into tiger habitat to collect fuel.

People see the benefits in many ways. Some are paid for conserving the forests, or earn money through ecotourism and sustainable community forestry. The health centres, roads and schools WWF helped create and renovate build support for these conservation projects.

Working with authorities and communities, WWF has helped strengthen the management of 11 protected areas joined by special corridors so that wildlife can safely roam between them.

WWF is finding practical solutions to human-wildlife conflict. Mentha hedges are just one example – animals dislike the taste, so farmers grow it around other crops to keep them away. They can also improve their lives by selling the mentha for menthol oil.

With partner communities, WWF is exploring more ways in which everyone can benefit by keeping the Terai Arc's precious forests flourishing.