

WWF Cymru (World Wildlife Fund)

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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.

The organisation is very active in Wales and is currently engaged with an exciting project called 'Reducing Wales' Footprint'. Using the footprint analysis WWF Cymru will measure the impact our lifestyles have on the local and global environment. Gwynedd Council is one of the project's partners and is working with WWF Cymru to calculate the 'footprint' of the county. The project provides an exciting opportunity for Gwynedd Council to develop new policies and practices that will help to reduce the authority's footprint. The data will also inform the Welsh Assembly Government's Sustainable Development Scheme in developing policies and practices to reduce Wales' waste, water use, CO₂ emissions and to develop sustainable transport and food initiatives.

In addition to being a valuable communications tool for sustainability, the footprint provides schools with a fresh approach to teaching the importance of sustainable living.

Founding Principles: WWF is now known simply by its initials and the panda logo, in line with the whole international network. WWF, the global environment network, takes action to conserve endangered species, protect endangered spaces and address global threats, by seeking long-term solutions.
The future: Wales is leading the world in ecological footprint analysis. Let's also lead the world in footprint reduction strategies.

Tips for others: Working in partnership takes more time than you think, but it is worth the effort!

Status of organisation: Registered charity

Area: Wales