



# Transforming Global Markets in Partnership

Pacific Island Roundtable on Nature Conservation

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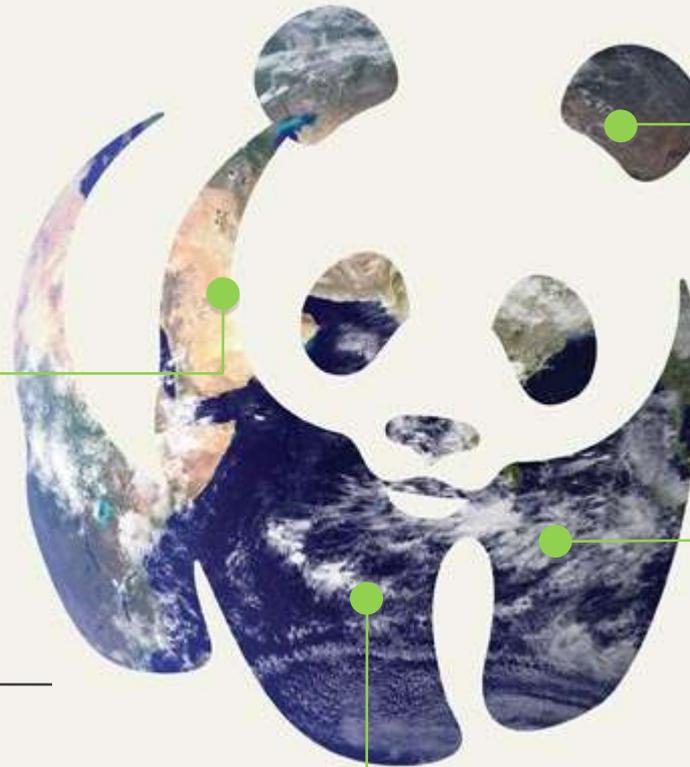
## About WWF

**+100**

WWF is in over  
100 countries, on  
5 continents

**1961**

WWF was founded  
in 1961



**+5,000**

WWF has over  
5,000 staff  
worldwide

**+5m**

WWF has over  
5 million supporters

Photo: © Michel Roggo / WWF-Canon



# WWF

## Mission

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**To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:**

- Conserving the world's biological diversity
- Ensuring that the use of renewable natural resources is sustainable
- Promoting the reduction of pollution and wasteful consumption



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# The 3 - 6 - 9 Challenge

“Imagine all the food mankind has produced over the past 8,000 years. Now consider that we need to produce that same amount again — but in just the next 40 years if we are to feed our growing and hungry world”

**Paul Polman, CEO, Unilever (Washington Post, June 2012)**



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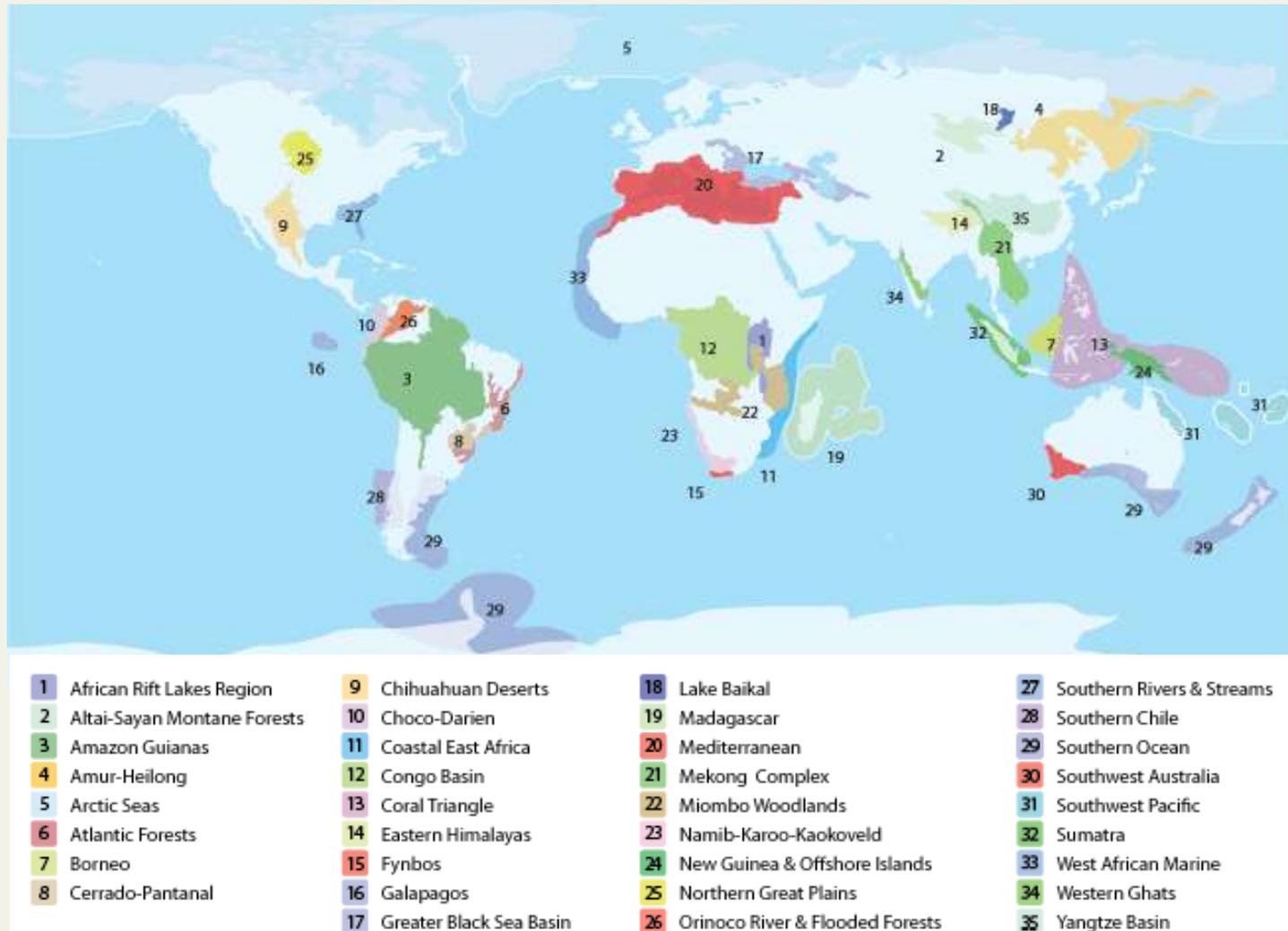
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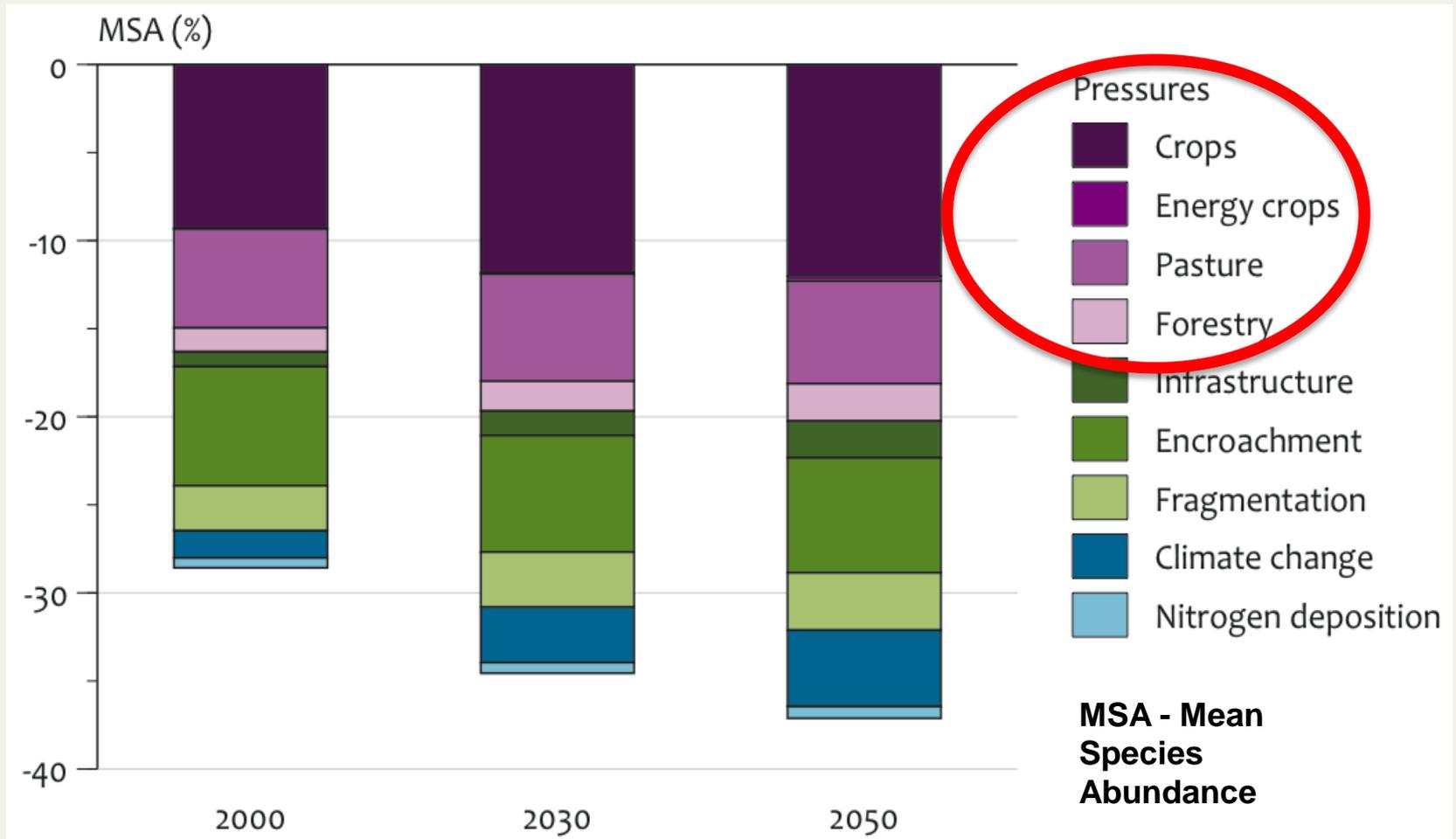


# WWF Priority Places





# Drivers of biodiversity loss



Source: Rethinking Global Biodiversity Strategies: Exploring structural changes in production and consumption to reduce biodiversity loss. © Netherlands Environmental Assessment Agency (PBL), The Hague/Bilthoven, 2010



# WWF Market Transformation Initiative: Priority commodities



**palm oil**



**cotton**



**biofuels**



**sugarcane**



**pulp & paper**



**sawn wood**



**dairy**



**beef**



**soy**



**forage fish**



**farmed salmon**



**farmed shrimp**



**tropical shrimp**



**tuna**

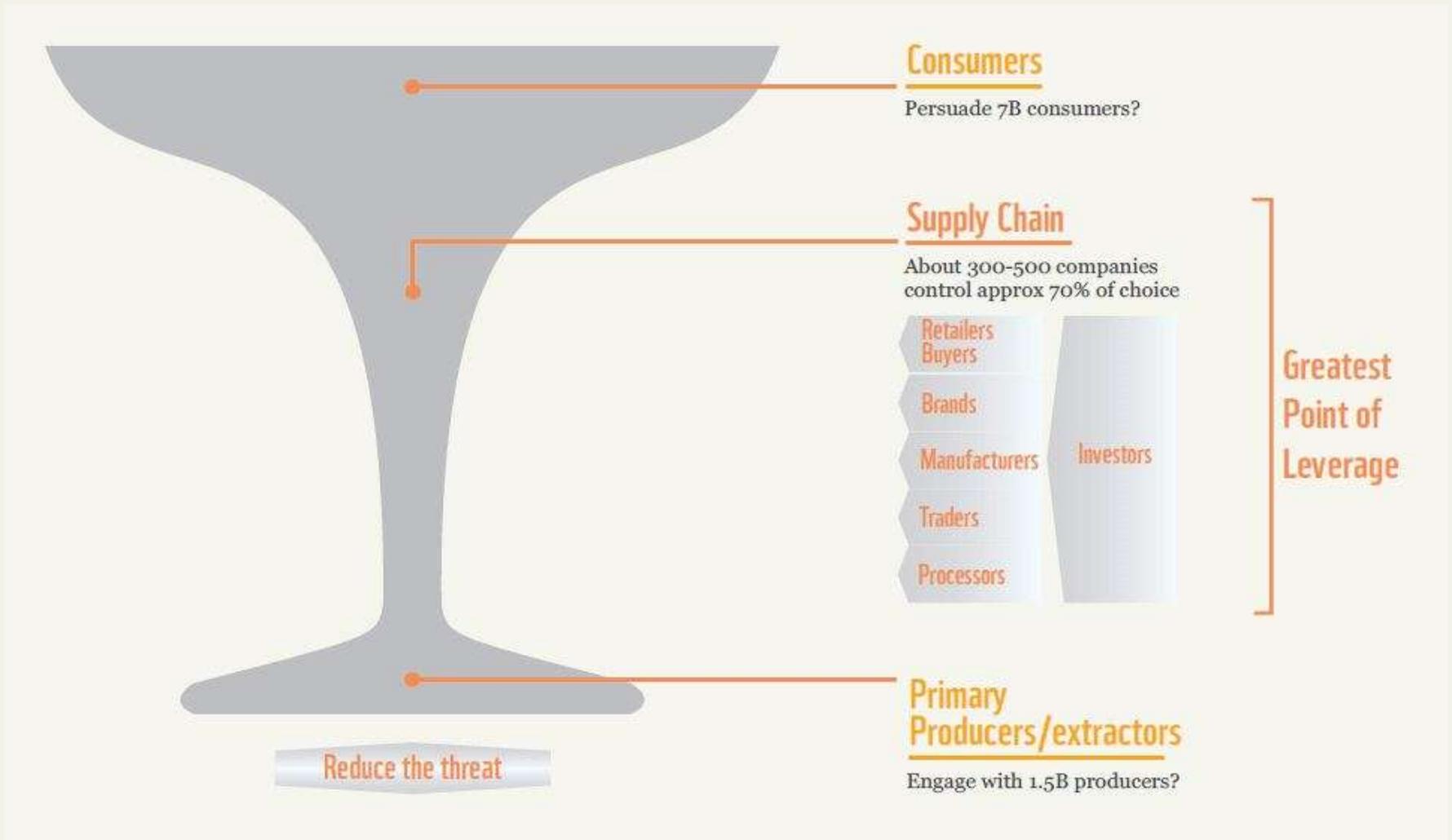


**whitefish**



# Market Transformation Initiative

## The Approach





# Market Transformation Initiative

## Tipping point

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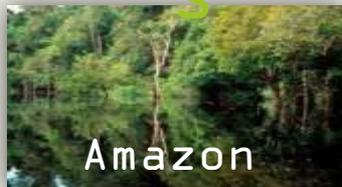
If we shift 20-25% of the demand of major companies for a commodity, we can move 50% of production to more sustainable and responsible practices.



# Market Transformation Initiative

## The Approach

### Places



	Biofuels	Cotton	Beef	Palm Oil	Soy	Sugarcane	Fisheries	Timber
Amazon	✓		✓	✓	✓	✓		✓
Coral Triangle	✓			✓	✓	✓		
Borneo	✓			✓		✓		✓
Great Barrier Reef			✓		✓	✓		

### Companies

Companies associated with Amazon: Cargill, Nestlé, ADM, LouisDreyfus Commodities, JBS, BUNGE.

Companies associated with Coral Triangle: ED&F MAN, Cargill, wilmar, LouisDreyfus Commodities, Nestlé, ADM.

Companies associated with Borneo: Nestlé, KRAFT, Starbucks Coffee, Unilever, sinarmas pulp and paper products, wilmar, Cadbury, OLAM.

Companies associated with Great Barrier Reef: Coca-Cola, McDonald's, Rabobank, JBS, Cargill, Intervet.



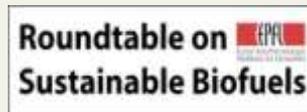
# Market Transformation Initiative Standards & Certification

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## Mature



## Developing



## Emerging



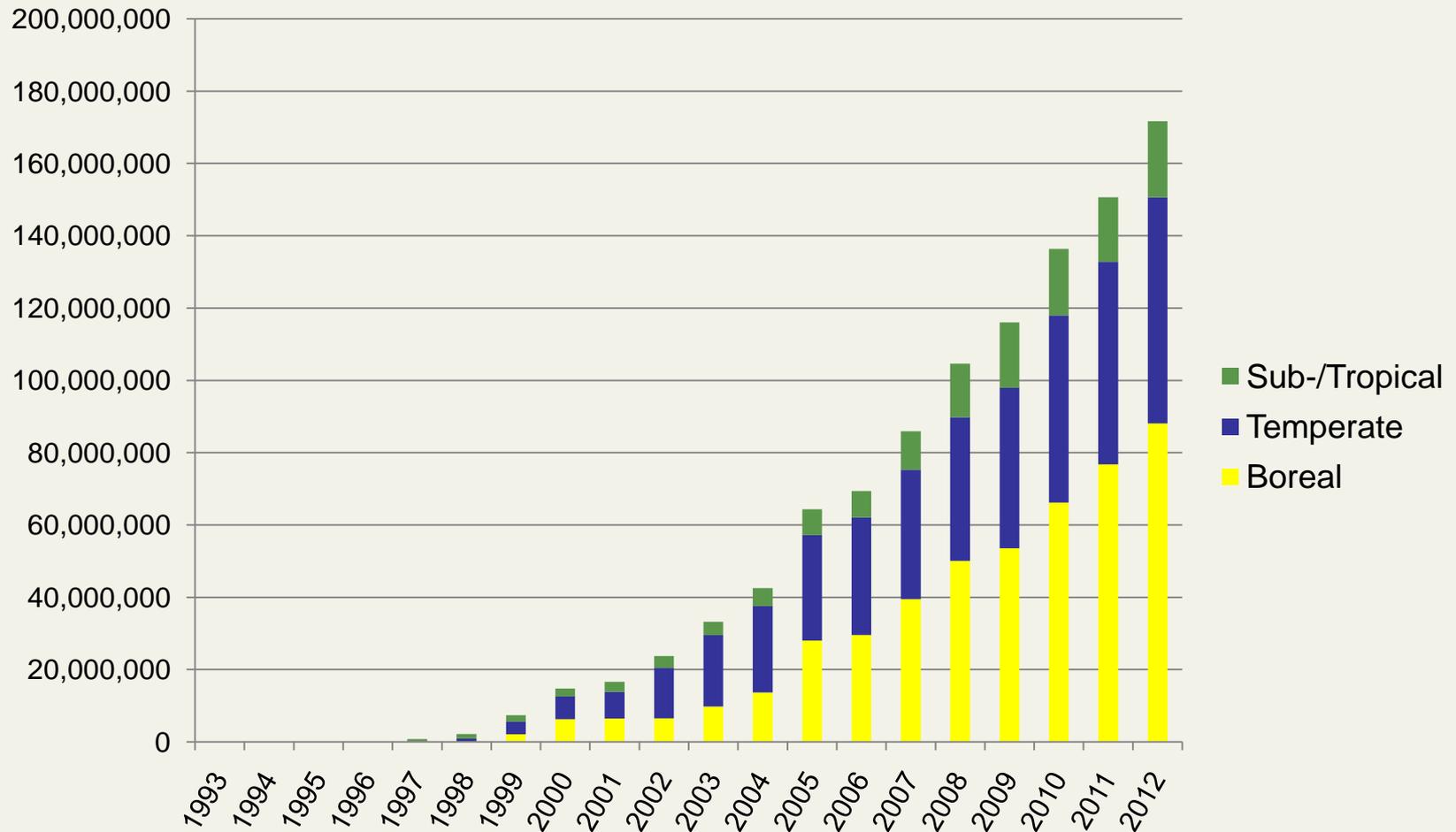
Sustainable Beef



# Results - Forests



## FSC certified area by forest zone (hectares)

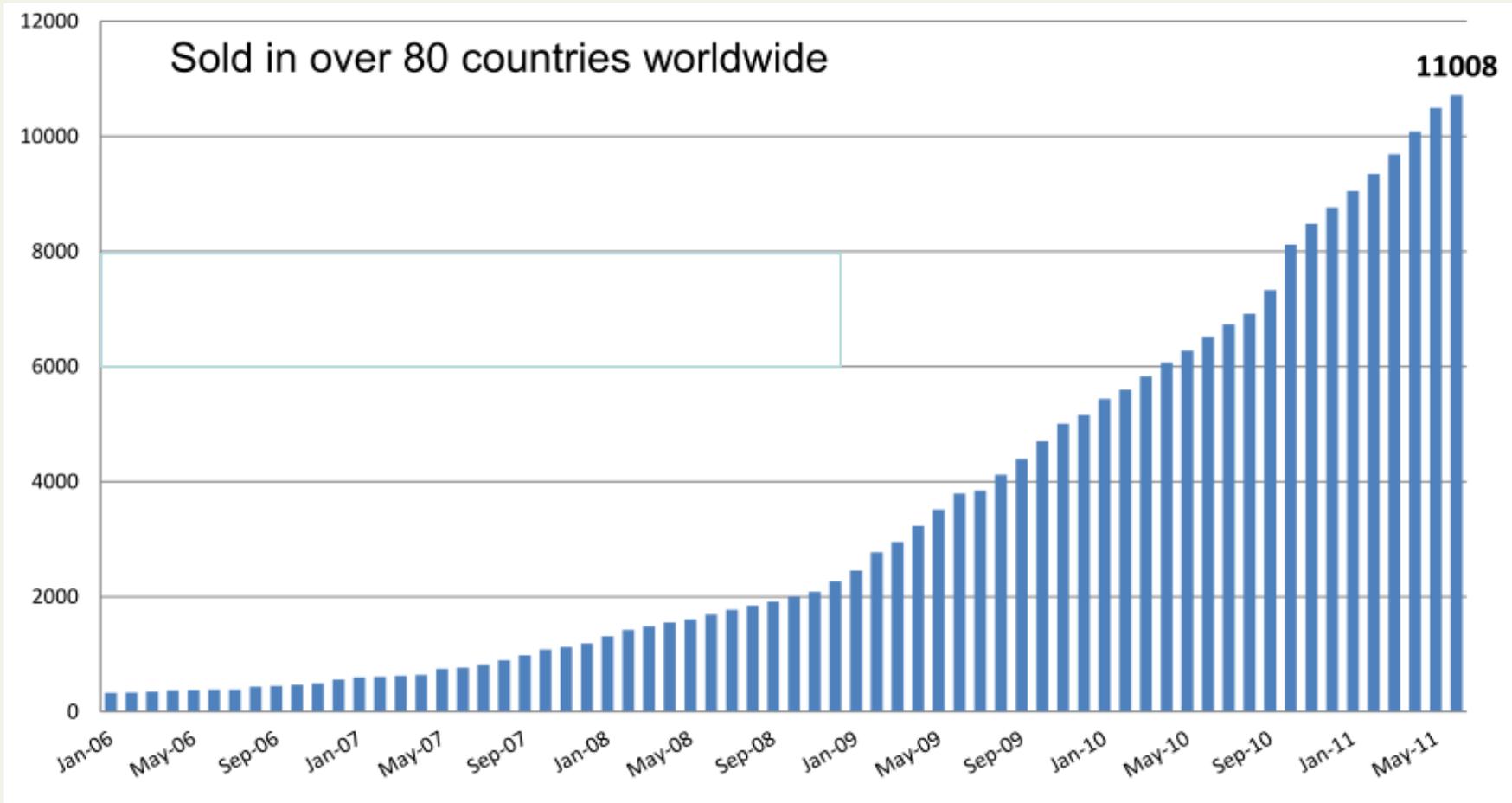




# Results - Fisheries



## MSC labelled seafood products currently available to consumers



Source: MSC





# Example: Market transformation in Australia: Corporate partnerships & engagement



Wild Caught Seafood



Aquaculture



Beef



Sugar



Forest Products



Palm Oil





