

A giant panda is shown in profile, sitting in a lush green forest and eating a piece of bamboo. The panda's black and white fur is clearly visible. The background is filled with dense green foliage and a tree trunk is visible on the right side.

# Market Transformation Initiative - China

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WWF Beijing Office

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June, 2012



# WWF Mission & MTI Goals by 2020

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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:

1. conserving the world's biological diversity
- 2. ensuring the sustainable use of renewable natural resources**
3. promoting the reduction of pollution and wasteful consumption

MTI

## **MTI 2020 Goals:**

- 1. WWF Priority Places: More than 75% of global purchases of WWF Priority Commodities sourced from WWF Priority Places meet acceptable standards, and**
- 2. Rest of the World: More than 25% of global purchases of WWF Priority Commodities meet acceptable standards.**



# What We Do

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We Prioritize, We Transform, We Sustain

**We transform markets to ensure the sustainable use of renewable natural resources from WWF priority places by engaging MTI priority companies sourcing priority commodities.**



# Why We Do It

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**At current consumption rate of renewable natural resources, we need 1.5 planets to sustain humanity today, and, if current trends continue, we will need 2 planets by 2030, and 3 planets by 2050**

**With 20% of the world's population, China has only 7% of the Earth's arable land and fresh water resources**

**China is one of the top consumers of most of the global traded priority commodities that seriously impact priority places**

# 15 Global Traded Priority Commodities



palm oil



cotton



biofuels



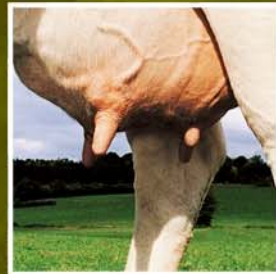
sugarcane



pulp & paper



timber



dairy



beef



soy



fish oil & meal



Farmed fish



farmed shrimp



tuna



tropical shrimp



whitefish



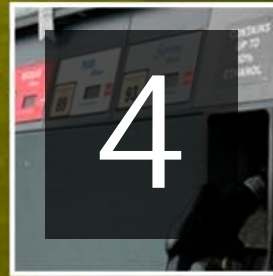
# China Impact – China is the top processor/consumer of Priority Commodities



palm oil



cotton



biofuels



sugarcane



pulp & paper



timber



dairy



beef



soy



fish oil & meal



farmed fish



farmed shrimp



tuna



tropical shrimp



whitefish



# Priority Places

seriously endangered by Chinese demand of priority commodity

## Amazon

soy, beef, timber



## Central & East Africa

timber



## Arctic & Amur-Heilong

whitefish, timber



## Yangtze Basin

aquaculture



## Southern Chile & Peru

forage fish

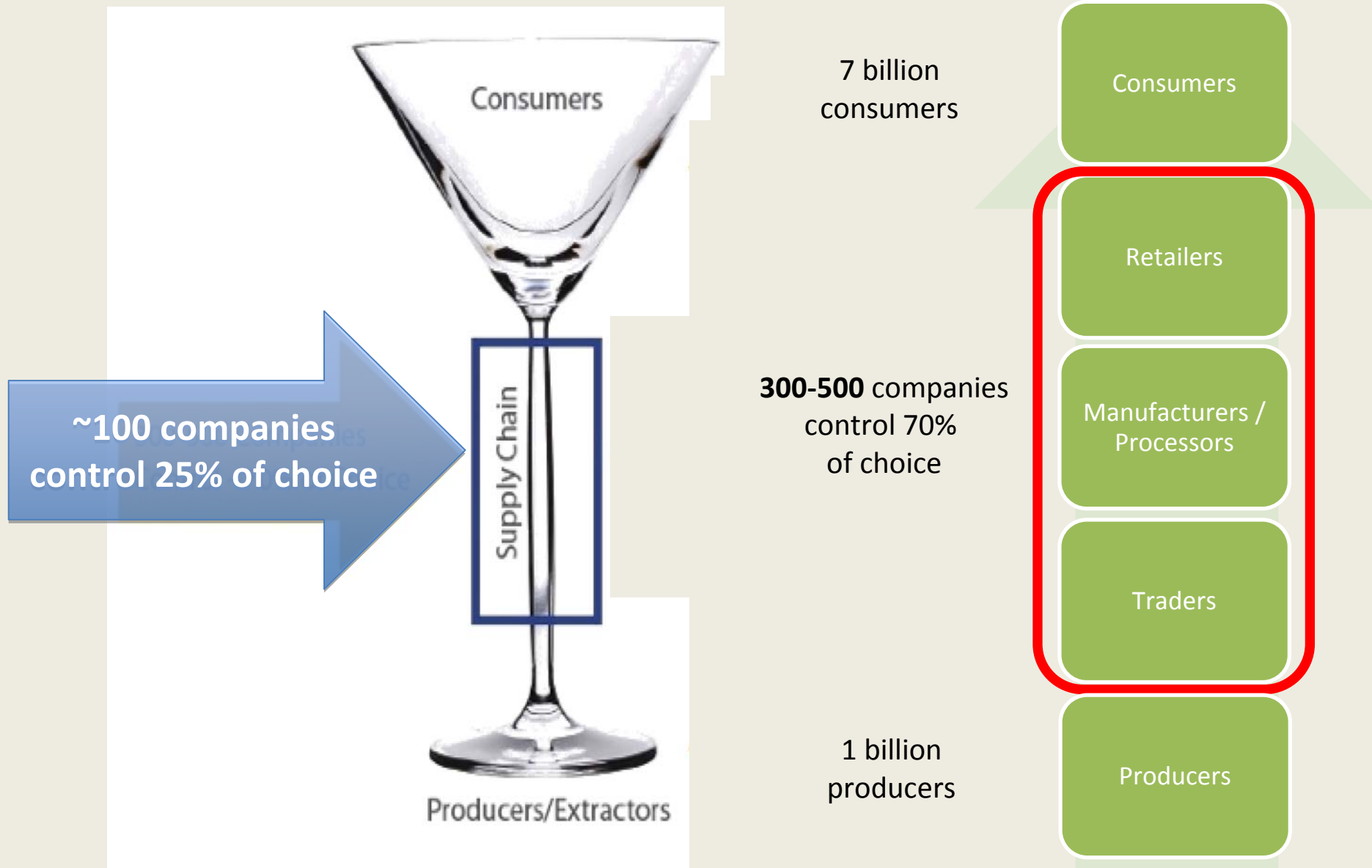


## Borneo & Sumatra

timber, palm oil



# Theory of Change – Priority Companies engaged by Multi-stakeholder Initiatives to leverage market transformation





# WWF BMP & Green Certification System

Upcoming	Developing	Mature
 <p>Beef (&amp; Dairy)</p>	    	  

## MTI Core Strategy in China





# MTI China, A Champion for Sustainable Business

**+100**

WWF is in over  
100 countries, on  
5 continents

**1961**

WWF was founded  
In 1961



**+5000**

WWF has over  
5,000 staff  
worldwide

**+5M**

WWF has over  
5 million supporters

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