



WWF®

MAGAZINE

ISSUE 24

2018

Living Planet

EXCLUSIVELY FOR WWF SUPPORTERS



NEW ZEALAND'S BIGGEST WHOPPER

Will government
do the right thing?

NEPAL DOUBLES TIGER NUMBERS

One big step
forward

DOING IT FOR THE DOLPHINS

Meet Danny,
champion fundraiser

FIGHTING THE IVORY TRADE

We won't let
elephants go

© Simone Glassom-Pick



© Ola Jennersten / WWF-Sweden



© Martin Harvey / WWF



CONTENTS

P3 **New Zealand's biggest fishing whopper**

P4 **Doing it for the dolphins**

P5 **Big changes can save nature**

P6 **Roaring success for tigers in Nepal**

P8 **Newsbites**

P9 **In other words**

P10 **Fighting to save elephants**

WELCOME FROM LIVIA ESTERHAZY

© WWF



Tena koe,

I'm so grateful for your generous support. It's helping to achieve some amazing things for nature, so let's take a minute to celebrate all our wins, big or small.

Together, WWF supporters like you have used your might to help double tiger numbers in Nepal. This is such wonderful news for the endangered big cat, and really shows what's possible. Turn to p6 for more.

Closer to home, we're still fighting to protect Maui dolphins – and so is one of our youngest dolphin-lovers, Danny Glassom-Pick! Every year Danny takes up a different fundraising challenge for the dolphins – find out more on p4.

Our planet's unique wildlife needs us to keep fighting their corner. Thank you for being with us every step of the way.

CEO, WWF-New Zealand

IS THIS NEW ZEALAND'S BIGGEST FISHING WHOPPER?

We're calling on the government to be honest about how much of our incredible ocean is protected.

We'd love it if you added your voice to our open letter, because your wonderful support is already helping look after our marine environment and its astonishing variety of life.

Almost all of what's been claimed as 'protected' was identified by the fishing industry. These are called

Benthic Protected Areas (BPAs), and they're almost all in places where there's no fishing.

We think it's time the new government listened to more voices when deciding what gets protected: those of scientists, mana whenua, NGOs, marine experts – and people like you.

Right now, the government is deciding what it'll report to the UN this year.

Will they be brave and tell the truth?

If thousands of Kiwis like you sign on and email the Prime Minister with us, they'll know that they can't get away with telling the world a whopper!

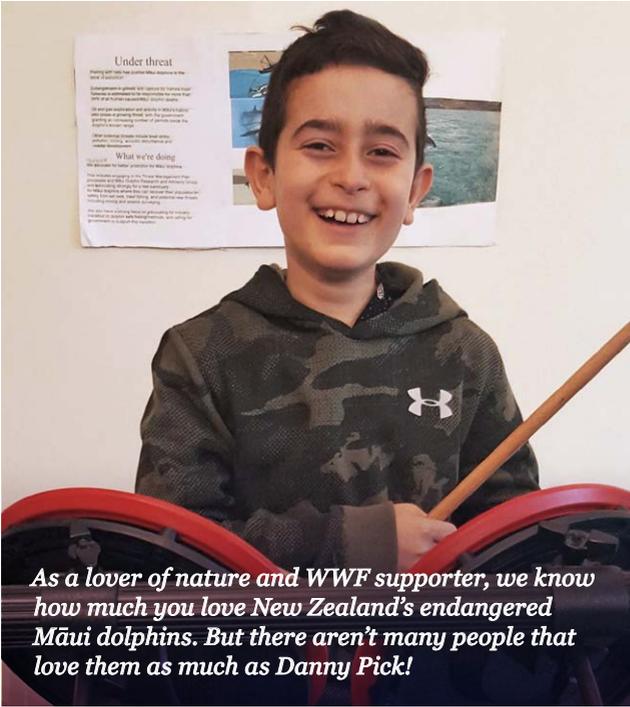
wwf.org.nz/biggestwhopper

“Previous governments have been telling whoppers about how much ocean we're protecting. Now it's time to do the right thing – and protect what matters.”

David Tong, Senior Campaigner,
WWF-New Zealand



PREVIOUS NEW ZEALAND GOVERNMENTS HAVE CLAIMED THAT OVER 30% OF OUR OCEAN IS PROTECTED – BUT IN REALITY, IT'S MORE LIKE 1%



As a lover of nature and WWF supporter, we know how much you love New Zealand's endangered Māui dolphins. But there aren't many people that love them as much as Danny Pick!

Danny taking his drumming challenge.

DOING IT FOR THE DOLPHINS

For the last three years, this inspirational boy has raised money for our work to save these animals.

Each year he's taken on a different challenge, from baking cupcakes to shooting basketball hoops. This year he's focusing on another of his passions – drumming for 63 minutes to raise funds and awareness for the last 63 Māui dolphins.

Danny's favourite memory from three years of fundraising is spreading the word about these dolphins, spreading the word speaking out for the dolphins to friends, students, teachers and members of the public.

DRUMS

THIS YEAR DANNY IS FOCUSING ON ANOTHER OF HIS PASSIONS!

“The more people help, the more we can do to help the dolphins. They live in our waters, so it’s our responsibility to keep them safe.”

Danny Pick.

We've been working on saving Māui dolphins for many years. We are getting closer to achieving the legal protection they so desperately need. We're lobbying the government and the fishing industry – and changes are starting to happen.

It's really important to keep up the pressure this year, as the government are deciding whether to take more steps to protect these dolphins.

Get involved in the fight to save them at wwf.org.nz/maui, or get in touch with any cool fundraising ideas of your own: info@wwf.org.nz

MĀUI DOLPHINS ARE CRITICALLY ENDANGERED



BIG CHANGES CAN SAVE NATURE



A bumblebee on clover.

Humans have killed off over half the world's wildlife. But together, it's possible to change things – if we act now.

The Living Planet Report is a study of trends in global biodiversity and the health of the planet. The newly-released twelfth edition tells a stark tale of nature loss.

Did you know humans have wiped out over 60% of mammals, birds, fish, reptiles, and amphibians in just over 40 years?

“We’re using nature as if it was an infinite commodity,” said WWF-NZ CEO Livia Esterhazy. “It has to stop – and it has to stop now.”

The good news is that you and I can make a difference to help save nature. In fact, with your support of WWF, you already are.

You’ve helped us campaign for the Zero Carbon Act, a new law to reduce our country’s carbon emissions.

Together, we’re helping businesses become greener, and investing in more science and innovation to protect nature.

At the same time, many of us are making important lifestyle changes. Important steps – but we know we can do more.

“Ultimately, I believe we need a companion to the Paris Climate Agreement – a global deal for nature,” said Livia.

As we race to save wildlife, your support is now more crucial than ever. Read the 2018 Living Planet Report report at www.bit.ly/LivingPlanet2018

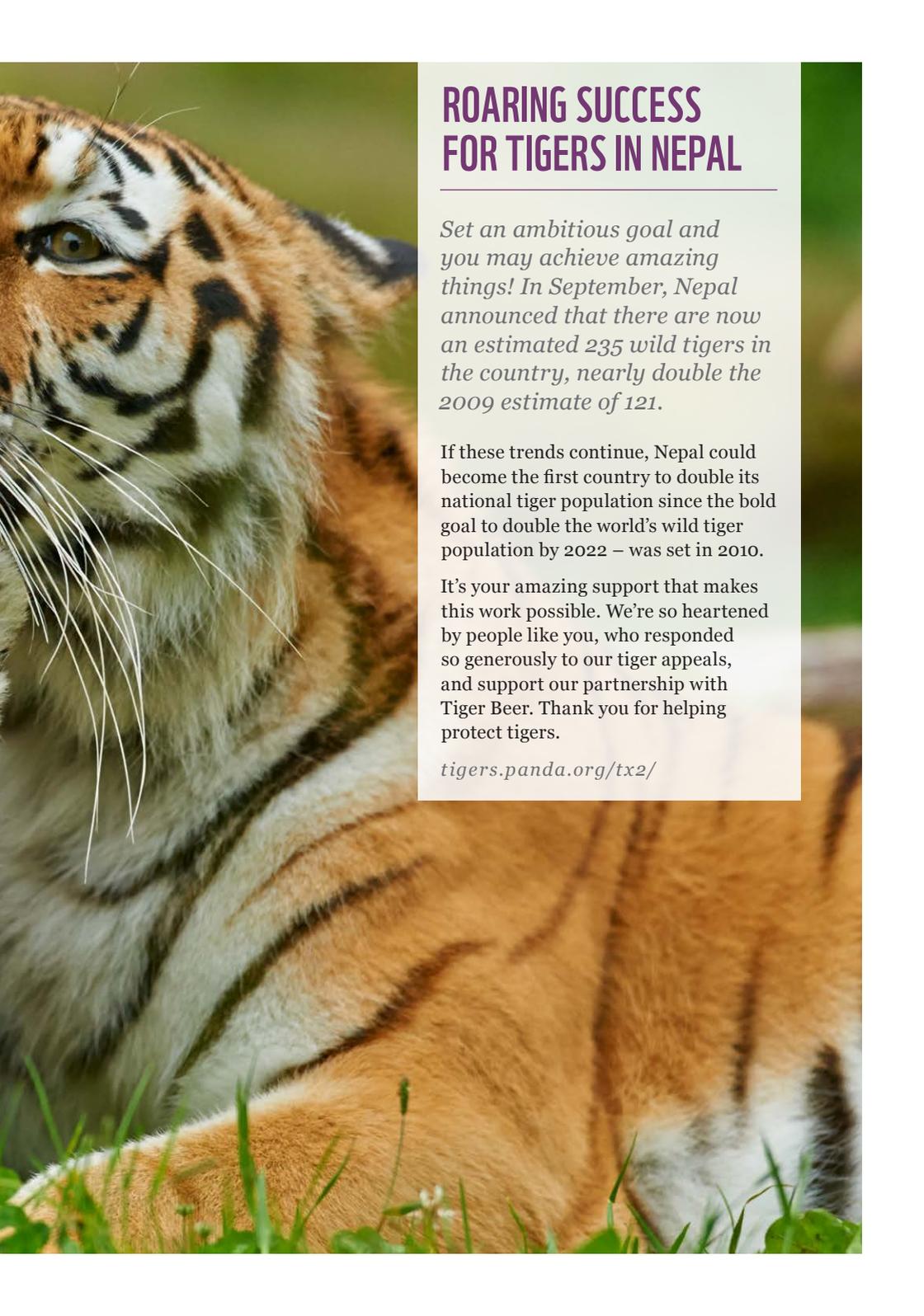
60% 

ANIMAL POPULATIONS HAVE DECLINED BY 60% SINCE 1970

• NEPAL COULD BECOME THE FIRST COUNTRY •
TO DOUBLE ITS NATIONAL TIGER POPULATION •



Tiger mother and cub. With your fantastic help, WWF is part of a project aiming to double the number of wild tigers.



ROARING SUCCESS FOR TIGERS IN NEPAL

Set an ambitious goal and you may achieve amazing things! In September, Nepal announced that there are now an estimated 235 wild tigers in the country, nearly double the 2009 estimate of 121.

If these trends continue, Nepal could become the first country to double its national tiger population since the bold goal to double the world's wild tiger population by 2022 – was set in 2010.

It's your amazing support that makes this work possible. We're so heartened by people like you, who responded so generously to our tiger appeals, and support our partnership with Tiger Beer. Thank you for helping protect tigers.

tigers.panda.org/tx2/



PEST-FREE COMPOST

Hannah Smith wanted to recycle food scraps and garden waste in an environmentally responsible way. But rats kept raiding the compost bin. So Hannah decided to design a rat-trapping compost bin!

This innovative combo – the ‘Urbin’ – was an entry in WWF-New Zealand’s 2017 Conservation Innovation Awards.

We’re delighted to hear entering was a real boost to getting the design sorted – and that Hannah is now catching up on orders.

See more from 2017’s winners: wwf.org.nz/innovation

Image: Hannah Smith’s Urbin.
© Hannah Smith



THE HUMAN ELEMENT

We believe that together, it’s possible to confront climate change and its effects. We want to find new ways to share this message, so in October we joined together with Generation Zero, Pure Advantage and Victoria University of Wellington to screen a film with a difference.

The Human Element explores how climate change is changing our relationship with nature – with earth, air, water and fire. We were thrilled that some of you were able to join us at the screening.

Catch it if you can! <https://thehumanelement.com/>

Image: from The Human Element.
© Matthew Kennedy / Earth Vision Institute



WWF AT THE UN CLIMATE TALKS

The next round of UN climate negotiations is coming up in December in Katowice, Poland.

This is a really important opportunity for New Zealand to show the world we’re serious about climate action.

WWF-NZ is thrilled to be sending our Senior Campaigner David Tong, to represent New Zealand’s environmental groups on the government team. It’s a great opportunity to have someone in the room who can represent the views of New Zealanders like you.

*Together, it’s possible to tackle climate change!
wwf.org.nz/climate*

Image: Wind turbines.
© Global Warming Images / WWF



THE GREAT KERERŪ COUNT

The Great Kererū Count is five years old! Scientists needed more information about our beautiful native wood pigeon – and so New Zealand’s largest citizen science project was born. This year over 18,723 kererū were counted, and 8,800 sightings were reported.

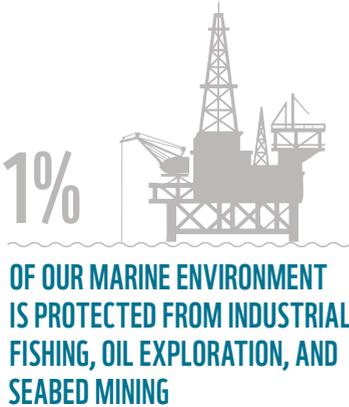
WWF-New Zealand has been a long-term partner of this project, together with Kererū Discovery, Victoria University of Wellington and Wellington City Council. Thanks to supporters like you, we’ve been able to give kererū a helping hand.

www.kereru.discovery.org.nz

Image: A kererū.
© Tony Stoddard

IN OTHER WORDS

Figures and quotes from the frontlines of conservation.



\$3,334,047

HAS BEEN AWARDED TO AMAZING LOCAL GROUPS THROUGH OUR HABITAT PROTECTION FUND



THREE



THE NUMBER OF YEARS DANNY GLASSOM-PICK HAS BEEN FUNDRAISING FOR MAUI DOLPHINS



THE DISTANCE A KERERŪ CAN FLY IN A SINGLE DAY

“The significant increase in Nepal’s tiger population is proof that when we work together, we can save the planet’s wildlife – even species facing extinction.”



Leonardo DiCaprio, WWF Ambassador.

TELL US WHAT YOU THINK. We'd love to know how you feel about the stories in this newsletter, and our work in general. Let us know by email at info@wwf.org.nz. Thank you!



FIGHTING THE IVORY TRADE

We're working to protect elephants from the ivory trade.

With your generous support of our work, you help protect precious wildlife both at home and overseas.

Mighty and graceful, elephants might not seem vulnerable. But unfortunately, the ivory trade is booming. Around 20,000 African elephants are killed every year by poachers for their ivory. These beautiful animals deserve better.

WWF is working internationally to fight the ivory trade and help protect elephants at every step; from helping communities

live in harmony with these large animals, to addressing the demand for ivory, to tightening up laws that allow import and trade.

When you think of countries that trade in ivory, New Zealand probably isn't the first country that springs to mind. But in fact, there are loopholes in our country's laws that allow some import and trade of ivory – and with elephant lives at stake, we think it's time to close them.

We won't let elephants go. We need to end ivory trading for good.

Find out more about how you help protect elephants and other animals from the wildlife trade: worldwildlife.org/species/elephant

20,000 

AFRICAN ELEPHANTS ARE KILLED BY POACHERS EVERY YEAR

Yes, I'd love to do something more!

December 2018

My supporter number: _____ (You will find it on your cover letter)

With my donation of:

\$250 \$100 \$50 \$25 My choice \$ _____

I enclose a cheque made payable to "WWF-New Zealand"

Please charge my credit card: (minimum gift \$5) MasterCard Visa Amex Diners

Card Holder's Name _____

Credit Card Number _____

Expiry ____/____/____ Signature _____

Please return this slip with your donation to WWF-New Zealand, PO Box 11514, Manners Street, Wellington 6141.

thank you. Your contribution is greatly appreciated, a receipt will be sent to you.



CONTACT US

For any enquiries regarding supporting WWF

Postal address:

PO Box 11514, Manners Street,
Wellington 6141

Phone: 0800 4357 993
or 04 499 2930

Email: info@wwf.org.nz

Website: wwf.org.nz

Bank account number for donations:

06 - 0501 - 0545463 - 00

Please include your supporter number as a reference.

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Signing up to our WWF e-newsletter is a great way to become more involved in the work of WWF, and you'll be the first to know about breaking conservation news as it happens.

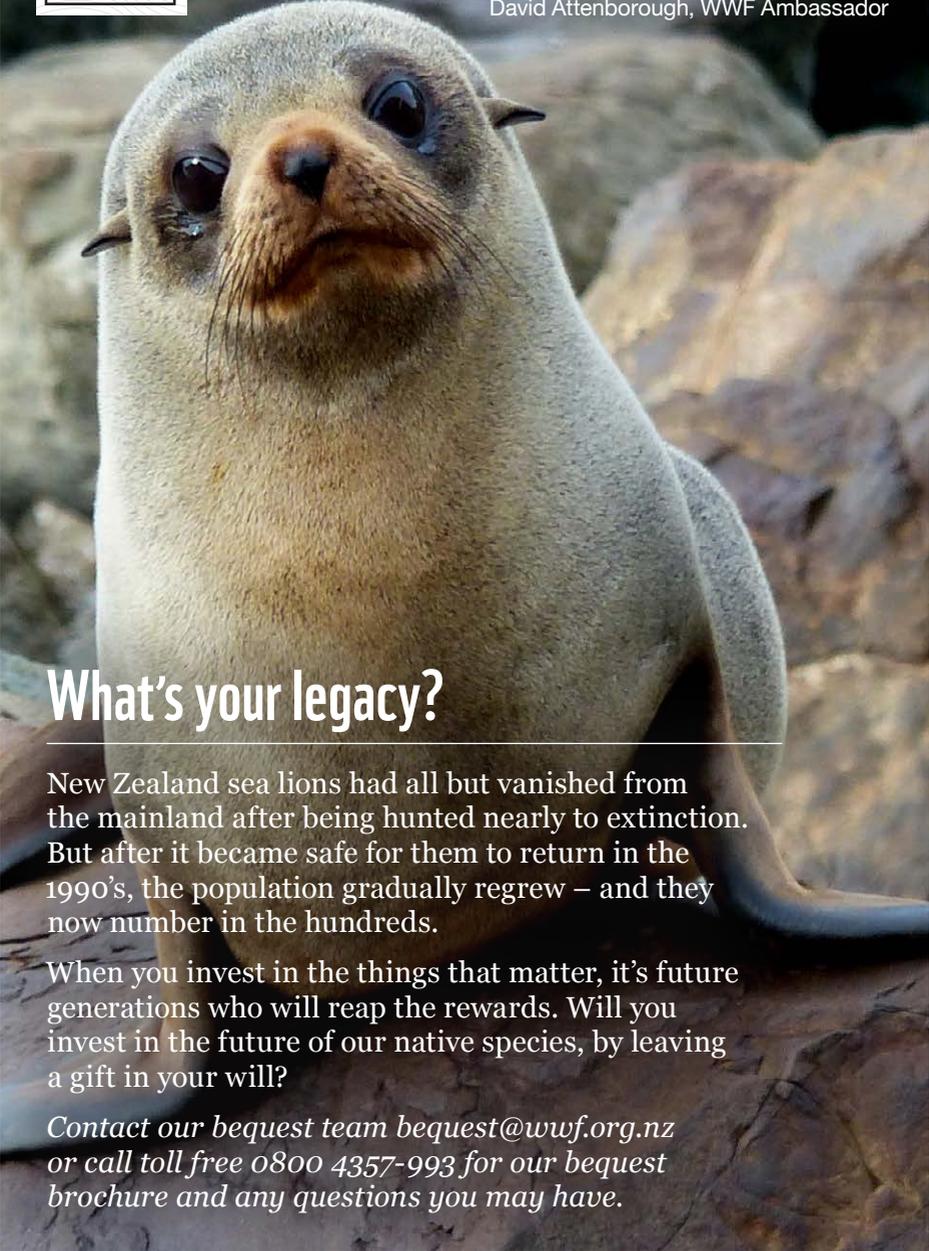
Sign up at wwf.org.nz/newsletter





“WWF is one of the great hopes for the world”

David Attenborough, WWF Ambassador



What's your legacy?

New Zealand sea lions had all but vanished from the mainland after being hunted nearly to extinction. But after it became safe for them to return in the 1990's, the population gradually regrew – and they now number in the hundreds.

When you invest in the things that matter, it's future generations who will reap the rewards. Will you invest in the future of our native species, by leaving a gift in your will?

Contact our bequest team bequest@wwf.org.nz or call toll free 0800 4357-993 for our bequest brochure and any questions you may have.

A New Zealand sea lion near Kaikoura.