WORLD WILDLIFE FUND MANIFESTO

I am protecting life on our planet. Day by day with every single thing I do.

I conserve the world’s biggest forests. I safeguard the rivers. And oceans. I stand up for coral reefs. Rain forests. Tundras. Deserts. And grasslands. I work with communities in the Amazon. The Arctic. The Congo. And the Himalayas. I collaborate with the biggest companies on earth. To make their processes and their products more sustainable. I influence governments. To create policy that recognizes and respects the importance of nature. I give a voice to all animals who call Earth their home. I’m protecting life on our planet.

But, because I’m with W-W-F. I’m not doing it alone. Six thousand staff. Six million members. In over one hundred countries. For more than half a century. Businesses Foundations. Governments. Communities. Individuals. And one iconic panda. Together we are protecting life on our planet. Including our own.

Because together, Anything is possible.