

WWF

Full name:

World Wide Fund For Nature

Founding year::

1961

Number of members:

About million supporters

([WWF. About us](#))

([WWF. History](#)).

Funding:

The WWF is financed by donations. 83% of the donations were invested directly in nature conservation in 2020. 11% was used to raise further funds. 6% was used for financing and administration of the organization ([WWF 2020: 36](#)).

Organization:

Worldwide, WWF is divided into 33 national organizations that operate independently - each based on different legal requirements. At the international level, there are a number of bodies. The most important of these is the WWF Council. This determines the global strategy of the organization ([WWF 2014](#)).

Supporting members are formally regarded as donors, so they have no say in the content ([Schäfer 2014](#)).

Actions und strategies:

The WWF is committed to the designation of protected areas, the fight against environmental pollution, and the sustainable use of resources ([WWF. About us](#)). The organization also relies on cooperation with business. It advises corporations, issues licenses for the use of the well-known panda logo, and establishes joint facilities ([Schäfer 2014](#)).

Task:

Develop a profile of the WWF. To do this, fill out this outline. Try to take notes in German and in English.

You can find necessary materials here:



[WWF. About us](#)



[WWF. Über uns](#)



[Schäfer 2014](#)

Known positions and demands:

WWF is committed to nature conservation worldwide. In doing so, it seeks contact with local communities, but also with political and economic actors. Important topics include climate resilience and decarbonization, nutrition, forest protection, water supply, ocean protection, and wildlife and habitat conservation ([WWF. About us](#)).



Subject area V

Role cards 3 (M1): References

Schäfer, T. (2014). Was Greenpeace und WWF unterscheidet. In: *Grüner Journalismus*. <https://gruener-journalismus.de/greenpeace-und-wwf-unterscheidet/> (04.10.2021).

WWF (2014). *Das WWF-Netzwerk*. <https://www.wwf.de/ueber-uns/organisation/das-wwf-netzwerk> (28.10.2021).

WWF (2020). *2020 Annual Report*.
https://files.worldwildlife.org/wwfcmsprod/files/FinancialReport/file/19mp462g5x_WWF_AR2020_FINALPAGES_1_6.pdf?_ga=2.122204552.2071657806.1638271341-1249814547.1630922615
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