

WWF for a living planet[®] www.wwf.pt

WWF approach to Qualigouv project

Luís Neves Silva
Forest Programme Coordinator
WWF Mediterranean

WWF for a living planet[®] www.wwf.pt

Who we are?

WWF was born in 1961, up to be one of the largest environmental organizations in the world:

- present in 100 countries;
- with 5 Million supporters;
- 4.000 staff;
- more than 1300 WWF conservation projects.

Almost all our work involves partnerships with local non-profit agencies, other global NGOs, local councils and regional government offices and we work with businesses who are willing to change.

WWF for a living planet[®] www.wwf.pt

WWF's Mission Statement

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

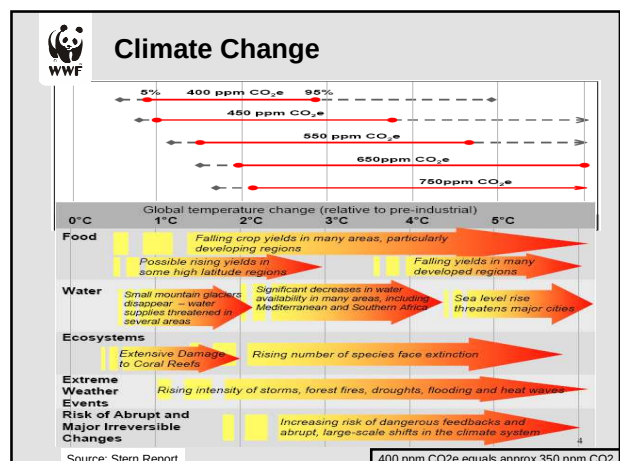
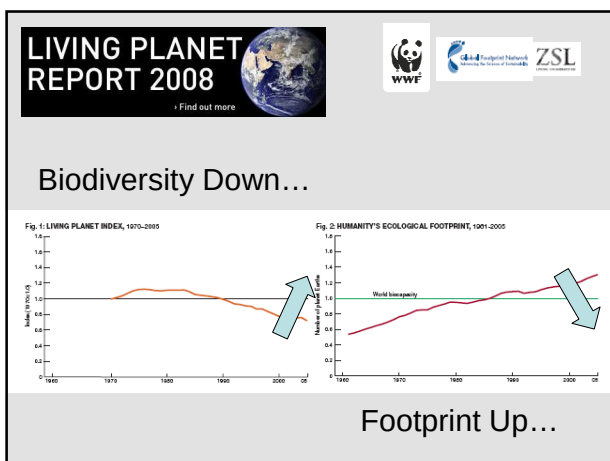
- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption.

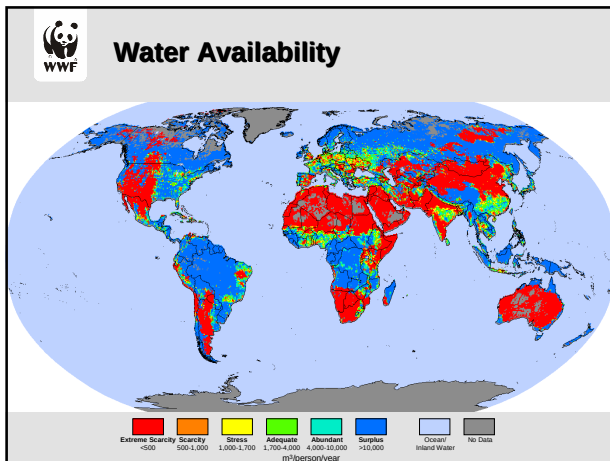
WWF for a living planet[®] www.wwf.pt

What does WWF do?

To achieve this, we are working with our many partners to:

1. **Save biodiversity, by focusing on conserving critical places and critical species.**
2. **Reduce humanity's impact on natural habitats by working to reduce humanity's ecological footprint.**





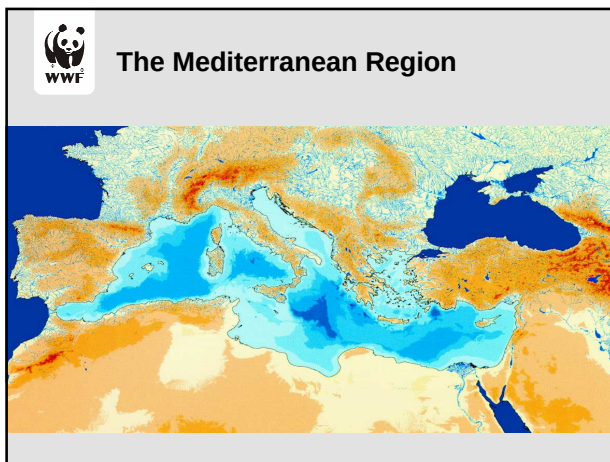
WWF GLOBAL FOREST & TRADE NETWORK
REDE IBERICA

GFTN works with the whole supply chain....

From places like here.... to here.... ... all the way to here.

WAL*MART
B&Q **IKEA**
SAINT-GOBAIN **LEONARDO**
WILLIAMS-SONOMA

Working in a common way to ensure that responsible buyers work with responsible producers



WWF WWF Mediterranean Strategy

Theme	Strategies
Forest – Land degradation	- Responsible markets - Sustainable forest management - Protected Areas - Cork Oak landscapes - Climate Change adaptation
Freshwater ecosystems – water management	- Integrated River Basin Management (WFD) - Payment for ecosystem services - Wetland protection - Reducing impact of water infrastructures and agriculture
Coastal ecosystems	- Protected Areas - Integrated coastal management - Tourism sustainability
Marine ecosystems	- Ecosystem based fisheries - Marine Protected Areas

WWF Cork oak forest strategy

Responsible Market:

- Corporate
- Governments
- Consumer

Sustainable management:

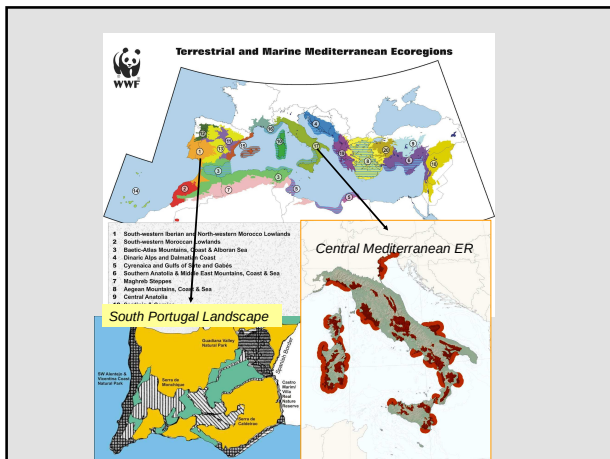
- Forest certification
- Ecosystem services
- HCVF

Protected Areas:

- Habitats restoration
- Endangered species
- Public participation

High Conservation Value Forests in PA's

Standards
Financing
Certification
Ecosystem Services
Management
Restoration
Public participation



Italy project places

Monte Arcosu

Region: Sardinia
 Province: Cagliari
 Ext.: 3600 ha
 Habitat Type: Mediterranean sclerophyllous forest owned by WWF Italy

Bosco Rocconi:

Region: Tuscany
 Province: Grosseto
 Ext. 130 ha
 Habitat Type: broadleaf mixed forest owned by WWF Italy

Portugal project places

Cork oak landscape

- Proxy 500.000 ha
- Tejo/Sado basins
- Largest continuous cork forest
- PA's: Sado & Tejo
- N2K: Cabeção & Monfurado

Portugal project places

Southern Green Belt

- Proxy 800.000 ha
- From the Atlantic to Spain
- Biodiversity hotspot
- PA's: SW coast; Guadiana Valley;
- N2K: Mochique, Caldeirão & Barrancos

WWF staff for the Qualigov project

WWF Administrative Coordinator: Marzia Ventimiglia
 WWF Project Coordinator: Miguel Bugalho
 WWF Italy Project Officer: Corrado Teofili
 WWF France Project Officer: Daniel Valauri

THANK YOU