



WWF Global Arctic Programme:

Ignite:
engagement and
action for Arctic
conservation

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Head of Conservation



The Circle

A platform for the diversity of arctic views on Arctic conservation issues

4,000 decision makers and decision shapers, northern communities, academics



http://wwf.panda.org/what_we_do/where_we_work/arctic/publications/the_circle/



Empowering the WWF global network: internal newsletter

Polar Panda

Monthly newsletter to 260 WWF global network executives, directors and communications/conservation staff





Empowering the WWF global network: providing expert communications and capacity on arctic issues

- Arctic priority place. Polar Bear flagship species.
- Accountable to the public (incl. members): answering questions, developing positions and factsheets on significant and sensitive issues.
- Advertising and fundraising context.
- Developing and guidance for strategic partnerships.
- On the ground expertise: blog, media.





WWF and the Arctic Council: conservation voice of expertise and passion

- Permanent observer status
- WWF participates in most Working Groups and many Expert Groups. We contribute to the scoping, design, content, and implementation of Arctic Council's projects
- Alliances with Indigenous organisations (Permanent participants)





Arkgis.org: Arctic mapping tool, communication and learning portal. Overlays ecological and human layers

WWF

Arkgis
66° 33' 44"

Mapping the changing Arctic landscape

1000 m | 1000 km

UNITED STATES OF AMERICA
CANADA
ARCTIC OCEAN
RUSSIAN FEDERATION
FINLAND
SWEDEN
NORWAY
ESTONIA
LATVIA
LITHUANIA

Seabirds
Fish
Shipping
Ship traffic lines in 2011
Ship traffic lines in 2012
Ships with heavy fuel oil in 2011
Ships with heavy fuel oil in 2012
Ship traffic density in 2011
Ship traffic density in 2012
2012
HFO ship traffic density in 2011
HFO ship traffic density in 2012
Trans-Arctic shipping scenarios
Infrastructures
Oil and gas
All year
Spring Summer
Fall Winter
Reset map

Beluga whale
Main Summer Distribution
Current Regular Annual Range

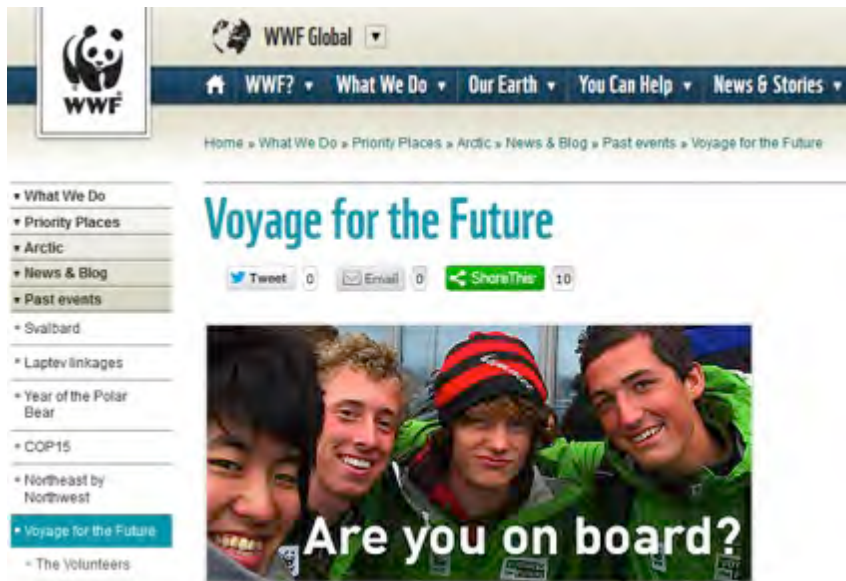
Ship traffic density in 2012
Low High

INSPECT LAYERS
Distribution: Beluga whale
Ship traffic density in 2012: 2012

Beluga whales are sociable and vocal animals that live, hunt and migrate together in pods, ranging from a few individuals to hundreds of whales. Main prey



Voyage for the Future. Mustering young environmental leaders to become Arctic Ambassadors



<http://vimeo.com/28402318>



