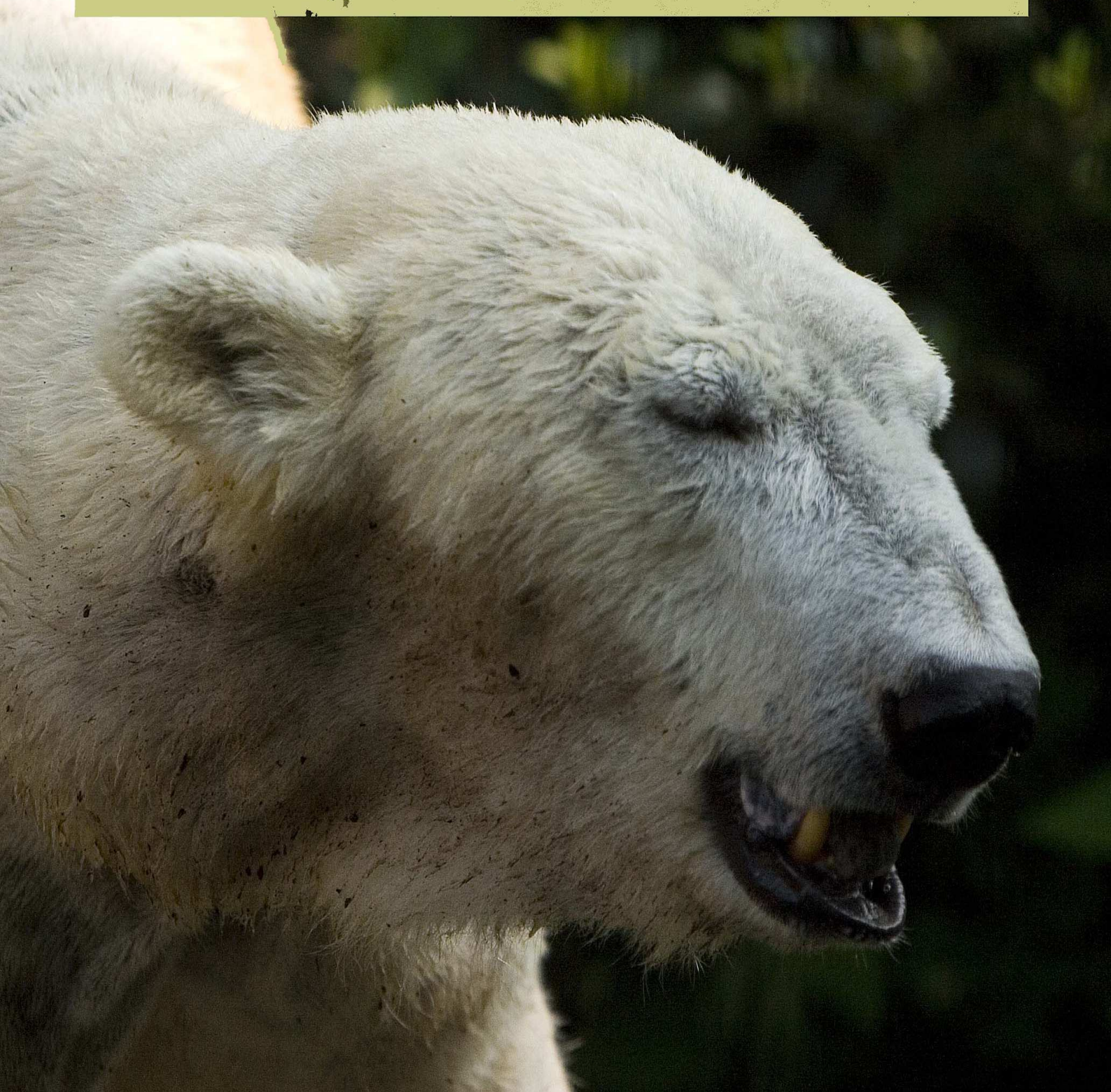


World Wide Government Fund

(2)

Does WWF protect Nature?



**A study regarding the effectiveness of
World Wide Fund for Nature (WWF) and it's Dutch partner WNF**

'We also found that conservation BINGOs (Big NGO's) spend a great deal of energy chasing money, which fosters an approach to conservation that changes according to donor agendas'

Which nature is protected by the WWF?

In part 1 of the report 'World Wide Government Fund' we have treated World Wide Fund for Nature's organization of both WWF-network and WWF-International: its influence, its finance and its economical vision. Note that in The Netherlands WWF is known as WNF (Wereld Natuur Fonds), which is part of de WWF-network and now celebrates its 50th anniversary.

This second part delves into the 'core business' with which WWF advertises, corresponding to part C of the outline given in part 1: International Nature Conservation'. WWF is known to boast the myriad projects in which it invests and participates. Chief marketer Piet van Ierland jubilated in 2009 that WNF participates in 1700 projects in 90 countries.

WWF projects are advertised with images of appealing animal species. The message always stresses the critically 'endangered' status of a species, and then makes a dramatic appeal to its potential donors: we have to act now before it is too late. Top priority amongst WWF's advertised species are tiger, panda, polar bear and whale. These animals – together with the black rhino- are called 'flag ship species', of which a WWF says in a fighting spirit²

From elephants to polar bears, we fight to secure a future for animals on the planet we all share. We helped bring back the Amur tiger and Africa's black rhinos from the edge of extinction.

These animals still dominate the fundraising today. On the other hand WWF evolved from classical species protection to savior of the whole planet, as emphasized by its Dutch slogan 'pass on the earth', with supermodel Doutzen Kroes in campaigns. The WNF uses somewhat less aggressive wording than WWF-USA. In its annual report 09/10 it presents itself as initiator and frontrunner:

By looking at smart solutions en by creating working pilot projects, nature conservancy will be copied by local people and government. These projects are always run locally with involvement of local people and government. Only if they become 'owner' of WNF-projects there will be a good chance of succes.

Method

This report shines a light on the WWF and its expenditure at protecting 4 'flag ship species', based on WWF documents, interviews with scientists and field workers, visits to protection projects, scientific literature and findings of other investigative journalists.

Summary and conclusion: World Wildlife Farce

This report investigates the correctness of claims made by WWF about its contributions to nature conservation and species protection. We find the following:

- A. In public displays WWF overestimates its own contribution to species protection and frequently boasts results achieved by others, as is the case with the (amur)tiger.
- B. WWF is dishonest in her claims of 'saving' species. For decades now WWF fails to protect its 'flagship species' like black rhino and giant panda. The population of giant panda halved in the 32 years that WWF has been active in China, while WWF claimed it 'halted the decline'. The population of black rhino was decimated by 90 percent. In its campaigns for the polar bear WWF is wasting scarce resources and is misleading the public.
- C. Contrary to its own claims there is no link between scientific priorities and spending. On a yearly basis less than 7 percent of WWF income is spent on conservation projects in African nature, while WWF is by far the biggest NGO in Africa. According to WWF's own criteria – and measured in biodiversity loss- the tropics and especially Africa are considered as main priority areas for threatened biodiversity where the relatively scarce conservation resources should be spent the most.

¹ Igoe, J. Sullivan, S. (2008) Problematizing Neoliberal Biodiversity Conservation, An executive summary for the International Institute for Environment and Development, 25 pp,

² <http://www.worldwildlife.org/species/index.html>

This confirms the image from part 1³ that WWF have better marketing skills than skills in nature conservation in the field with results in the longer term. In this part 4 chapters treat the 4 'flag ship species' of WWF: giant panda, tiger and polar bear. What were WWF's proposals to protect them, how well did it perform and how were results measured? Is WWF claiming more success than is attributable? Chapter 5 is about the historic low success/cost ratio of the WWF: why is it that the money that WWF earns hardly lands in places where the ecology is in need and why is it that its policies fail? All the factors that contribute to this failure are presented as they are portrayed in the scientific literature. Many of these factors are not limited to WWF only.

The conclusions drawn in this report justify a more realistic treatment by mass media of the WWF. Currently it enjoys a vip-treatment where WWF-campaigns are quoted as the only source of information without ever questioning anything in them.

1. The black rhino

The black rhino is the animal that featured in the first WWF campaign ever in October 1961 in a special Shock Edition of the Daily Mirror. 'Soon to be as dead as a dodo', an ad truthfully declared. It was truthful in that truly one subspecies of black rhino did go extinct in 2010. In the analysis below it appears that WWF's contribution to "saving" the rhino is doubtful, that its campaigns in the past had criminal aspects and that internal auditing revealed the lack of effectiveness.

The rhino is a prehistoric mammal that is roaming the earth for 60 million years. Some subspecies frequented Europe during the ice ages. Currently the Indian rhino, the white rhino and the black rhino (*Diceros bicornis*) have survived. The black rhino which has 4 subspecies occupies a habitat ranging from Kenia to South Africa, with the subspecies *michaeli* in Kenia.⁴ How are they doing after 50 years of protection by the WWF?

Wildlife Extra, says⁵:

'Africa's black rhino population destroyed

Over the last sixty years, Africa's black rhino population plummeted by more than 90%. As recently as 1970, 60,000 black rhino roamed the continent. By 1993, uncontrolled poaching for rhino horn had reduced this to fewer than 2,300. Today, through increased security efforts and active management within protected areas (including private and community-owned lands), they have increased to just over 4,200 individuals.'

Wildlife Extra announces a project to the Tanzanian government with the Frankfurt Zoological Society (with which WWF cooperated regularly) for relocation of 32 black rhino's to the Serengeti in May 2010. The freed animals are descendants of animals that were captured in 1961 in Tsavo in Kenia (of the subspecies *michaeli*), that were brought to South Africa (where originally the subspecies '*minor*' roams). The 'saving from the brink of extinction' in the WWF definition means letting the population drop by 90 percent. What are the causes of this?

The Phillipson report destroys WWF

In 1989 the British consultant John Phillipson wrote a 252 page report as an audit for the WWF-leadership. Not only about practices in Africa but also about its work in China with the giant panda. The report ruled that WWF was failing to protect the species it advertises with. The report was leaked, thanks to investigative journalist Kevin Dowling, and seriously jeopardized the fundraising for WWF in Great-Britain⁶. WWF spent 350.000 British pounds creating a crisis communications team, that had to suppress the negative publicity that ensued after Dowling's revelations. *One of the revelations was that WWF did not spend a penny on the black rhino until 1973, and this was the animal it advertised with in 1961.*

³ Zeilmaker, R. (2012) 'World Wide Government Fund': Organizational Profile, Finances, Influence and Economic Vision of Wereld Natuur Fonds and the World Wide Fund for Nature, 15p report by the De Groene Rekenkamer

⁴ Okita Ouma, B. (2004) Population performance of black rhinoceros (*Diceros bicornis michaeli*) in six Kenyan rhino sanctuaries

⁵ <http://www.wildlifeextra.com/go/news/serengeti-rhino.html#cr>

⁶ Jeanrenaud, S. (2002) People Orientated approaches in Global Conservation, Is the leopard changing it's spots? IIED 2002, mentions the scandal around the airing of The Cook Report, and the exodus of British donors.

Many conservation projects failed or crumbled. One of WWF's protection policies was – like the Tanzanian government does now – to translocate rhino's from 'unsafe' or overpopulated areas to reservations without any rhino's and with fences and guards. Protected Areas. Then we have the infamous project 917 for which 85 rhino's were translocated from Natal in South Africa to Mozambique. All rhino's died. Another translocation was a shipment to the bird reservation Lake Nakuru, about which the magazine of the African Elephant and Rhino Specialist Group, part of the Species Specialist Groups of IUCN, in 1990 writes:

“By October 1987, when the exercise ended, a total of 17 black rhinos had been translocated to LNNP, 15 of which came from Solio Game Reserve, one male from Nairobi Park and another from Lewa Downs.”

Other translocations, after 1987, are rhino's from the Zambezi valley in Zimbabwe, that were shipped, as was revealed later, to make way for a ranch for cattle breeding, sponsored by IMF. The animals ended up in zoos in the US and Australia, and in private reserves in Zimbabwe. Phillipson's judgement is about various translocations and their use for nature conservation is devastating⁷:

‘The logic behind the choice of Nakuru as a site for the release of black rhino's remains something of a mystery. About one-third of the park is a lake, and another third is open grassland, quite unsuitable in the normal course of events as rhino habitat. Nakuru was a daft place. What price pay walking safaris for birdwatchers now that there might be a rhino around the next bush. The Park was, after all, created for the birds.’

The mortality rate with the translocation of rhino's in Kenya has been 5 percent on average since 1984. Animals were dying of stress and narcotics, says Pachyderm, the journal of the Elephant and Rhino Specialist Group.

Kenian rhino trader gets highest WWF decoration

Poaching is surely the most important cause of the decline of the black rhino since the early 70's. The WWF-leadership knows about this. Reports such as the report by the University of California at Berkeley⁸, see the arrival of automatic weapons like the AK 47, as the cause of the very strong rise in ivory trade in the 70's, that hit both elephants and rhino's. In 1990 the journal Pachyderm of the African Elephant and Rhino Specialist Group is clear that poaching is still the plague that is hurting the rhino, despite the trade ban that was implemented by Cites (Convention on the International trade on Endangered Species) in 1987. Especially South Korea and China are said to be eager markets:

While habitat loss, fragmentation and encroachment are long-term concerns, the rhino poaching crisis and international trading in rhino products are the most important unresolved threats jeopardizing continuation of the 60-million year existence of the Rhinocerotidae family.

Natural parks repeatedly played a role as launching ground for various rebel groups, who used the ivory trade and trade in rhino's to finance their private wars. The involvement of Unita-terrorists in the ivory trade is mentioned in 1990 in the magazine of the Elephant and Rhinospecialist Group in 1990 that was partly funded by WWF. More alarming is that African government employees were themselves actively trading rhino's. Kevin Dowling, the producer of the critical 1990 WWF-documentary 'Tenpence in the Panda' (broadcast via 'The Cook Report'), discovered that anti-poaching teams, often hired by WWF themselves were trading ivory, and also regional elites were involved⁹. It resulted in scenes that were truly embarrassing for WWF. René Zwaap of the Groene Amsterdammer writes:

Dowling also commemorates the fate of the Kenian hunter Ian Parker, who had been hired by WNF-founder Peter Scott to study Kenian poaching from Nairobi. Parker discovered that the Kenian president Jomo Kenyatta and his daughter Margaret were deeply involved in the ivory- and rhino trade, together with people who made a name for themselves as conservationists.

⁷ Phillipson cited in EIR Executive Intelligence Review (1994) Special Offprint, 'The Coming fall of the House of Windsor'. On blz 36. The authors reveal a theory of the WWF- and the political strategic positioning of wilderness parks in Africa in the former British colonies. US Aid was also financing conservation in Eastern Europe, in order to have a base of influence in the formerly Russian powersphere. For Africa there is no second independent source to this theory. The quotations however are authentic and the Phillipson-report is also quoted by Dowling, Zwaap and Jeanreynaud.

⁸ Raffalovich, A. (2004) 'White Gold, the ivory trade ban'.

⁹ <http://www.groene.nl/1997/45/het-wereld-natuur-leger>, after critical reports about groups like WWF and Greenpeace René Zwaap personally testified to the author in 2009 that critical reporting has no effect on public opinion.

Parker wrote a report, but a couple of hours before he was to hand this to the WNF-leadership, he was kidnapped. Three days long he was severely beaten, while his wife was being threatened to be killed if she were to disclose the report....'

And so it came about that President Kenyatta in 1974 received, the Order of the Golden Ark, an Order installed in 1971, from the hands of prince Bernhard, who at that time was WWF president. He got it for his role in saving the rhino. It happened at the very moment that Parker was beaten by accomplices of Kenyatta. No sooner than in Dowling's documentary, 17 years later, Parkers report was finally revealed. Ian Douglas Hamilton's epitaph to prince Bernhard in 2004 sounds slightly euphemistic when he writes¹⁰:

'While the Ark may at times have been given to political leaders who did not deserve it, in general it became one of conservation's highest awards, creating a sense of international recognition for services to nature.'

Famous recipients of the Order of the Golden Ark are the British moviemaker David Attenborough and Richard Leakey in Kenya. Leakey is the son of the Leakey-couple who unearthed the first remnants of primitive hominoids like *Homo habilis*.

Prins Bernhards Project Lock and human rights violations

John Hanks, WWF program director Africa, in 1987 wrote 'WWF's continental strategy for the conservation of Rhino'. He supported Prince Bernhard with the WWF financed anti-poaching project Lock, in South Africa. The project was corrupted by interests of the British secret service. During an operation with British SAS-troopers and the secret service dozens of 'poachers' were shot from helicopters that were paid for by WWF.

This disputed project Lock was first reported on by the Dutch Volkskrant newspaper of 24 August 1991 in the article 'De Lange Arm van het Wereldnatuurfonds' (WWF's long arm). Many so called 'poachers' were found to be members of the ANC, as appears in reports of the South African secret service, who were monitoring nature reserves across the border. At the same time civilians were utterly deprived of their rights. Dowling says to René Zwaap of the Groene Amsterdammer in 1997 in 'Het Wereldnatuurleger' (the World Nature Army):

'I discovered that in those wilderness reserves there was systematic suppression. People have no rights there, their traditional way of making a living is forbidden. They cannot even trample a flower without being in danger of getting shot. At the same time these reserves were launching grounds and training camps for all kinds of mercenaries.'

Dowling also mentions the Unita terrorists. What was the result for nature in fighting these 'poachers'? The newspaper Volkskrant quotes employees of the project Lock that cost 1 million British pounds: 'there is not a shred of evidence that the project even saved a single rhino'. It is quite an understatement when Hamilton says about Prince Bernhard, the financier of Project Lock: 'PB, as he was affectionately called, took part in many bold initiatives that have succeeded in creating more space for nature and better protection for the environment.' The feudal and colonial character of nature conservation in Africa was again scrutinized in 2009 by social scientists of the University of Manchester in 'Eviction for Conservation'¹¹ that described the practice of violent evictions of local peoples from areas where wildlife and wildlife-tourism were set to be the main source of income. In East Africa they found 60 instances of evictions from 'protected areas'.

Rhino trade might reopen

Since 1990 the black rhino population has stabilized at the current level which is 20 times lower than when WWF was first collecting money using the image of the black rhino. An international ban on ivory trade, set up by Cites (Convention on the International trade on Endangered Species) in 1987, has greatly helped the stabilisation. Cites regulates the international trade in endangered species and was founded in 1975 in Washington. There are major doubts however about the effectiveness of the ban on the trade in ivory from rhinos. Simply because demand has not waned¹². For elephants the Cites ban from 1989 – that was implemented in 1990 – did have a strong positive effect.

¹⁰ <http://www.savetheelephants.org/files/pdf/publications/2004%20Douglas-Hamilton%20Tribute%20to%20Prince%20Bernhard%20%20by%20IDH.pdf>

¹¹ Brockington, D. Igoe, J. (2009) 'Eviction for conservation, a global overview', p 444: *On the other hand, there is evidence that large conservation NGOs have played an active role in the creation of protected areas that exclude local people (a direct role of large conservation NGOs in evictions and other forms of displacement would be much more difficult to prove).*

¹² <http://are.berkeley.edu/courses/EEP131/fall2006/NotableStudent05/The%20Ivory%20Trade%20BanAmintaR.pdf>

In 2008 China pleaded for and obtained a free pass on ivory from Cites. According to the Environmental Investigation Agency this results in a rebound of poaching. The South African newspaper the Mercury confirms¹³ in their article of April 5th 2012 that as of 2008 poaching for rhino is on the rise. The South African government is against the plan of some conservationists to release the ban and bring piles of horns of deceased rhino's to market. The idea was that this would undermine the black market. Poachers from Mozambique would be able to kill 600 rhino's this year in the South African National Parks. Many guards are in strike now. Summarizing: sheer luck, social demographics and political developments influence the wellbeing of the rhino more than the WWF.

2. Giant Panda

Submit the keyword 'panda' in Google and the number 1 in the search ranking is WWF. The giant panda is the WWF logo, designed by one of its founders - Peter Scott. This year WNF, the Dutch branch of WWF, advertizes in nationwide media with the image of a juvenile giant panda in a tree. The WNF sponsors van Chinese panda projects. From the information below it appears that – in contrary to claims made by WWF of halting decline- the population halved since WWF became active in China and the factors that threaten the panda habitat are unabated, with poverty driven deforestation as the main culprit.

The giant panda (*Ailuropoda melanoleuca*) is an evolutionary rarity, that evolved from a family of omnivores, the bears, into a narrow food specialist. The total population resides in ten reservations and in mountain forest areas the size of 29.000 square kilometer (a little smaller than The Netherlands) spread out over six disconnected regions. The animal spends 55% of its time eating bamboo, 44% sleeping and 1% mating and other necessities. During the ice ages 600.000 years ago achieved a vast expansion, all the way to Birma and northern Vietnam.

One of the biggest giant panda reservations is at Wolong, were 10 percent of the population used to live. The Wolong-reservation was set up in 1962 by the Chinese government. It reached its current size of 2000 square kilometers in 1975. It was devastated in 2008 by an earthquake in Sichuan. Already before the arrival of WWF in 1980 the Chinese government had erected 12 panda reservations. The Chinese Ministry of Forestry in 1992 launched the Panda and Habitat Protection Project. This project is about improving 14 reservations and setting up another 14 reservations including corridors. This project ended in 2000. WWF was working with the Chinese government to create the plan, says WWF-China.

WWF simulates effectiveness

Already in the 60's a combination of poaching, shrinking habitat by deforestation for burning wood by the local population and a limited food supply appeared to do the panda in. Nature was not cooperating. Bamboo experiences periodical massflowering of wild shoots, resulting in drastic declines in food supply for panda's. Half a century later and after 30 years of panda projects by WWF, the main threats were advertised by WWF as unabated. Says Fan Zhyong of WWF-China (former employee of the Chinese Ministry of Forestry) in the Telegraph in 2009 that the panda would go extinct within 2 tot 3 generations, 'unless we act now'¹⁴. The article claims presenting WWF as the authority:

Wild panda numbers dropped to as low as 1,000 in the late 1970s, but a painstaking conservation programme has increased numbers to around 1,600 today scattered across six mountain ranges in southwestern China.

The statement that in the 70's there were only 1000 panda's left, is made again and again in campaigns that mean to prove the effectiveness of the work of WWF. WWF-Australia claims¹⁵:

'Reasons to celebrate....

Over the centuries giant pandas have been killed and their habitat plundered, until by the mid 1970s, there may have been as few as 1,000 left in the wild. Armed with this fact, WWF supporters stood up and said that they would not let the panda go.

¹³ <http://www.iol.co.za/mercury/sa-not-ready-to-lift-rhino-horn-trade-ban-1.1270655#.T-sfFnUYff8>

¹⁴ <http://www.telegraph.co.uk/news/worldnews/asia/china/6041990/Chinas-giant-panda-faces-extinction-in-two-to-three-generations.html> 17 August 2009

¹⁵ http://www.wwf.org.au/our_work/wwf_global_work/wwf_global_flagship_species/giant_pandas/reasons_to_celebrate/, one can calculate here how many planets are necessary to have a good life

So, with their backing, in 1980 WWF began its first projects in China. Since then, we have been able to stem the decline in panda numbers and put in place long-term solutions for pandas in the wild.

70's panda population halved on paper for pressure on government

Even on the WWF China website we stumble across the number 1000¹⁶. The number '1000 panda's remaining in the wild' is however not from the 70's, but from the end of the 90's according to a Chinese-German study in the Journal of Forestry Research in 2001¹⁷. The study was executed, 21 years after WWF became active in China. The population of the giant panda in the 70's - before the involvement of the WWF began – was still at 2000 according to this study. They write:

From 1974 to 1978, led by Hu Jingchu (Sichuan Province), Wu Jiayan (Shaanxi Province), and Zhang Fuyong (Gansu Province), about 3 000 Chinese scientists conducted a census of the remaining wild pandas. It was estimated that about 2000 animals were alive (Xiongmao Jiayuan). To urge the conservation process of this treasure animal, the official figure was only announced about 1000 (Hu 1985; O'Brein, 1987). But unfortunately the official figure had become fact one decade later.'

A panda count from 1987-1989 found 1180 animals. This count served as a basis of a management plan of WWF and the Chinese government. Zhao Hua and Denig write further, that since 1994 another 10 percent of wild panda's disappeared. In 2004 the Chinese government estimated that the number at 1580¹⁸. The Dutch WNF maintains this number in 2012 in its campaigns¹⁹. The Chinese WWF says in 2012 that there are now only 1000 panda's remaining in the wild.²⁰ After 32 years of Panda protection by WWF the population halved or decreased with around 400: depending on which population estimate one takes.

The Last Panda

WWF began its Panda protection program in 1980 on invitation by the Chinese government. That first project ran till 1992. Wildlife Conservation International also participated in the project. The nature researcher and adventurer George B. Schaller worked for WWF in the Wolong reserve. Schaller wrote his experiences down in 'The Last Panda'²¹. Schaller worked in the Wolong reserve from 1980 on. He describes the failure of the project, which ran afoul because of contradictory expectations from Chinese and western staff. From its Swiss headquarters WWF wanted to push its own agenda in China, without considering the Chinese diplomatic culture. A lot of money from Gland never arrived in Wolong. The WWF and Schaller mainly wanted to chart the ecology of the Panda in the wild. The data from this study would be used for effective Panda Protection, a standard strategy for green NGO's from western countries. In the time that the WWF spent 2 million the numbers kept dropping. The Phillipson report in 1989 agrees with Schaller's findings. John Phillipson concludes after spending some 4,5 million Swiss Francs in 8 WWF panda projects that this investment was utterly futile and a disgrace to WWF's donors. A commentary in 1994 by Stephen O'Brien in Nature puts Schaller in perspective. According to him the new management plan from 1989 is an improvement²². In 1994 the required 64 million in funding had not yet been available.

Breeding Panda's for zoos

Between the time the Chinese government started its breeding programs in 1963 until 2000 it withdrew 260 panda's from the wild. During WWF's involvement the Chinese withdrew 153 Panda's from the wild for breeding stations set up by the Chinese near Wolong and Chengdu. Only a third of the animals bred whilst of the Panda baby's 60 percent died within a month. Schaller writes about hilarious situations, like when the Chinese taught a Panda to eat a human diet. Later this tamed 'wild panda' came to the base camp begging for food. At the moment 200 giant panda's are living in zoos, says the zoo of Adelaide Australia, that itself also owns a panda. There are said to live 116 panda's in the two Chinese breeding

¹⁶ http://www.wwfchina.org/english/pandacentral/htm/wwf_at_work/panda_survey/q&a.htm

¹⁷ Li Zhao-hua and Manfred Denich (2001) Journal of Forestry Research Volume 12, Number 1, 59-62

¹⁸ Third National Survey on the Giant Panda and Its Habitat, State Council of China. 2004

¹⁹ http://www.rangerclub.nl/nl/actie/in_de_klas/aanvragen_lespakket.cfm, teaching material from 2004 says that there are no more than 1000 left http://assets.wnf.nl/downloads/dieren_in_de_klas_reuzenpandas.pdf

²⁰ http://www.wwfchina.org/english/sub_loca.php?loca=28&sub=90

²¹ Schaller, G.B. (1993). 'The Last Panda'. University of Chicago Press

²² O'Brien, S, Wenshi, P. Zhi, L., (1994) 'Panda's People and Policy' Nature vol. 369, 19 May 1994.

stations. One of the motivating factors to breed was the lucrative trade with zoos, as is reported by The Guardian²³:

'Captive pandas can generate revenue. The state forestry administration reportedly charges up to \$1m a year for panda rentals to wealthy overseas zoos. The Royal Zoological Society of Scotland expects visitor numbers at Edinburgh zoo to double once the pandas arrive.'

The Chinese have completely different views on conservation than the western WWF researchers, says bear zoologist John Reid. He was between 1985 and 1988 with the Chinese panda project betrokken namens Wildlife Conservation International. According to Reid the western adoration of Western researchers for animals in the wild is at crossroads with the nature view of the Chinese:²⁴ 'They believe that animals in captivity are better of than in the wild'. During a period of bamboo blossoming and thus food shortage for the panda's, the Chinese are saving Panda's from the wild, to never put them back in nature. They turned into lucrative zoo panda's.

Reid writes in 1994 that the failure of the breeding proved the Chinese wrong. The breeding was very troublesome throughout the 90's. The animals did not mate, females were unfertile due to stress, so ever more Panda's from the wild were brought in. Around 2000 the Chinese managed to use behavioral studies for stress reduction. In 2003 several researchers proclaimed breeding successes²⁵. Reid acknowledges that the Panda project failed because of the contradictory views held by the WWF and the Chinese. And because of the fondness of Western NGO's for biological data, used in order to set up a 'management plan':

The panda project emphasized biological information above all other data, and inadequately pursued acquisition of socioeconomic and anthropological data. As is evident from this review, and more generally (McNeely 1989), conservation is primarily a social problem because social forces driving harmful human behaviours are at the root of virtually all conservation threats.

The trouble in China is just like the cause of deforestation in Afrika: logging for burning wood. It is human poverty that hurts wild Panda's most, says Reid. The need for burning wood – due to a lack of fossil fueled power plants – causes fragmentation of the forests where the panda lives.

Managers who are hired to stop poaching, often pity the poverty of the people and therefore refuse to take harsh measures. This was the practice while at the same time the Chinese government introduced the death penalty for poaching panda's²⁶. With the economical liberalization in the 90's the trade in hides again rose. Enforcement was failing, because most of the authorities are Han Chinese, who are not respected as much by the Sichuan Chinese.

3. The tiger

From this chapter it is clear that WWF plays a role in tiger protection. WWF India is closely involved with tiger projects and counts. It is clear that WWF is boasting the successes of other peoples field work and anti-poaching activities. It inflates its own contribution in the protection of a species, while in reality the Indian government had the initiative and covered most of the cost.

The tiger (*Pantera tigris*) is is named after the river Tigris that floats through Iraq. This is one of the countries where the tiger used to roam until persecution drove this mythical predator to its current boundaries. The tiger shares this fate with the Indian elephant, that also used to roam in Iraq until 500BC. Of the tiger and all its subspecies together – today less than 3200 are alive in the wild. The population in zoos is bigger. Now the biggest part of the population lives in India, one of the 13 remaining tiger countries. WWF says:

²³ <http://www.guardian.co.uk/environment/2011/dec/02/chinese-panda-census-edinburgh-zoo>

²⁴ Reid, JG (1994) The focus and role of biological research in giant panda conservation, Int. Conf. Bear Res. and Manage. 9(1):23-33 Reid also names the '1000'-number in the 70-s: panda population "accounting"

²⁵ Swaisgood, R et al (2003) Application of Behavioral Knowledge to Conservation in the Giant Panda International Journal of Comparative Psychology, 16(2). Swaisgood was employee of the San Diego zoo

²⁶ This was changed into 20 years imprisonment in 1997. In 1996 2 people had been executed.

If we don't act now... there may be no wild tigers left when the next Year of the Tiger comes around in 2022.

And it proceeded to declare, how the money was going to be used for regional law enforcement, a task of government: '£100 could pay for the training of one field officer in anti-poaching techniques and tiger monitoring in Nepal.' The WWF has launched tiger campaigns for 40 years now starting in 1972 with the campaign 'Operation Tiger'. We are asked to help Leonardo di Caprio to help save the tigers via 'savetigersnow.org, and follow the tiger via a facebook page. WWF in 2010 participated in a Tiger-summit in Russia with the 13 tiger countries. WWF further states:

Interesting Fact: In the 1940s the Amur tiger was on the brink of extinction, with no more than 40 tigers remaining in the wild. Thanks to vigorous anti-poaching and other conservation efforts by the Russians with support from many partners, including WWF, the Amur tiger population recovered and has remained stable throughout the last decade'

'WWF boasts other peoples successes in tiger conservation'

Local conservationists paint a shrill picture of the WWF's 'conservation work' in the territory of the Siberian tiger and -panther near Vladivostok. One of them is the Dutch economist Michiel Hötte, who for 20 years now spends his summers in this territory. He operates with his own foundation called Tigris. Tigris is member of the Dutch Federatie Internationale Natuurbescherming. Thanks to donations from the British Zoological Society Hötte set up anti-poaching teams and organized the fire guard against forest fires (often lit on purpose).

When the Russian government in 2005 put an oil pipeline through the tiger and panther territory, WWF purposely kept silent. Other nature organizations led the way in the protest, which resulted in banks withdrawing their support. According to WWF resistance would trouble the Russian government. Hötte reports:

'An example of the meek and fearful positioning of WWF²⁷ is the campaign in 2005 against a Russian pipeline which trajectory would definitively bring extinction of the tiger and panther. WWF Russia urged other WWF national offices to not write about the pipeline in their magazines and on their websites. WWF Russia was against international pressure by WWF (as the director of WWF Russia told me personally). WWF Russia written about it, but only in Russian and only in Russia. ...'

WWF did give a presentation for energy companies in which it was very critical about the pipeline, but it intentionally did not present any written materials. That would have been 'too provocative' as the person said that gave the presentation. *Later in the member magazine of WNF, WNF claimed that the oil pipeline had been stopped thanks to the WWF!* 'Bizar and frustrating to read that in hindsight', says Hötte. It could not be more contrasting to the claim by WNF in its annual report:

'WNF is critical and does not run from confrontations if nature's interests require it.'

WWF often boasts with the successes of the good work of others – like Tigris. According to Hötte the results that are claimed by WWF are frequently projects that have not been set up by WWF or ones that WWF only participates in. The "stolen successes" are reported widely in the media as WWF-projects, in presentations and on conferences and in contacts with sponsors.

*'An example is that WWF Russia invited the director of the biggest Dutch TV lottery together with Dutch WNF staff to a Tigris anti-poaching team in stead of a WWF-team. **An it pretended all along that this was a WWF-team.'***

Projects in which WWF had only a small share, are advertised as if WWF is the initiator and main party. WWF often only enters the fray when projects are starting to become successful, but it then immediately

²⁷ WWF's strongest piont, its easy access to the highest echelons of power, is also its weakness. The same tendency is seen in its intercourse with multinationals, as described in part 1. That is also what social scientists of Dartmouth College found with big 'green' NGO's. *they often entail a kind of self-censorship, since influencing powerful people entails 'speaking a language that they understand', which can be a euphemism for not saying anything that might upset them on any level.'*

tries to adopt the field work, leading to friction with the pioneer organisation. Hötte says: ‘The Wildlife Conservation Society from the USA started counting tigers with automatic cameras along trails. This was the first camera count ever in Russia and it was very successful. In 2008 WWF suddenly also bought a bunch of cameras, without first talking to WCS about cooperation, and without having the skill and expertise necessary to use the cameras effectively. Of course WCS was irritated about this.’

Tigers in India mostly saved by the government

The biggest tiger population is in India. In 2011 according to new counts of the Indian government and the Wildlife Institute of India, 1706 tigers were alive in India. Disregarding the mangrove reservation Sundarbans the number is 1636. This would be an increase of 16 percent compared to the last count in 2007.²⁸ It is a little less than the 1800 that was counted around 1970. In the corridors between the reservations 12 percent less tigers were found. WWF India is significantly involved with population counts and the charting of bottlenecks related to infrastructure projects²⁹. They do this jointly with NGO’s like the Wildlife Trust, Aaranyak and government institutes like the Wildlife Institute of India.

It was Indira Gandhi in 1970, who set up a tiger task force for this national Indian symbol. Before that year hunting the tiger was a popular sport of the gentry, who came to shoot tiger upon invitation by the Radjah.

It is ironic that Prince Philip – who succeeded Prince Bernhard in 1976 as WWF president – was himself still hunting tiger together with Queen Elisabeth II back in 1961, the year the WWF was founded^{30,31}.

The Indian government banned hunting and trade in 1970. The WNF claims that this happened because Prince Bernhard advocated it. Indian field studies counted 1800 remaining animals in India in 1970. The tiger was set to go extinct ‘before the turn of the century’, without intervention. WWF provided a million dollars for a protection program.³² The Tiger Taskforce in 1973 led to the Project Tiger, that started in Corbett National Park and is still running.

Hötte makes no secret of the fact that WWF is very bad at field work. Table 1 shows the differences between WWF and Phoenix, which are especially remarkable in the last two columns.

India now has a National Tiger Conservation Authority³³ of the Ministry of Environment and Forestry. This installed 39 tiger reservations, with a size of roughly 40,000 square kilometers (a little bigger than the Netherlands). Regarding the slight rebound of the tiger, versus earlier years, it is unlikely that the tiger will vanish by 2022. The dramatic claim in various media: ‘before 2022 the tiger will go extinct’ in the latest WWF campaign looks like an echo of the 70’s, 80’s and ‘90’s. It is the standard slogan of all WWF fund raising. The Indian ministry of environment says about its tiger work:

‘Given the biotic pressure, many predicted the tiger would be extinct by the turn of the century. Our work has proved the doomsayers wrong.’

There is some criticism however regarding the accuracy of the counts. K. Ullas Karanth of the Wildlife Conservation Society in 2003 already mentions the notorious inaccuracy of the population counts, that are based on foot prints. In 1966 Indian scientists developed this foot print consensus.³⁴ During a two week period thousands of forestry workers go into the reservations to count tiger prints.

²⁸ Y.V.Jhala, Q.Qureshi, R.Gopal, and P.R.Sinha (Eds.) (2011). Status of the Tigers, Co-predators, and Prey in India, 2010. National Tiger Conservation Authority, Govt. of India, New Delhi, and Wildlife Institute of India, Dehradun. **TR 2011/003 pp-302.**

²⁹ Vattakavan, J. 2010. Fragmentation threat in the Kanha-Pench corridor: Implications of the Gondia-Jabalpur Railway Line on corridor connectivity and tiger dispersal. WWF-India.

³⁰ <http://www.africahunting.com/hunting-pictures-videos/showphoto.php?photo=5096&title=queen-elizabeth-ii-and-prince-philip-on-tiger-hunt-in-india-1961&cat=537>

³¹ WWF-Sain founder King Juan Carlos recently was shooting elephants in Botswana and he has been frequently spotted bear hunting in Rumenia. Prince Bernhard was also a passionate hunter.

³² Montfort, G. (1973) Saving the Tiger, Oryx 12 : pp 109-112

³³ See National Tiger Conservation Authority <http://moef.nic.in/downloads/public-information/NTCA-booklet.pdf>

³⁴ Ullas Karanth, K. et al (2003) Science deficiency in tiger conservation: the monitoring of tiger populations in India, Animal Conservation 6, 141-146

Tabel 1: Comparison of results of “Inspection Tiger” anti-poaching teams sponsored by WWF and Phoenix, bron: Michiel Hötte Stichting Tigris.

IT Anti-poaching teams	1998		1999		2000		2001		1998-2001 Average number of inspectors	
	WWF	Phoe	WWF	Phoe	WWF	Phoe	WWF	Phoe	WWF	Phoenix
Vladivostok	2		3		3		4			
Ussurisk	2		3		3					
Vostotsnaia	3		4		5		3			
Bikin		3		3		3		2		
Kirov		1		2		3				
Khasan		3		4		4		3		
Imman		4								
Khabarovsk								3		
Number of inspectors	7	11	10	9	11	10	7	8	8,75	9,50
Results per inspector:										
Protocols	29,7	37	27,9	46,9	15	40	13,4	27,1	21,50	<u>37,75</u>
a) Hunting violations	5,9	11,3	9,6	13,3	8,1	12,7	4,6	9,3	7,05	<u>11,65</u>
b) Fishing violations	16,4	16,8	12,3	18,1	5,7	15,8	4,9	9,9	9,83	<u>15,15</u>
c) Protected area regime	-	-	0,4	1,2	-	-	-	2	0,10	<u>0,80</u>
d) Amur tiger	-	-	0,2	0,9	0,09	0	0,14	0,1	0,11	<u>0,25</u>
e) Others	8,9	8,9	5,4	13,3	1,1	11,5	3,9	6	4,86	<u>9,93</u>
Confiscations										
a) fire arms	4,1	10,7	7,6	10,7	3,8	9,5	2,8	3	4,56	<u>8,48</u>
b) tiger / leopard products	0,7	0,18	0,2	0,1	0,7	0,6	0,14	0	<u>0,44</u>	0,22
c) wood m3	0	19,5	0	71,3	2,7	85,7	36	20,2	9,68	<u>49,16</u>
d) traps / snares	6,2	1	2,2	-	14,7	2,4	5,6	-	<u>7,18</u>	0,85
Submitted to other organ	No data	No data	No data	No data	-	0,4	13,4	25,7	6,7*	<u>13,05*</u>
Contribution to ecology funds in rubles	9,809	20,902	35,689	96,587	1,302	145,511	0	85,873	11,700	<u>87,218</u>
Initiated criminal proceedings	0,6	2,4	2,6	1,6	0,5	0,5	1	0,8	1,18	<u>1,33</u>

* not 4-year, but 2-year average (2000 and 2001)

WWF claims a big contribution to the tiger conservation. It claims a pioneering role via 'Operation Tiger', the campaign that was launched in. In reality it was the Indian government who set up the works in 1970 and who executed Project Tiger which is still running. Also the Indian government carried most of the cost. Research of tiger populations was already ongoing before WWF's arrival. Next to the WWF many other organizations are involved with tiger conservation, such as the Wildlife Conservation Society, who do much more biological research. In the mean time the threats have not changed much³⁵.

The Indian government identifies human conflict, poaching and habitat fragmentation as biggest threats. The unbridled economical growth would require more and more land, which might be reflected by decline of the tiger in corridor areas. WWF in 2010 suddenly saw different threats³⁶. In mangrove areas the tiger was said to be threatened by a theoretical projection of sea level rise due to CO₂. In 2070 the sea would swallow the tiger territory. Those stories are probably more effective for fundraising than for conservation.

4. The polar bear

The poster animal related to CO₂- driven global warming is the polar bear, the flagship species of WWF. After the visit by Al Gore to The Netherlands in 2006, WNF, together with the Dutch Rabobank, published full-page advertisements in national media. WNF announced through these advertisements that construction of large scale wind farms in the North Sea –funded by government- could save the polar bear. This can be deemed as a nonsense strategy. A one year ban on polar bear huntingtourism in Nunavut, bears the same result as 500 years of climate policy though treaties as the Kyoto Protocol and billions of euro's of public money. If the link between, climate policy, windenergy, sea ice and polar bears works as WWF advertises.

Judging from a marketing point of view no animal has been deployed so effectively as the polar bear (*Ursus Maritimus*) on a caved in ice floe. This picture was also used by sustainability manager Willem Lageweg at the Sustainability Congress in Eindhoven in 2009. From a biological point of view however this picture is common every spring, when the bears scour the edges of the pack ice searching for seals (*Phoca hispida* and *Erignatus barbatus*). It is suggested that the bear on the ice floe is at the verge of drowning. However, the Latin name *Ursus maritimus* literally meaning 'sea bear', suggests the bear's adaptation to life at sea. It is capable of swimming 687 kilometers at sea in 9 days as studies with satellite transmitter have shown. The bear uses ice floes as stages in between.

The polar bear evolved during the Pleistocene from the grizzly. Both are still considered as one species, according to the definition by Ernst Mayer: polar bear and grizzly can interbreed and produce fertile offspring, known as pizzly's that were first viewed by a polar bear hunter. The polar bear adapted its metabolism to arctic life and seal flesh. Nevertheless it remained an omnivore visiting garbage dumps and so bringing about an increasing number of conflicts with human beings. The past year 60 bears were shot in Canada in self-defense.

Trend polar bear positive since 1973

In Manitoba, Canada, a ban on hunting polar bears was imposed concerning the non-indigenous population. After the International Agreement on Conservation of Polar Bears in 1973 hunting quota came in force in Canada, Alaska, Norway, Greenland and Russia. This doubled the polar bear population to 25,000 during 30 year. Two third of the population lives in Canada. Counting by the Canadian authority showed an increase from 10,000 to 15,000 between 1996 and 2006. The population increase in many regions such as Baffin Land and Northern Quebec³⁷, was, according to the polar bear biologist Michell Taylor³⁸, already confirmed by Inuit.

³⁵ Zie ook Quammen, D. (2004) Monster of God, the man-eating predator in de jungles of history: poor cattle farmers in developing nations most frequently encounter predators and are most vulnerable. (the Mink paradox of biology)

³⁶ <http://www.worldwildlife.org/who/media/press/2010/WWFPresitem14914.html>

³⁷ <http://www.nationalpost.com/news/story.html?id=1ea8233f-14da-4a44-b839-b71a9e5df868>

'The latest government survey of polar bears roaming the vast Arctic expanses of northern Quebec, Labrador and southern Baffin Island show the population of polar bears has jumped to 2,100 animals from around 800 in the mid-1980s.'

³⁸ Dr. Mitchell Taylor 2009 personal communication

The greater part of the global attention, in relation with global warming, is based on one polar bear population, and its decline, around the Western Hudson Bay³⁹. This subpopulation decreased by 22 percent⁴⁰ between 1980 and 2004. Warming ran up to 0.2°C/decade while the same rate of cooling occurred at the Eastern Hudson Bay⁴¹. Overhunting at the Western Hudson Bay could also play a role according to the Polar Bear Specialist Group.

Other assertions as to dying polar bears owing to warming, are based on the study by biologist Charles Monnett. In Polar Biology he claimed an increase of drowning polar bears because of global warming. These drowning bears acted afterwards in Al Gore's film. Monnett justifies his assertion on the basis of extrapolations (beer mat computation) of 3 from a plane observed polar bears swimming or floating in the Beaufort Sea. This researcher was subjected to governmental investigation into scientific fraud⁴².

Hunting tourism of polar bears profitable for Inuit

Inuit are allowed to hunt polar bears without *'bag limit'*⁴³. Under this law between 800 and 1,000 polar bears are shot, of which 500 in Nunavut and the Northern Territories⁴⁴. In Greenland 200 bears are shot. Unofficially, the Russians shoot 200 bears. Tour operators offer commercial polar bear hunting trips in the Northern Territories⁴⁵. 21 percent of the Nunavut hunting allowable harvest is contracted out to commercial trips for \$ 20,000 per bear shot. In 2011 30 bears, of an allowable harvest of 400, were shot at hunting tourism trips. In 2007 sport hunters shot 138 polar bears of an allowable harvest of 500. Two third of the hunters came from Europe. In 2011 the government of Nunavut tripled the hunting harvest in the Western Hudson Bay to 21 for 2012⁴⁶, a measure declared controversial by the Polar Bear Specialist Group.

The Honourable Daniel Shewchuk, Minister of Environment, today announced that he has accepted the Nunavut Wildlife Management Board (NWMB) decision to increase the Total Allowable Harvest (TAH) for polar bear in the Western Hudson Bay subpopulation. "In Nunavut, we have seen remarkable recovery of our polar bear populations since their historic lows in the 1970's," said Minister Shewchuk. "This is because our management system is designed to respond and adapt to new information, and takes into account both scientific and Inuit traditional knowledge."

No clear relation sea ice surface and 'health' polar bear population as claimed

WWF considers climate change as the outstanding thread of polar bears. According to WNF-manager Johan van de Gronden 2 out of 3 polar bears could be extinct by 2050⁴⁷, citing a US- government report by Steve Amstrup. In 2005 WNF colleagues announced at the radio program Vroege Vogels (Early Birds) that the polar bear could be extinct by 2025. WNF approaches children at the Jaap Eden skate court in Amsterdam dressed in polar bear suits within the scope of donor engagement and awareness⁴⁸.

Does WNF choose the right strategy for the protection of polar bears and does it mention the correct cause of death? WNF never mentions the hundreds of polar bear shot by hunting. But it does put a connection between mega wind farms in the North Sea and the protection of the polar bear. Thus, the WNF assumes:

- a. A linear relationship between the amount of sea ice and the number of polar bears, and a direct relationship between the existence of sea ice and CO₂
- b. Wind turbines are the best way to curtail CO₂-emissions

The relationship between sea ice and polar bears is far from being a simple one. Studies by Ian Stirling, and others, in 1997 in Ecology of Arctic Environments demonstrate that severe winters, accompanied by

³⁹ Stirling, I. (1999) Long-term Trends in the Population Ecology of Polar Bears in Western Hudson Bay in Relation to Climatic Change arctic vol. 52, nr. 3 (September 1999) p. 294– 306

⁴⁰ Regehr, E. V., S. C. Amstrup, and I. Stirling. 2006. Polar Bear Population Status in the Southern Beaufort Sea. U.S. Department of the Interior, U.S. Geological Survey.

⁴¹ Monnett C, Gleason JS (2006) Observations of mortality associated with extended open-water swimming by polar bears in the Alaskan Beaufort Sea. Polar Biol 29:681–687.

⁴² <http://www.nytimes.com/2011/07/29/science/earth/29polar.html>

⁴³ <http://alaska.fws.gov/law/pdf/polarbear.pdf>

⁴⁴ Dyck, M (2012) Polar Bears in Nunavut: overview of research and management, Fur Institute of Canada 22 juni 2012

⁴⁵ <http://www.polarbearhunting.net/>

⁴⁶ News Release Government Nunavut, 28/10/2012, 'Western Hudson Bay Polar Bear Quota Increased' The decision is very heavily debated by the Polar Bear Specialist Group, who argue that Nunavut is already hunting too much

⁴⁷ idem

⁴⁸ WNF polar bear beany action, http://www.p-p.nl/WNF_actie/

much pack ice in spring, leads to dramatic decrease of the number of female bears and their offspring. In case the ice is thicker than 30 centimeters seals are unable to keep their breathing holes in the ice open, So the seals move further away from the coast. After 4 months fasting by the polar bear in winter, the seals are then too far away. The Inuit tell that the bears look for thin ice, not thick, as hunting grounds.

No emissions reduction by windenergy in ETS-system of Kyoto

In the frame of the emission trading system ensuing the Kyoto Protocol in 2005 - of which WWF is a proponent- wind turbines do not cut back CO2 emissions. A fixed cap, CO2 level, determines the net emissions⁴⁹. CO2 rights that are released at the construction of wind farms come at lower and lower prices onto the market for 'polluters' immediately being purchased by power companies. These large numbers of cheap emission rights make investing in coal and coal burning cheaper for (brown) coal power plants. Moreover, the CO2 cut back is estimated around zero percent because of the unstable wind energy production which necessitates (fossil) back up power.⁵⁰

'Saving' the polar bear by Kyoto-style climate policy: 0,06 bear per year

However, suppose a linear relationship between sea ice and the quantity of CO2 in the atmosphere. Deducting from statistical calculation according to a Kyoto driven climate policy, 0.06 polar bears could be saved annually. *Assuming a linear relationship between CO2 in the atmosphere, the area of sea ice and the presence of polar bear*⁵¹ as well as assuming that through the Kyoto-protocol the global warming up until 2100 decreases by 7 percent. This while annually hundreds of bears die from hunting, 30 of which from commercial hunting trips in Canada⁵². A 1 year allowed harvest of 500 bears in Nunavut in 2007 is then compensated by 8,300 years climate policy to 'save' the bear, one season. One season of sporthunting in 2011 in Nunavut is compensated by 500 years of 'saving the polar bear' through Kyoto-style climate policy.

So, here are two options for saving the polar bear, if one chooses to protect the growing polar bear population with the limited staff and resources available for conservation.

- Protect it through a one year hunting moratorium in Nunavut, thus saving 500 bears
- Protect the bear with climate policy defined as building windmills/ imposing a world wide treaty on global economy like the Kyoto Protocol, costing 1000's of billions of euro's, thus saving the same amount of bears in 8300 years (if a new ice age has not started before)

WWF advocates the latter, and does not mention hunting tourism in any publication. Obviously, WWF-campaigns do not serve the polar bear's conservation, and the advertised strategy can be deemed as misleading. This observation is unrelated to the likelihood of several IPCC climate scenario's for this century, and the advocacy for various forms of climate policy.

5 Causes of the modest ratio outcome/spending

The WWF spends a fairly large amount on nature projects. The independent studies, though only a few have been conducted, of the performance of WWF as well of her efficacy regarding preservation of wildlife, all are critical. According to a study by biologist Paul Jepson the WWF would be remiss in its duties with respect to the preservation of the Indian elephant. It also establishes that too little auditing of results takes place⁵³. Just about all WWF initiatives got the lowest score on long term performance.

Comparatively WWF was the largest donor as it set aside \$ 1 million between 1999 and 2002 for the protection of the Indian elephant while all other NGO's together set aside \$ 1 million and the Indian

⁴⁹ Christoph Böhringer & Knut Einar Rosendahl, 2009. "Green Serves the Dirtiest: On the Interaction between Black and Green Quotas," CESifo Working Paper Series 2837, CESifo Group Munich.- The 'green' policy of wind and solar that WWF wants, distorts the CO2 cap mechanism and leads to opposite results

⁵⁰ Lukkes, P. (2012) Klimaatbeleid in Eurocrisistijd, blz 189, Uitgeverij U2PI BV

⁵¹ Lomborg, B. (2007) Cool it, zin en onzin in het debat over klimaatverandering, Spectrum 224 pp, blz 15: climate scientist Tom Wigley presented this estimate on the Kyoto-effect on temperature

⁵² <http://www.thestar.com/news/insight/article/722760--the-bear-facts-about-the-polar-bear-hunt>

⁵³ Jepson, P, Canney, S. (2003) The state of the wild Asian elephant conservation in 2003, an independent audit for the elephant family, Conservation direct, 43 pp

government\$ 2 million. Projects last typically 1 to 3 years. In this chapter we take a closer look at the causes of the limited success. 3 alternatives occur:

- a. **The organization doesn't receive sufficient money and protection of nature is hard to carry out**
- b. **The situation would have been even worse if WWF had been absent**
- c. **WWF, as a fundraising organization, is focused on Western contributors and incapable of achieving sustainable results. WWF is particularly focused on short term projects where the result plays a secondary role. WWF considers a project successful once the budget has been spent.**

Already in 1999 in Nature and in 2001 in Bioscience it was mentioned that more money would bring about better results^{54,55}. The amount of \$ 25 million/year would be required which is more than half the budget of US Aid. WNF itself adheres to alternatives a and b as Piet van Ierland, head marketing WNF, stated in reply to critical reports⁵⁶.

The article mentions an Indian WNF representative sounding the alarm: "Help, the tiger is becoming extinct!" However, this also happened to be the matter 30 years ago, informs the author. WNF shows its own incompetence for the opposite applies. An increasing World population consumes the natural resources much faster than can be replenished. The richness of animal species in the Tropics has decreased by 50% in the last 35 year. Had not the nature protecting organizations like WNF made out a case for the preservation of the tiger, the Indian WNF-representative could have remained silent, since the tiger would have been extinct for a long time'.

Argument b is often heard in defense of green NGO's but cannot be tested on it's credibility. In this chapter we will probe other causes –like the one mentioned in c- that can explain the failure of WWF and WNF that can be supported by data.

6,7 percent of WWF network's income is annually spent on African nature projects

WWF Network received € 525 million in 2006, WWF International € 53 million. This may seem a large amount, the budget of Europe's developing aid however totals up to € 30 billion. So, the importance of proper allocation of the limited conservation resources where biodiversity is most jeopardized, is evident. Africa could be designated as example. WWF has been from way back the biggest NGO in Africa and the longest period present. WWF is here twice as big as the second biggest party Conservation International. Inquiring the spending on nature projects in Africa in 2006 reveals that WWF spent \$ 32.2 million (€ 29.3 million) ex overhead⁵⁷. This comes down to 6.7 percent of WWF Network's income of € 525 million, or 6% of WWF Network and WWF International summed.

The relatively small portion of the income that is allocated to "flagship species" like the Black Rhino could also constitute an explanation of the minor success of WWF. The budget of WWF is distributed over dozens or hundreds of short term projects such as MSC-thesis, biological research and new management plans. As is mentioned in part 1 of "World Governance Fund" ⁵⁸, WNF in The Netherlands can substantiate its claim that 81% of every euro is spend on nature protection, only by the application of a broad definition of 'nature protection'. WNF also takes a fixed overhead of 20% on projects abroad into account.

No correlation spending and conservation hotspots

WNF asserts in its annual report that it fixes its attention on 18 priority areas. WWF had designated 40,2% of all land on Earth as priority area. However:

- a. For how long these areas remain priority area?
- b. How much of the total income actually gets to those areas?

⁵⁴ James, A. N., K. J. Gaston, and A. Balmford. 1999. Balancing the Earth's accounts. Nature 401:323–324.

⁵⁵ James, A. N., K. J. Gaston, and A. Balmford. 2001. Can we afford to conserve biodiversity? BioScience 51:43–52.

⁵⁶ Zeilmaker, R. 'Bescherm de Tijger, maar hoe?', Het Parool, March 14 2009

⁵⁷ Scholfield, K. Brockington, D. (2009) Non Governmental Organisations and African Wildlife, a preliminary analysis, BWPI working paper p 20: the expenditure including overhead in Africa in 2006 of the WWF is 42.7 million dollar

⁵⁸ Zeilmaker, R. (2012) 'The World Wide Government Fund, Organizational Profile, Finances, Influence and Economic Vision of Wereld Natuur Fonds and the World Wide Fund for Nature, 15 p, report by the Groene Rekenkamer 2012

The answer to question a can be given by evaluating the annual reports of 2 successive years. Biologist Benjamin Halpern stated in 2006⁵⁹ in the scientific magazine Biological Conservation that the limited amount reserved for nature protection does not get to where it's needed. He compared spending by NGOs reducible to ecological hotspots and the 'Global 200', the 200 priority areas defined by the WWF (too). Even though WWF already since 1998 has applied a monitoring system, Halpern establishes:

Ironically, the three NGOs most active in priority setting (WWF, CI, and BI) could not provide data documenting spending by country because, according to the finance offices of these organizations, they currently have no way of tracking spending at the regional or national level. This prevented us from directly comparing priorities and conservation effort for individual NGOs.

WWF spent money in 46 countries without priority areas, as opposed to 41 countries for Conservation International en 29 for Birdlife International. Notice that, in the scope of this investigation, WWF hardly any money invested particularly in the area of the (Amur)tiger Russia. Halpern established that half of the funds of all investigated nature related to NGOs that could be reduced to its country of destination, 51 percent reaches ...the USA

Other investigators confirmed in 2009 that NGOs are setting up more openness of their financial bookkeeping. Yet Halpern states if required, that after his study WWF never entered into a discussion on his results.⁶⁰ Several studies more confirm the absence of a relation between scientifically established priority areas, achievements and spending of funds⁶¹. This not exclusively applies to WWF. Nonetheless the WWF claims the use of 'the best science available', a claim that is thus not supported by the facts and for which WWF can be held accountable.

Marketing and donor driven

Paul Jepson establishes as for the protection of the Indian elephant⁶² that during his 3 year research not \$ 4 million but \$ 60 million should be needed. Only then the protection could have some impact in the longer run. This instead of the many small projects as a rule, after whose completion the NGO-consultants step out. Yet WWF's strategy aims at setting up as many projects as possible, each with a very modest budget as a rule. The WWF claims having started off 11,000 projects during its existence. In 2009 the Dutch WNF mentioned its involvement in 1,700 projects in 90 countries all over the world.

Such impressive numbers and around the globe presence bare a strong donor driving component. The exact results of all these projects after a 1-3 year period are not verifiable. Verification in the field is undividedly unfavorable. Marketing successfully appears to compensate failing efficacy. Everybody believes/ wants to believe WWF is successful; those who criticize are attacked. At the same time nature protectors exert a kind of self censorship for 'the good cause'.

Hötte says about this:

"The public cannot verify whether WWF delivers quality 'products'. In order to create an image of quality delivering WWF doesn't need real quality delivery. WWF often claims undeserved achievements because this improves its reputation, while the public cannot find out the truth after all. This latter is also triggered by the fact that other NGOs very seldom criticize WWF in public (for fear of the powerful PR-machine, scandals harming everyone's reputation, etc)

This is confirmed in part 1 by the discussion on the complement of staffing of WWF: 67% is allocated to marketing and finance. The awe of WWF's PR-machine became evident at a conversation with Paul Jepson in 2009. His critical report brought him nothing but negative comments, even from colleagues- and as he puts it: 'It is to no avail. People do have a preference for believing that WWF is good.'

⁵⁹Halpern, B.S., Pyke, C.R., Fox, H.E., Haney, J.C., Schlaepfer, M.A. and Zaradic, P. (2006). 'Gaps and mismatches between global conservation priorities and spending'. Conservation Biology, 20, 56-64.

⁶⁰ Dr Benjamin Halpern pers. comm. Mei 2012

⁶¹ Ferraro, P.J. and Pattanayak, S.K. (2006). 'Money for nothing? a call for empirical evaluation of biodiversity conservation investments'. Plos Biology, 4, 482-488.

⁶² Jepson, P, Canney, S. (2003) The state of the wild Asian elephant conservation in 2003, an independent audit for the elephant family, Conservation direct, 43 pp

Ecologist prof. dr. Herbert Prins of Wageningen University (Resource Ecology Group)⁶³ commented likewise. Criticizing WWF would be fruitless. According to Prins it is more sensible to set the good example yourself. This finding confirms that any reaction by WWF on the criticism of Halpern failed to occur. Research journalist Kevin Dowling, too tasted that PR-power when WWF set up a crisis communication team and spent £ 350,000 in order to erase any recollection of his work.

Recently, documentary-maker Wilfried Huisman of 'Der Pakt mit dem Panda' experiences the legal power WWF exerts to protect her brand. WWF succeeded in blocking the documentary because of alleged 'falschichkeiten' which Huisman refutes on his website. Huisman was supposed to have mistakenly mentioned that WWF is active in Argentina whereas there doesn't exist a WWF-office. However, there is an active sister organization of WWF. Nevertheless, after a judgment in Cologne April 12th the film is allowed to be shown in public only when announcing it contains 'errors'.

Which nature protects WWF and for whom?

Another factor of failure that drives organizations like WWF to appealing exotic places is the one that 'international protection of nature' is not only connected with biodiversity but also with an international life style that attracts Western donors⁶⁴:

'We must recognise that conservation activities sustain not just the wildlife and habitat with which conservation is concerned, but people's relationships with them, and with other people, in thoroughly pleasurable ways. The lives of conservationists in the field can be lived in remote places and close proximity to wildlife, surrounded by beauty, with little humdrum and routine. A substantial element of the fundraising appeal of some organisations derives from the exotic appeal of these lifestyles, and supporters' desires to participate vicariously in them.'

Nature conservation or development aid?

Poverty leads to destruction of nature, such as deforestation in Africa (62 percent for firewood), but at that moment nature organizations enter the domain of development aid. It's hard for biologic-scientifically trained protectors of nature to discover at conferences how human problems outstrip nature related goals; themes of less interest to them than biology. John Terborgh put this on the World Parks Conference in 2003 in Durban as follows⁶⁵:

'Countless workshops, lectures, and discussions delved into topics such as poverty alleviation, social injustice, indigenous peoples' rights, community management of protected areas, and gender equity in conservation. All these issues have their place in a global agenda but for me they dominated and drowned out the discussion of themes more directly related to conserving nonhuman life on this planet'

At the Earth Summit in Rio June 1992, thanks to the G77 lobby of developing countries again poverty combat dominates the agenda. It is since long well known that poverty triggers biological degradation. Already after the 1st Rio Earth Summit in 1992 researchers described for the World Bank how 'protected area management' should be linked with development work in local communities. The expression Integrated Conservation and Development Projects showed up⁶⁶. In the 80's and 90's NGOs like WWF adopted terms such as 'community based conservation', and 'people participation'. The success of a frequently applied remedy –ecotourism- greatly depends on the amount of income it yields⁶⁷. For NGOs it proved to be a financial success. Thanks to this approach the number of government funds rose from almost zero to 17 percent nowadays of the budget of aid funds as Europe Aid and US Aid.

Internal investigation shows that social Development terminology remains the flag to push through 'one lane traffic'⁶⁸. As international experience shows, the basic strategy often remains developing management plans on the base of biological data. Deliberation with stakeholders should especially promote the

⁶³ Prof dr Herbert Prins, personal communication 2009

⁶⁴ Scholfield, K. Brockington, D. (2009) Non Governmental Organisations and African Wildlife, a preliminary analysis, BWPI working paper

⁶⁵ Brockington, D. Igoe, J. (2009) Eviction for conservation, a global overview', blz 425

⁶⁶ Wells, M. and K. Brandon. 1992. People and parks: Linking protected area management with local communities. The World Bank, Washington, DC.

⁶⁷ Christensen, J. (2004) 'Win Win illusions': about the failure of development aid (integrated conservation and development practice) as a form of nature conservation point 5. *ICDPs usually do not provide adequate incentives to discourage activities that threaten protected areas. This does not mean that ICDPs won't work. But it does mean that the ability of ICDPs to generate livelihoods for local residents will rarely be sufficient to assure the preservation of protected areas.*

⁶⁸ Jeanrenaud, S. (2002) People Orientated approaches in Global Conservation, Is the leopard changing its spots? IIED 2002,

implementation of one's own plan. Whether management plans of NGOs are carried out is not the NGO's responsibility. In Europe these plans end up in the desk drawer. The NGOs have started another project elsewhere in Europe. This method is not limited to WWF.

In theory poverty combat may help an endangered species and its habitat, provided that population growth slows down and education improves. In western countries such as The Netherlands, provided there is sufficient welfare, funds are set aside for protection of nature, people get more leisure time for natural study, and people support more nature legislation⁶⁹.

Closing remark part 2

As for WWF a phenomenon shows up that is also applicable to the broader NGO sector. This concerns the absence of a link between scientifically established priority areas, achievements and spending, poor review of cost-effectiveness of its spending, and a limited effect on the goals of international protection of nature. When donors wish a 'well feeling' as 'return on investment' then they come to the right organization. WWF is champion marketing and fund raiser after all.

Colophon

Published and translated by: Stichting de Groene Rekenkamer www.groenerekenkamer.nl 2012.

Text, cover picture and research:

Rypke Zeilmaker Nature/Sciencewriter: www.rypkezeilmaker.nl ©2012



⁶⁹ Zeilmaker, R.(2012) 'Westerse welvaart bevordert biodiversiteit'. Het Parool 21-06-2012