



## Lafarge and climate change

According to the latest research by climate change experts consulted by the UN, global temperatures will rise by an average of 1.4°C to 5.8°C by 2100 if emissions of greenhouse gases continue to increase at the currently forecast rates.

In response to this threat, and notwithstanding any scientific doubts remaining on the issue, Lafarge is determined to play its part in combating global warming by limiting its emissions and seeking to develop innovative alternatives.

### Our CO<sub>2</sub> emissions

CO<sub>2</sub> emissions are probably the most crucial environmental challenge now facing the Group and our industry as a whole. In 2000, Lafarge emitted more than 45 million tons of CO<sub>2</sub>, primarily in connection with cement manufacture. Between 1990 and 2000 on a like-for-like basis, the Group managed to decrease its CO<sub>2</sub> emissions by 13% per ton of cement. To go further in its efforts to combat climate change, Lafarge – after extensive discussions with WWF – has set an ambitious reduction target for 2010.

### The means to an end

We are pursuing a three-pronged strategy for curtailing CO<sub>2</sub> emissions:

- Energy efficiency through investments in process modernizations.
- Substitute raw materials, i.e., use of industrial by-products in place of extracted minerals, or clinker substitutes.
- Substitute energy sources in the form of alternative fuels.

### **Energy efficiency**

Manufacturing cement from limestone requires intense heat, which is generated by the combustion of various fuels in the cement kiln. The main fuels used are coal (35%) and petroleum coke (35%), a fossil fuel by-product of crude oil refining.

The newer units are the most efficient and thus consume less fuel. To reduce the energy consumption of older plants, we invest in process improvements (e.g., switching from wet process to dry process manufacture, improved design of heat exchangers and coolers).

### **Substitute raw materials**

For the past twenty years, Lafarge has been replacing some of the traditional raw materials of the cement process with certain industrial by-products selected for their "binder" properties, a policy that helps reduce consumption of extracted mineral aggregates and our CO<sub>2</sub> emissions as well. Various types of by-products offer suitable substitutes for traditional materials in the raw meal, or may be added to clinker in the cement, or replace cement in a concrete mix. Some of these alternatives are:

- Blast furnace slag, a by-product of steel manufacture; worldwide output is estimated to be 10% of that of cement, with a potential substitution rate of up to 70% per ton of cement.

- Fly ash, a by-product of coal-fired power plants; worldwide output is estimated to be 30% of that of cement, with a potential substitution rate of up to 30% per ton of cement. Fly ash that is not reused is generally stockpiled or landfilled, resulting in significant pollution.

### **Energy substitutes**

Our energy policy is geared toward the use of waste materials, particularly industrial wastes, as fuel: used lubricants, solvents, used tires, bone meal, etc., provided we are able to ensure the safety of handling and emissions related to these wastes. This policy delivers benefits to other industries and the community at large, because we incinerate their wastes, while at the same time reducing the Group's energy bill. It also helps curtail global emissions of CO<sub>2</sub>, in line with the stance adopted by European governments in this area.

In the future, we intend to equip our cement plants with waste incineration systems wherever safety conditions allow.

### **Our commitment**

In connection with our partnership with WWF, we have decided to make a public commitment to our effort to combat climate change.

Accordingly, we are announcing a target CO<sub>2</sub> reduction of 20% per ton of cement for the period 1990 – 2010.

In industrialized countries (Annex 1 to the Kyoto Protocol), this commitment corresponds to a reduction of 15% in the absolute level of emissions for the same period, even with some increase in the volume of our cement production.

The above figures pertain to direct emissions from the Group's cement manufacturing activities, and account for over 95% of our total CO<sub>2</sub> emissions.

The figures were calculated not counting the CO<sub>2</sub> emissions from waste-to-energy substitutions, because the wastes would be incinerated elsewhere and moreover, substituting wastes for fuel allows savings on fossil fuel consumption. Moreover, the policy is in line with practices adopted by many European governments.

WWF uses a different approach, with calculations that integrate emissions from waste incineration, especially wastes of fossil origin. Using this approach, WWF endorses our reduction target as 10% in industrialized countries, which is still clearly higher than the targets defined at the Kyoto Conference (5.2% for all industrialized countries).



## Lafarge's first sustainability report

### “Building a sustainable world”

Lafarge's first sustainability report covers economic, social and environmental issues. For Lafarge it represents a further tool, strengthening its approach to dialogue, transparency and accountability. The report is designed for a large range of the Group's stakeholders including shareholders, employees, public authorities, local communities, non-governmental organizations (NGOs), customers, suppliers, partners, end users, medias, other companies. It deals with sustainability issues the Group is facing, its performance and strategy.

Lafarge's intention is also to commit itself publicly to specific objectives.

They will be used in all Lafarge's operations as management tools to improve the overall company performance. Lafarge commits to track its performance, to include these objectives in business performance indicators and to report on its progress in the future sustainability reports.

*“An approach based on sustainability is not a luxury, but rather is a key element in our future success”* Bertrand Collomb, Chairman and Chief Executive Officer of Lafarge

#### Specific elements of this report

- A « dialogue » aspect involving the stakeholders and the integration of numerous external views, including on sensitive matters, in order to know their expectations and their ideas on what sustainability can really mean for a Group such as Lafarge.
- The integration of the ratings given by societal analysis organisations.
- The involvement of the partners of Lafarge (WWF,WBCSD) for the report (including the definition of the objectives within the framework of the conservation partnership with WWF).
- The appeal for advice, on the report itself, from world renowned experts in the field of sustainability such as the Natural Step (environment), CARE (local development) or the ZERI foundation (Zero Emission Research Initiative).
- A comprehensive overview of the stakes associated to the activity of the Group.
- The definition of specific objectives and the commitment to report back on the progress made in the next report.

#### Economic and integrated objectives

***How does Lafarge perform ?*** *The Group is an industry leader for most sustainability performance analysts:*

- *Industry best score in Dow Jones Sustainability Index World*
- *Industry best score in Storebrand Principle Fund*

- ➔ *Included in ASPI Index Eurozone*
- ➔ *Not included in FTSE4GOOD Index Europe*

### **Management:**

- ⊙ Creation of a Sustainability Committee, a sub-committee to the Lafarge Executive Committee, to oversee sustainability issues.
- ⊙ Make one person, reporting directly to the Group's CEO, responsible for coordinating sustainability issues.
- ⊙ To extend EVA to 2000 managers in 2002.

**EVA and the Bonus Plan:** Lafarge's objective is the continuous creation of value on a sustainable basis. This requires constant preparation of future resources of value creation. This is why, in 1998, the Group introduced the EVA (Economic Value Added) indicator into its management systems. This system is being progressively used as a factor in the calculation of managers' bonuses.

### Social objectives

***How does Lafarge perform?*** « *Lafarge is our industry leader in the social aspect of the Storebrand environmental and social responsibility analysis...but Storebrand's analysis indicates room for improvement on its follow-up of suppliers' human rights policies and practices.* » Storebrand

**Stakeholders dialogue:** is a key element in Lafarge's strategy for sustainable development. Support from the public and the involvement of the company's various stakeholders are essential for the smooth operation of its activities and the retention of its implicit « license to operate ». It is the Group's responsibility to provide information to all internal and external stakeholders in order to increase their knowledge in the field.

- ➔ Eg: Lafarge North America's Public and Government Affairs Database (P&GA) provides a framework to organize and monitor work in the following areas: community outreach activities, government affairs, trade associations, lobbyist and charitable contributions.
- ➔ Eg: In Turkey, Lafarge Aslan has set up a Community Relations Assessment Program whose objectives are to identify key groups of local stakeholders, to assess the Group's contribution to the community at each plant for the past three years, to prepare annual action plans for 2002.
- ⊙ Reinforce and make more systematic stakeholder consultations and dialogues at the local, national and international level.
- ⊙ Bring together at least once a year Lafarge senior executives and WWF or other sustainability specialists to exchange views on sustainability issues.
- ⊙ In conjunction with the WBCSD (World Business Council for Sustainable Development), Lafarge is committed alongside another nine leading cement producers to developing an action plan to be applied on a worldwide level for the promotion of sustainable development in the cement industry.

### **Management**

- ⊙ Review the Group's social policies and develop appropriate guidelines to provide Divisions and Business Units with further guidance on how to interpret our principles locally in different situations.

### **Action**

- ⊙ Develop our actions to improve health management including the specific problem of HIV/AIDS in hard hit and deprived local communities.

- ⊙ By 2002, in order to facilitate interdivisional and international mobility, Lafarge will implement an intranet job market, accessible to all.
- ⊙ To repeat share-ownership programs at regular intervals, with an objective of reaching 3% employee ownership in Lafarge.

## Environmental objectives

**Cement and concrete as well as other building materials are essential to development of human society, but their production processes have significant impacts on the environment. In order to optimize these processes, Lafarge strives to « close the loop » by reducing its use of non-renewable or scarce resources (fossil fuels, water, limestone, gypsum rock, etc), as well as the potentially adverse outputs of its activities (waste, emissions, disturbances, etc) and by maximizing the use of sustainable inputs (waste from construction or others industries, etc).**

**Extending Environmental Audits:** Lafarge's policy is to do an environmental audit at each production site every four years.

- ➔ 70% of plants have been audited within the four previous years.
- ⊙ Have 100% of sites audited within the last four years by 2004.

**Quarrying and utilization of natural resources:** Most building materials are made from natural rock extracted in quarries. If not properly designed and operated, quarries can have significant impact on landscape, wildlife, surface and ground water and the quality of life of surrounding communities. In order to minimize these impacts, Lafarge has developed with WWF's help a set of guidelines for the operation and rehabilitation of its quarries.

- ➔ Slightly less than 50% of Lafarge quarries currently have a rehabilitation plan.
- ⊙ Have 80% of quarries implementing a Lafarge-approved rehabilitation plan by 2004.

**Air emissions and local impacts:** Quarries, traffic and production facilities are all potential sources of noise, dust and vibrations and various pollutant emissions to air, which can affect peoples' health.

- ⊙ Achieve a maximum level of stack dust emissions of 50mg/Nm<sup>3</sup> at all our cement plants in the long term.

**Water conservation and protection:** in each Division, production of building materials consumes water, for example to cool heavy equipment or products, to wash aggregates, or to make products. These various activities, as well as quarrying, can affect water quality.

- ➔ In 2000, Cement and Gypsum Divisions together consumed 32.4 million m<sup>2</sup> of water.
- ⊙ Improve data collection on water usage.

## Reducing CO<sub>2</sub> emissions:

Climate change is probably one of the major environmental issues cement industry and Lafarge Group are facing. In order to further contribute to addressing the threat of climate change, Lafarge has committed itself, and in the framework of the WWF/Lafarge Conservation Partnership, to further reducing its CO<sub>2</sub> emissions by 2010.

- ⊙ Reduce Lafarge's global CO<sub>2</sub> emissions by 20% per tonne of cement over the period 1990-2010, including for industrialized countries a 15% reduction in total CO<sub>2</sub> tonnes emitted.

**Energy consumption and substitution:** Lafarge's activity requires substantial energy at every step of the production process. To reduce the use of traditional fossil fuels and offset CO<sub>2</sub> emissions, the cement sector started some twenty years ago using alternative fuels.

- Over 6 millions tonnes of oil equivalent in the form of fuel oil, electricity, petcoke, coal and other fuels were consumed in the whole Lafarge Group in 2000 which is equivalent to the electricity consumed by a city like Hamburg or Milan.
- With 30% of its cement works authorized to process them, non-traditional fossil fuels account for 7.7% of the fuel energy used by the Cement Division.
- © Extend the measure of energy consumption to all Divisions in 2003 where it is significant and track improvement into the future.

**Raw material substitution/Waste recovery:** to reduce the amount of natural resources extracted, Lafarge makes the maximum use of by-products (synthetic gypsum, fly ash, slags....) that may otherwise become waste.

**Contributing to sustainable architecture:** building materials produced by Lafarge provide strength, durability, structure, protection, insulation and also contribute to the aesthetics of different types of buildings. Life cycle analysis tells us that most environmental impacts of a building happen during its useful life – not during construction. Therefore the main environmental impacts are largely conditioned by architectural choices. Then Lafarge could play an important role in this choice through our product communication and the range of products we supply.



## Lafarge and WWF: the partnership

The partnership between WWF, the independent conservation organization, and Lafarge, an industrial group that has made the environment one of its major strategic objectives, is part of the WWF "Conservation Partner" programme, of which Lafarge is a "Founding Member."

### **Lafarge and WWF join in a commitment to progress**

In March 2000, Lafarge and WWF have made a **mutual commitment** which aims simultaneously:

- **to reinforce the environmental policy of Lafarge**, by implementing performance indicators (environmental audits, reduction of fossil fuel consumption, waste recycling, emissions control, etc.),
- **to combat the greenhouse effect** by curtailing emissions of CO<sub>2</sub>,
- **to develop a strategy for the ecological rehabilitation of quarries**,
- **to contribute to the restoration of forest ecosystems** through the WWF "Forests Reborn" programme,
- **to heighten awareness among the widest possible audience of the crucial stakes of environmental preservation** through local initiatives (local partnerships with national offices of WWF's global Network).

**The financial contribution of Lafarge amounts to 1.1 million euros annually; the partnership has been defined for an initial five-year term. Both partners hope to make this agreement part of a long-term cooperation.**

**As the first industrial group to have signed this type of agreement with WWF, Lafarge is developing transparency and stakeholder outreach in the pursuit of its activities.**

The Company is reinforcing its environmental policy to accomplish more, faster, and to set the standard for its industry.

**This partnership stems from a dynamic environmental policy** that is an integral part of the Lafarge "*Principles of Action*". For more than thirty years, Lafarge has been restoring its quarries, recovering secondary materials to limit its consumption of natural resources, and striving to minimize the environmental impact of its industrial activities. As a factor in long-term competitiveness, the environment is an integral part of Group strategy. Investments related to the environment amount to nearly 45 million euros each year, and nearly 20% of the capital expenditure for any new Plant is earmarked for environment-

The agreement with WWF also constitutes a **tool for progress** which will encourage greater involvement by all Lafarge's employees and strengthens the environmental management of the Group's industrial facilities. It also aims at raising awareness among all Lafarge's Group employees of the need to act for environmental protection.

"Conservation Partner," the international partnership programme of WWF

Launched in 1998, the programme aims to support efforts undertaken around the world to preserve biodiversity, through strategic alliances with corporate partners. Reserved for a small and select group of world-class companies, the Conservation Partner programme is the most prestigious international partnership initiative developed by WWF.



## Environmental Performance Indicators

With the aim of highlighting areas for priority action and monitoring its progress on environmental issues, the Group has identified the most relevant environmental performance indicators in conjunction with WWF and defined quantified targets for improvement for each Division according to a detailed calendar. They will be monitored on an annual basis and Lafarge will publicly report on them with WWF.

**These indicators** will make it possible to assess progress achieved in the protection of the environment, and **will guarantee the transparency of the actions** carried out by Lafarge.

### Performance indicators and targets

Indicators	Content	Targets
Environmental audits	Percentage of sites audited in the last 4 years.	100% of sites audited in 2004.
CO <sub>2</sub> emissions	Direct CO <sub>2</sub> emissions per tonne of cement excluding electricity.	20% reduction below 1990 levels by 2010 in CO <sub>2</sub> emissions per tonne produced worldwide.
Energy consumption	Quantity produced for 1 TOE (fuel + electricity).	Ensure that energy consumption, wherever significant, is measured in all Divisions by 2003.
Waste recovery (external sources of raw materials)	Percentage of substitute raw materials used in production.	Incorporate 10% of substitute materials in cement and 45% in gypsum by 2005.
Production of waste (internal recycling of production waste)	Quantity of waste disposed to landfill in each Division per unit produced.	Bring production of waste disposed to landfill from 1.4% to 1% in cement and from 2.2% to 1.5% in gypsum by 2005.
Rehabilitation of quarries	Percentage of quarries with a rehabilitation plan meeting Lafarge standards.	80% of quarries implementing a rehabilitation plan by 2004. Implementation of a reporting system by 2002.
Water consumption	Quantity of water consumed per unit produced.	Improve data collection on water usage by 2002.
Energy recycling	Rate (%) of alternative fuels used in the production of cement.	Set a target, by 2002, for recycling energy and using renewable energy.



## Quarry rehabilitation

Upgrading the value of its quarries has been one of the Group's ongoing objectives for more than 30 years. Its experience and expertise in this field have enabled the Group to reconcile the demands of industrial production with its concern for environmental preservation.

### **A rehabilitation policy in the interest of Nature and the environment**

A rehabilitation plan is defined for quarrying sites from the outset. Integrated and coordinated with the actual quarrying operations, the rehabilitation plan must reflect:

- environmental protection and all existing regulations applicable locally,
- the views of all stakeholders (e.g., neighbors, local authorities and associations), to define the projects most appropriate for local needs.

The plan describes the reclamation and rehabilitation activities that will take place on site before, during and after quarrying operations. It is monitored annually and updated to incorporate technical developments and new opportunities for final use.

Under this policy, Lafarge is developing its expertise in integrating quarrying sites into natural landscapes through creation of habitats and wetlands conducive to the development of specific flora and fauna, landscaping of workfaces; recultivation of soil in heavily farmed areas; reforestation with woodland or ornamental species; development of recreational areas, and more.

A strategy for the ecological rehabilitation of quarries

**Within the framework of its partnership agreement, Lafarge and WWF defined a "biodiversity" strategy to promote restoration of the ecological value of quarries.**

To this end, WWF joined the Strategic Quarry Rehabilitation Project (SQRP) task force set up by Lafarge in 1999 to foster the sharing of quarry rehabilitation know-how within the Group. This participation has allowed WWF to work with Group experts on imparting a "biodiversity restoration" dimension to the SQRP as a whole. Now incorporated into the Group's Best Practices, this strategy will be deployed locally by site managers around the world.

Today, the Group has a data base containing:

- alternative options for quarry rehabilitation,
- 31 Best Practices summarizing the Group's expertise according to the environmental context,
- 110 case studies of projects carried out by all Divisions,
- contact information for 43 experts in this field issued from all the business units of the Group (France, UK, Germany, Italy, United States, Canada, Brazil, Turkey, Kenya, etc.). These experienced specialists are instrumental in propagating know-how to all Group companies.

Finally, among the indicators it has defined with WWF, Lafarge has set a performance target **related to quarry rehabilitation**: 80% of its quarries will have a rehabilitation plan by 2004.  
**Lafarge operates more than 800 quarries in 75 countries**



## **Development of local partnerships with national WWF organisations**

Following the worldwide partnership with WWF International, numerous initiatives have been launched on a local level by Group companies with national WWF organisations. These co-operation agreements strengthen the worldwide partnership and make it possible to establish dialogue in the field with WWF experts to develop environmentally-friendly actions by Lafarge.

Below are some of the most significant of these initiatives:

### **Spain**

**Lafarge Asland** (Cement) and **WWF-Spain** signed a partnership agreement in 2001. Lafarge Asland will press ahead with rehabilitating its quarries, and WWF-Spain will provide support and expertise in determining a local strategy for biodiversity. It has been agreed initially for a one-year period as the first stage of a long-term collaboration.

### **China**

**Lafarge and WWF-China** are currently developing an "umbrella agreement" to raise awareness on the importance of preserving the environment. It will include agreed areas of cooperation:

- Lafarge to be a supportive Corporate Club member (WWF's membership programme to raise awareness on environmental issues)
- sponsorship of WWF educative web site for Chinese children,
- Dujiangyan cement plant project follow up.

The agreement could expand into other areas of mutual interest in the years to come, specifically Forests Reborn activities that WWF China is developing in northern Sichuan.

### **France**

#### **Lafarge Granulats, Lafarge Ciments and WWF-France**

Examination of pilot quarry restoration projects in conjunction with WWF-France. Several sites have been identified to date to promote the development of the ecological value:

- Callas quarry (near Draguignan in south-eastern France) for the possible creation of Hermann's tortoise habitats.
- Moisson-Freneuse quarry (near Paris). The development approach would include "landscape ecology" aspects and promotion of river transport for the delivery of aggregates.
- Saint-Ouen quarry (central France) for concerted monitoring of the rehabilitation plan by WWF.
- Lestailats quarry (in south-western France). Study currently under way to add an ecological dimension to the quarry following a rehabilitation programme running for several years.

### **Austria**

Cooperation with **WWF-Austria** involves consultation with WWF on the special quarry rehabilitation plan for a specific quarry. The special quarry restoration plan has been defined by experts from **Lafarge Perlmooser** (Cement, Aggregates & Concrete).

These planned rehabilitation ideas focused on creating biodiversity within the mined quarry areas are supported by WWF Austria. Lafarge Perlmooser is working with WWF to assess the effects of the restoration efforts and to develop quarry related environment indicators.



## **FORESTS REBORN, a project to restore the quality of forest landscapes**

Although only covering 25% of the earth's surface, forests are the most important terrestrial reservoir of biological diversity. Millions of rural people depend on forests for food, medicinal plants and fuelwood. Forests also provide a range of goods and environmental services for those who live far away from them. They store carbon dioxide (which would otherwise contribute to global warming), regulate water runoff and quality (reducing floods and droughts) and produce wood and many non-timber products.

Despite their value to humanity, forests are under threat and half the world's original forests have been lost. Forest areas in most temperate countries are now stable, or even increasing. However, this often masks a loss in the quality of the forests, with diverse natural forests being replaced with plantations of a single species. In the last 50 years, deforestation and forest degradation has occurred at an unprecedented rate in the tropics. Recent estimates put the natural forest loss at 14.6 million hectares (an area the size of Nepal).

In response to this situation, WWF and IUCN promote the following vision for the world's forests:

*"The world will have more extensive, more diverse and higher quality forest landscapes. These will meet human needs and aspirations fairly, while conserving biological diversity and fulfilling the ecosystem functions necessary for all life on earth".* In line with this vision, the WWF/IUCN forest goal is *"to halt and reverse the loss and degradation of forests worldwide".*

**WWF's Forests for Life programme will take a comprehensive approach to "protect, manage and restore, forest landscape".**

### Forests Reborn: overall progress

During the last six months, the focus has been on the consolidation of WWF's target on Forest Landscape Restoration (FLR), which includes the Forest Reborn project. This is illustrated by the following examples:

### **STRATEGY FOR THE CONSERVATION AND RESTORATION OF THE LOWER BULGARIAN DANUBE ISLANDS**

Forests for Life is working with WWF's Danube-Carpathian Programme Office and the Government of Bulgaria to implement this strategy for the conservation and restoration of the Danube islands floodplain forests, as part of the Lower Danube Green Corridor. A successful series of meetings and a press conference took place in Sofia at the beginning of October, in order to obtain endorsement for the strategy from the Ministries of Environment and Agriculture and Forestry, and launch an action plan.

The new government in Bulgaria has committed to the Bulgarian Danube island restoration strategy. This signifies that now the implementation strategy can go ahead. The key activities now will consist in refining the economic cost benefit analysis looking specifically at some potential opportunities for income generation through restored natural forest cover. The immediate restoration activities along some of the islands will also start. Finally, the organisation of a meeting between the Bulgarian and Romanian government counterparts is being organised in order to bring the Romanians to adopt a similar strategy to protect and restore their Danube islands as well as their floodplain forest along the Danube.

#### **NATIONAL STUDIES AND A REGIONAL WORKSHOP ON FOREST LANDSCAPE RESTORATION IN EAST AFRICA**

Four national studies, including a review of existing initiatives and policy/legal frameworks are nearing completion in four countries - Ethiopia, Kenya, Tanzania and Uganda. Key elements of these will be collated into a regional study, and a regional workshop is planned to take place in Mombassa, Kenya at the end of November 2001 where the findings will be presented and discussed. The workshop will also bring together decision-makers and key stakeholders to discuss the importance of FLR, and to draw up a short and long term strategic plan with the aim to begin identifying concrete priorities for FLR in the region over the next few years. Other partners such as the World Bank are being invited to participate in this regional initiative.

#### **ADVOCATING FOREST LANDSCAPE RESTORATION: INTERNATIONAL WORKSHOP**

A meeting was held in September to agree on an outline advocacy strategy for FLR up to Rio+10 (World Summit on Sustainable Development, in September 2002 in Johannesburg). As a result of this meeting it was agreed that WWF will organize a workshop at the United Nations Forum on Forests (UNFF2) in March in Costa Rica to raise awareness about FLR and to demonstrate positive examples of FLR with the objective of obtaining commitments from governments and aid agencies to support FLR in their countries/ regions. It will also enable the input of specific recommendations by ministers on FLR into the UNFF meetings which will be held directly after this workshop. It is anticipated that a number of case studies of FLR projects will be released, and commitments to FLR will be announced by the Costa Rican government and others.

#### **MULTISTAKEHOLDER DIALOGUE IN MALAYSIA**

After a visit to Kinabatangan (Sabah) by the Forests Reborn task force, it was agreed to link the Partners for Wetlands work in this highly threatened watershed to the FLR work. In the last few years, huge tracts of rainforest have been replaced by endless plantations of oil palms. The river is facing pollution and suffocation from the effluents from the oil palm plantations on either side of the river. At the same time local communities are seeing their opportunities reduced. The river floods regularly because of inappropriate tree cover on either side, thus, reducing the financial returns from the oil palms. There is an incentive from the various stakeholders, including plantation-owners to restore at least a protective buffer zone on either side of the river. Specific activities will include mapping, examining innovative approaches to restore forest connectivity (in an area that represents habitat for such species as the Sumatran rhino, elephants and the orang-utans). The work undertaken in Kinabatangan will also be carefully documented and lessons learnt on forest landscape restoration, will be fed up into Forests Reborn.

## **PROTECTING, MANAGING AND RESOTRING IN CHINA**

Members of the Forests Reborn task force visited China to work with WWF's China Programme Office on developing an integrated landscape programme in the Upper Yangtze. The proposed programme includes work on protected areas, sustainable forest management and forest landscape restoration. While some activities on the ground have started, the overall approach is still being refined and will provide a replicable framework for use in other regions. This programme is particularly interesting because of the natural linkages it offers: with freshwater (watershed management), species (restoring panda habitat) and communities (working with local communities to identify options for suitable forest management).

## **SCOTLAND: LEARNING LESSONS**

Progress in Scotland has been made on two fronts:

*In terms of ecological restoration:* based on fossilized pollen samples, a variety of tree species were identified for the restoration of the Carrifran wildwood. By the end of April, 27 hectares of trees (40,500 trees) had been planted in the Carrifran Wildwood, including oak, ash, birch, willow, montane woodland (first for Scotland), juniper and Scots Pine. As a result of this project, other landowners are now seeking advice on how to restore their land.

*Politically:* in a very positive move, a coalition of social and environmental groups was asked to join in a "forest forum" by the Scottish forestry commission to represent, in a common voice, the interests of both communities and environment. At the same time a delegation including partners in the Borders Forests Trust was invited by the EU to share their experiences with other EU countries interested in community forestry and restoration.

## **OTHERS**

Other regions in which Forests Reborn is active, or will be involved, include Central America, the Mediterranean, South Asia and New Caledonia.



# FACTSHEET

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## WWF

### The conservation organization

With several million supporters and a network of offices in more than 50 countries on five continents, WWF is one of the world's largest independent conservation organizations. Since its creation in 1961, it has maintained a constant record of conservation successes. Today, WWF runs some 1300 projects at any time and employs over 3,500 people worldwide. It invests some US\$ 250 million annually in its global conservation programmes.

#### **Mission and priorities**

**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 resources is sustainable**
- **promoting the reduction of pollution and wasteful consumption.**

To achieve its mission, WWF:

- ! works in partnership with governments, local communities, international agencies, and business and industry, identifying realistic solutions to the most pressing environmental problems
- ! reinforces its programme of field projects with policy work specifically designed to address the root causes of environmental degradation
- ! utilizes a rational and science-based approach to conservation, which focuses on key

issues and priorities

- carefully stewards all funds received and, through global leadership, endeavours to obtain the maximum conservation value from these donations through leveraging the support of conservation partners
- ! promotes the replication of its conservation achievements through education and local capacity building, in partnership with other organizations, and through worldwide communications.

**Through its Global Conservation Programme, WWF has contributed significantly to the development of the world conservation movement and to sustainable development in a period of great pressure on the world's natural resources.**

In carrying out its work, WWF cooperates with many partners, including UN organizations and IUCN–The World Conservation Union, and development agencies such as USAID or the World Bank, with which WWF has formed an alliance to address forest issues.

WWF International benefits from endowment funds such as The 1001: A Nature Trust, established in 1970 by Prince Bernhard of the Netherlands to help meet the organization's basic administrative costs. WWF Network income originates from individuals (47%), governments and aid agencies (20%), trusts and legacies (16%) and other sources (17%).

### **Programmes**

WWF's high-visibility international campaigns have helped to spotlight crucial environmental issues and influence national and international policy decisions. To maximise its conservation impact, WWF has now chosen to focus its efforts on thematic and geographical areas known as the Global Priorities. Geographically, these consist of the 'Global 200' - areas of the world that WWF scientists have identified as the most biologically important and unique places on earth. Thematically, WWF has chosen to work on three biomes - forests, freshwater ecosystems and oceans/coasts - a small number of flagship species (Giant Panda, Asian and African Rhino; Asian and African Elephant; Marine Turtles; Great Whales; Tigers; Great Apes), the spread of toxic chemicals and the threats of climate change.

To conduct activities which address WWF's Global Priorities, WWF has adopted two major strategic approaches, the Target Driven Programmes (TDPs) and the Ecoregion Action Programmes (EAPs). Within each of these can be found the tried and tested conservation approaches of WWF e.g. Campaigns, Lobbying and Advocacy, Environmental Education, Strategic Partnerships (with governments, different sectors of business and industry, civil society groups and indigenous peoples across the world etc.).

### **WWF online:**

WWF International launched [www.panda.org](http://www.panda.org) in 1995. Since then it has become one of the most popular international environmental sites on the world wide web, winning several prestigious awards. The site provides information to over three million visitors each year, and enables eco-activism through the campaigning tool Panda Passport.

Panda.org is just one of over 40 websites that make up the WWF online network. Links to all sites are at [www.wwf.org](http://www.wwf.org)

WWF's presence worldwide

Australia, Austria, Belgium, Bhutan, Bolivia, Brazil, Cameroon, Canada, Central Africa (Libreville, Gabon), Central America (San José, Costa Rica), China, Danube Carpathian (Vienna, Austria), Denmark, Eastern Africa (Nairobi, Kenya), European Policy Office (Brussels, Belgium) Finland, France, Germany, Greece, Hong Kong, Hungary, India, Indochina (Hanoi, Vietnam), Indonesia, Italy, Japan, Macroeconomics for Sustainable Development (Washington, USA), Madagascar, Malaysia, Mediterranean (Roma, Italy), Mexico, Nepal, Netherlands, New Zealand, Norway, Pakistan, Peru, Philippines, South Africa, Russia, Southern Africa (Harare, Zimbabwe), South Pacific (Suva, Fiji), Spain, Sweden, Switzerland, Tanzania, Thailand, Turkey, United Kingdom, United States, Western Africa (Abidjan, Ivory Coast).

**Associates:** Argentina (Fundación Vida Silvestre), Ecuador (Fundación Natura), Nigeria (Nigerian Conservation Foundation), Venezuela (Fudena).

**President of WWF International:** Sarah Morrison, Acting President.

**President Emeritus:** HRH The Prince Philip, Duke of Edinburgh.

**Director General:** Dr Claude Martin.

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