



People

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Market

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WWF Climate Resilience Strategy: A Search of The Great Step

Dynamic Experience

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Location

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Their aims and vision

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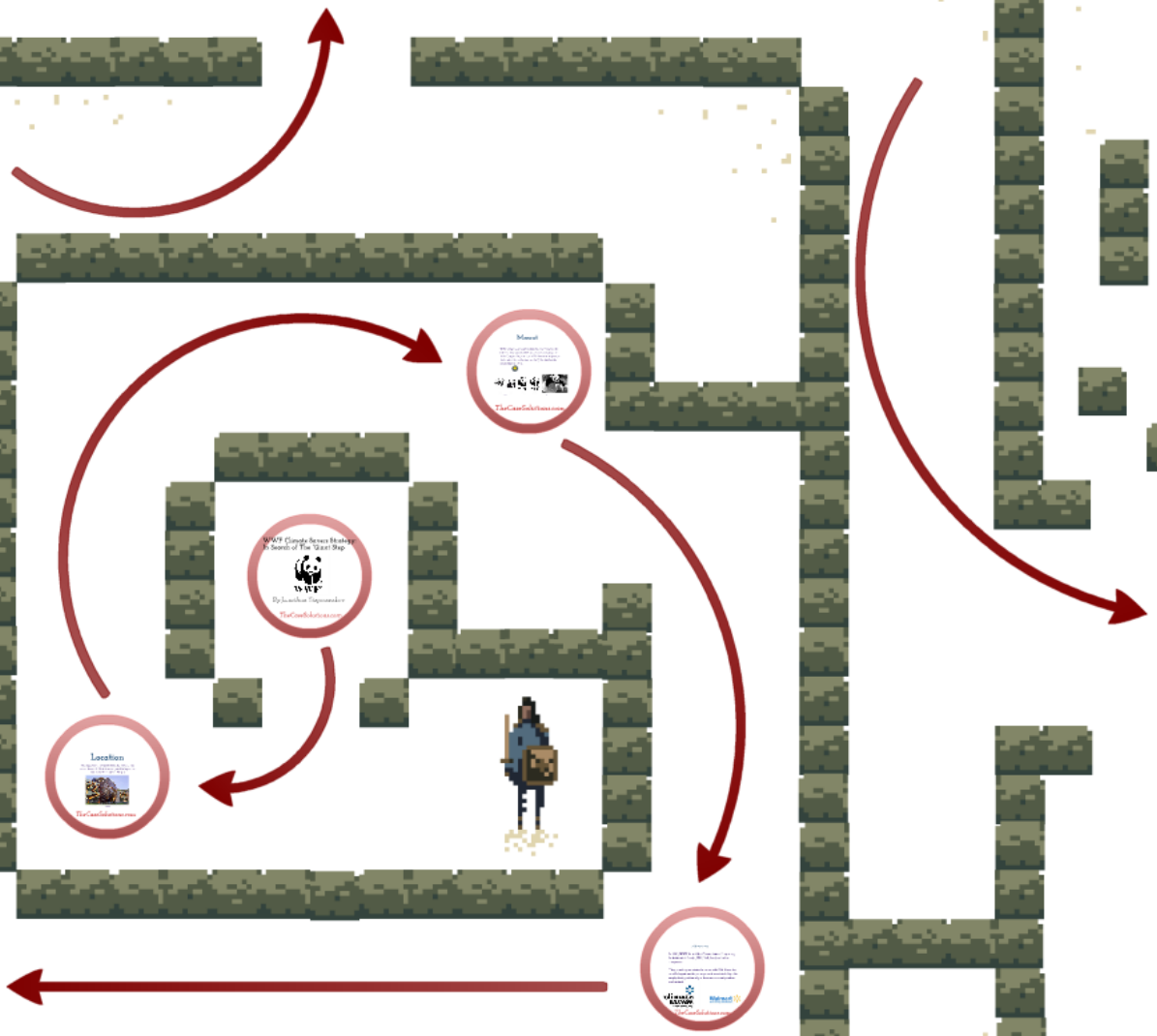
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WWF Climate Savers Strategy:
In Search of The "Giant Step"



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Location

The organization is found in more than 80 countries across the world. The first office opened in September 1961 in the Swiss town of Morges.



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Mascot

WWF's logo was based on their beloved mascot Chi Chi. She was born in 1957. She was caught and put in the Beijing zoo in January of 1958 then was property of the London zoo in September. Sadly she died on the 22nd of July in 1972.



1961



1970



1986



2000



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Achievements

In 2007, WWF formed the Climate Savers Computing Initiative with Google, IBM, Dell, Intel, and other companies.

They joined up and started to work with Wal-Mart, the world's largest retailer, to improve the sustainability of its supply chain, particularly in the areas of forest products and seafood.



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Their aims and visions

One of their goals is to double the number of tigers by 2022. Their strategy is to address poaching.

They work tirelessly to stop ivory trade of rhinos and elephants.



<http://3.bp.blogspot.com>



<http://www.lprweb.com>

Principle

Their goal is to educate and to help the world understand the interrelationship between humans and the environment and being a responsible caretaker of the world.



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