

# WWF



## 1 Read the text.

Everybody has heard of WWF and knows the panda symbol, but what exactly is WWF?

The acronym WWF stands for World Wide Fund for Nature.

It was created in Switzerland by Julian Huxley and Max Nicholson in 1961. Its complete name was World Wildlife Fund until 1986 (this is still the official name in the USA and Canada). It is a charity and the largest international non-governmental organisation whose mission is to stop the destruction of the environment.

It is an independent organisation and today it is active in more than ninety countries in the world, with five million supporters. More than half of the funding comes from donations (almost half of which come from the USA, the UK and the Netherlands).

It has about 1,300 conservation and environmental projects all over the world.

In the beginning it mainly concentrated on the protection of endangered species. Now that more resources are available, its projects are focused on the conservation of the world's biological ecosystems (forests, freshwater ecosystems, oceans and coasts) and endangered species, the reduction of pollution and the elimination of the most toxic chemicals.

According to scientists there are 238 eco-regions that characterise the world's most biologically exceptional habitats and this is what WWF is currently concentrating on. At the moment this organisation is working on the restoration of 36 species of animals and plants (including some kinds of whales, dolphins, tuna and elephants), the conservation of 35 eco-regions (for example the Amazon rainforest and the Arctic) and the reduction of people's impact in six areas of the world (mainly concerning fishing, forestry and carbon emissions). Globally it is also focusing on biodiversity-loss and unsustainable use of natural resources.

To do all this, WWF works with other non-governmental organisations, banks, governments, local communities as well as with scientists, farmers and fishers and with companies (to diminish their impact on the environment).



### Glossary

endangered	<i>a rischio</i>
funding	<i>finanziamento</i>

## 2 KEY Read the text again and choose the correct option (A, B or C).

- The changed name World Wide Fund for Nature was given in...  
A 1961.      B 1968.      C 1986.
- It is one of...  
A the largest government organisations in the world.  
B the largest non-government organisations in the world.  
C the largest government organisations in the USA.
- How are donations important?  
A More than 50% of the funding comes from donations.  
B Less than 50% of the funding comes from donations.  
C Donations are not important.
- Which of these reasons does NOT explain why its name was changed?  
A Because, now that more resources are available, it can do more things.  
B Because now its projects are focused on the conservation of the world's biological ecosystems.  
C Because now its projects are focused on the increase of pollution and new uses of toxic chemicals.
- The word 'eco-regions' refers to...  
A the restoration of 36 species.  
B areas of the world.  
C ecology reasons.
- The WWF generally...  
A works with just scientists.  
B works with other groups of people.  
C works without any help.