

WORLD WILDLIFE FUND

Moderator: Kimberley Marchant
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Kimberley Marchant: Hi. Thank you for joining us. Welcome to another in a series of conference calls that bring you closer to the work that your support of World Wildlife Fund makes possible. I'm Kimberley Marchant and I'm a member of the field program team here at WWF and I'll be moderating the call today. Before we will get going, I want to thank you on behalf of all of us here at World Wildlife Fund for your commitment to our work and to our mission.

So, we're talking today with Carter Roberts, president and CEO of World Wildlife Fund. And Carter will discuss the big issues from the past year and in particular our wildlife crime campaign as well as provide a sense for where the organization and conservation is headed in 2013. We're also going to be joined by Crawford Allan, director of our wildlife trade program called TRAFFIC.

But before we get started, just a few view points on logistics. As I've already asked – we asked that you mute your phones unless you're ready to ask a question. Either use the mute function on your phone or dial star 6. When you're ready to ask a question, press star 6 again to unmute your phone.

There will be three Q&A sessions throughout the call. And during each of these, you may ask your question in one of three ways. If you'd like to ask directly on the phone, state your name

and where you're calling from before asking your question. And you can also e-mail your question to calls@wwfus.org, that's call@wwfus.org. Additionally, you may ask your questions via Twitter [@wwfcalls](https://twitter.com/wwfcalls), that's [@wwfcalls](https://twitter.com/wwfcalls). And if you're sending your question electronically, you can do so at anytime and our panelist will respond during the next available Q&A session.

So, the call is scheduled to last an hour and I'll make sure that we wrap things up on time.

Carter, thanks for joining us today.

Carter Roberts: Thank you, Kimberley. And thanks everybody for being on the call. It has been a busy year like every year and we've had a lot of challenges that we face. And you know, the interesting part about our work is there are a sea of opportunities for us to act and one of the greatest challenges we have is prioritizing where we put our efforts.

And one of the areas that is of increasing importance and concern is the illegal wildlife trade. It has – this is an area where we have felt really good about our progress over the past two or three decades where we've seen the numbers go down year after year after year in terms of rhinos poached, elephants poached.

And we thought we had this situation stabilized in Africa. But particularly in the past three years, we've seen that trend line reverse course and accelerate sharply. So, in South Africa, for instance. The average year, we saw about 20 rhinos poached for a long, long, long time. It was a straight flat line. And in the year 2008, it climbed to 83. Then, 122 in 2009 and to 333 in 2010, to 448 in 2011. And this year, we are on course to top 600 and that is a trend line going the wrong direction.

We also are seeing tens of thousands of elephants killed every year for their ivory and this is a situation that's getting worse not better. So, we determined that this year we would put the hammer down on a global campaign using social media, using our relationships, using our

engagement with governments around the world to raise awareness and also to drive specific commitments and actions to make a difference and to interrupt this trade, to catch the bad guys and to take that trend line and turn it back in the other direction.

And I was just at the State Department yesterday on a live webcast with embassies from around the world. I think we had over 20,000 people viewing with questions from Zambia, from Liberia, from Japan, all around the world. And we are really encouraged by some of the progress that we're making and the commitments by key governments most particularly our own.

Hillary Clinton has made this one of the signature issues in her – the last months of her time with the State Department. I was tweeting back and forth with Chelsea yesterday about this campaign. And we've had some terrific commitments made by governments and by the private sector.

And this is a good time for me to introduce Crawford Allan, who has led our joint effort with IUCN called TRAFFIC which is kind of a wildlife trade Interpol. An institution that tracks the issues, tracks the trade and drives for commitments on an international basis. Crawford can tell us where we are in our work and also about some spectacular good news that we announced yesterday.

Crawford Allan: Thank you. So, thank you, Carter. And thank you all on the phone. I'm calling you from Mountain View, California, the home of Google. And I just wanted to say that, you know, it's because from Carter, with the killings increasing every year, we really need some strong solutions that can tackle these complexities, these terrible threats that we're facing and we've got to push this envelope in fighting wildlife crime absolutely.

The poachers of – are unbelievable in what they're doing is stepping up their game. And now, so do we have to – have to face those challenges and the same things to that high level of impact that they're having.

I'm here at Google because Google has just yesterday awarded WWFUS a \$5 million Global Impact Award grant. And this grant is really really innovative and it's going to help us test and integrate the new technologies to combat wildlife crime.

I'm going to be leading this three-year project and we're going to focus down initially on four sites in Africa and in Asia. And it's going to integrate some cutting edge and readily replicable technologies. I mean, we're going to include things like using aerial surveillance systems and unmanned systems that are automatic. We're going to use low cost and replicable wildlife tagging technology on animals. And we're going to put in place some analytical approaches that are going to help wildlife patrolling and rangers to be far more efficient and to integrate the way that they gather information with other systems internationally about wildlife crime and trafficking. So, we can kind of try and deal with the problem from source consumer on the trade chain.

So, this is an exciting experiment and it really aims to create a kind of umbrella if you like. An umbrella of technology that's going to overarch efforts by governments to protect their wildlife from what basically are global crime syndicates that are driving these poaching and trafficking. And in fact, we're seeing more and more now that even armed militias are doing this to fund their operations and some of those armed militias are linked to terror groups like al-Qaeda.

And basically, we're going to set up a tag system that will let us know where the animals are. We're going to know where these animals are through the tag system. We're going to know where the poachers are through the surveillance systems. And we're going to be able to deploy ranger patrols in a rapid way to keep one step ahead of the poachers.

Now, this is going to also have a strong deterrent effect. We're going to catch poachers but also the poachers, they're going to be aware they're being monitored from both the air and the ground that we're going to know – they're going to know that the animals are being tracked. And hopefully, they're going to realize that this is a very risky business they're involved with and hopefully that it's just too risky for them to be involved into the future.

Kimberley Marchant: Thank you, Crawford. That is exciting and exciting that we have new means of – and ways to enhance species protection. But I'm sure many of us are asking, "When will it end? And how can we stop the trafficking that's driving the poaching? And what's WWF doing about that?"

Crawford Allan: Yes. Kimberley, thanks. You're right. You know, even with this – with this amazing enhanced detection and deterrence process on the ground, we're going to deploy – we need to come together in partnerships to really address the social drive that's – are exploding this consumer demand largely in Asia driven by growing wealth. Wealth is a good thing but, unfortunately, a lot of people have – are seeing, using wildlife as symbolic prestige with rhino horn, ivory statue, tigers as getting rugs and so on.

And we have to have a strategy. And so, we can set up this strategy working with people in Asia, with experts in Asia to understand what is driving demand and how we can tackle it. We've just finished the four point plan as to try to reduce that demand and make it unacceptable in countries like China and Vietnam to buy and consume endangered species.

We had some great events recently with Fuller symposium which they have hosted in Washington recently and an expert workshop on wildlife crime too. Where we brought together thought leaders around these issues about combating wildlife crime and we've heard from various experts and on the issue of reducing demand in Asia for illicit wildlife products. We had an expert called Eric Phu, who is a marketer. He's an expert on marketing and PR in China and he is the

one person that really instrumental in helping us developing this strategy on how we respond in Asia.

But ultimately, you know through these events, we realized that some of the challenges that the militias and instability in poor governments are really putting wildlife crime on to the security agenda now. And in fact, even Secretary Clinton herself has called for U.S. intelligence review to determine the significance of wildlife crime that's both funding and fueling the civil unrest and even terrorism. And that's something else we need to explore and get involve in. We are getting more and more information now to help with that issue right now. So, I think that's – I'll leave it – I'll leave at that, Kimberley.

Kimberley Marchant: Great. So Carter, I'd like to turn to you and just ask maybe for some more examples of how it is that we are building political will and what's WWF is doing to engage.

Carter Roberts: Yes. You know, I think – but first of all, every single part of our network is engaging their country leaders on this issue whether that's WWF Netherlands, WWF Malaysia, WWF Zambia and so on. Because at the end of the day, the most important thing is country level leadership to stamp out this issue, stamp out this crime.

I was – I was in Zambia three weeks ago, meeting with the Ministry of the Environment. That weekend, they'd lost a 100 elephants. They were calling an emergency meeting of the government to look at the possibility of mobilizing their military to do something about that now because their park's authority was too weak. The last day of our trip, just witnessed the spectacle of wild dogs trained, a leopard and her cub and the conflict between those two, the cats and the dogs. And when we've left to go back to the plane to come home, we've dropped off a scientist we're with, who met the Botswana military in helicopter to go off and monitor rhino trade and rhino poachers on Tree's Island and the Okavango.

This will require not just the private sector but also the government and also civil society to get after these set of issues. And so, we have to work in every single level. I would say that I am really encouraged by what African leaders have just done in places like Namibia where rhino populations are increasing. In places like Botswana, where the president is hard core about this issue and mobilizing all the resources. And in Gabon, where the president led a burning ceremony of 10,000 pounds of ivory this past year. So, I'm really encouraged by that.

I think we have a lot of work to do in Asia. When I look at the level of response we've gotten from Vietnam and from Thailand, we need more. China is beginning to take steps to mobilize their police force and ((inaudible)). But clearly, we have to work both in the source countries and in those countries, that are the ultimate ones that are buying the product and we have some in both levels. This can be one of the hardest things we have to do but it's also going to be one of the measures of our worth as an organization, our ability to grab the world's imagination and to change the course of events.

Kimberley Marchant: Thank you, Carter. And thank you, Crawford. So, let's go ahead and take our first opportunity for some questions.

Does anyone on the phone have a question?

Donor 1: I do.

Kimberley Marchant: Great. State your name and where you're calling from, thank you.

(Donor 1): My name is (Donor 1). I'm calling from Denver, Colorado. And I don't know if everybody saw it but last week "CBS News" with Scott Pelley did an exposé on the killing and slaughtering of elephants. They mentioned that again last night on the news. And I have also written to "60 Minutes" because they've done exposés like this before.

So, I wanted to know if any of you guys are talking to people like “60 Minutes” because it’s unbelievable the number of people that they reach. And I think making people aware in the world that this is going on is extremely important. I think most people don’t even know about this. But when you can reach, you know, 20, 30 million people with something like this, it makes a huge difference.

Kimberley Marchant: Thank you. Carter?

Carter Roberts: I think – if you’ll look at our media department, I think that they spend at least half of their time on just reaching out all the major media that’s in and driving stories on this issue. “National Geographic” just featured the elephant killings on the cover of their – I think it was their September issue.

Carter Roberts: You’re right about – just about every major media that is covering this now. Crawford is spending much more time than I am on this. Crawford, can you provide some details to kind of media outreach that we’re doing?

Crawford Allan: Yes. Thanks, Carter. There is – there is so much interest now. And I think, you know, the caller was very welcome with that comment is absolutely right and we do need to get the message out. And of course, let’s face it. You know, the place where we really need to get this message out is not just in the U.S. And in fact, we’re working more and more now to trying to get this message strongly put forward within the media in Asia as well to try and work along the trade chain and get all those people involved from the source to the consumer aware of the challenges, aware of the threats to elephants. But also, the link to more broader agendas and make them prioritize. It’s up to us, more serious level, a high level and political will which is why we’re saying that wildlife crime is a serious crime as the main push of our campaign.

Now, there's a number of – a number of media efforts going on. We're just going to see more and more of this happening. I don't want to pre-empt anything that we're already working on saying what's coming out right now because they're not quite finalized. But there's no doubt that you will just see particularly with this campaign driving as driving the year as Carter had said more and more stories. And we are all looking for bigger and better placements for stories within Asian media.

So, it's kind of a watch this space but we can definitely keep people informed of things as they're coming on in advance so we can send people out. We can send that information through Twitter and Facebook and others to CAN alerts to the folks about more information as it comes forward.

Carter Roberts: Yes. I think Crawford nailed it. The real issue is in Asia. You know, we produce public service announcement with our board member Leonardo DiCaprio. We have collaborated with groups like WildAid that they produce all kinds of a piece of ((inaudible)) with Chinese celebrities and talking about why this is uncool. One of our board members, Singer Rankin and her son Peck produced a documentary that – and we're a part of the CNBC piece earlier this year.

And we are – we have been driving with Congress new appropriations to address wildlife trade using the U.S. military, their training of other countries and their ability to enforce and put boots on the ground and monitor actions. And so, we're acting in all those ways. But it is true that, ultimately, unless we change the way Vietnamese and Chinese and Thai look at rhino horns and tiger bones and elephant tusks, we are not going to change – we're not going to exchange the trajectory.

One rhino horn, the average rhino weighs six kilos. It sells in the open market in Vietnam for \$100,000 per kilo. So, one rhino horn is worth \$600,000. That will drive all kinds of white collar crime and all kinds of corruption at every level of just about any government. So, we have to address it on the ground in Vietnam where it's less of a traditional medicine item. It's more of a

prestige item for people who can afford to, want to show off by using it, grinding it up, putting it in the cocktails as a hangover cure. It's an aphrodisiac. All kinds of ways it's being sold. We have to change the way the public sees it on the ground in Vietnam, in China, in Thailand. And that's the next big area of action for us.

Kimberley Marchant: Thank you. Let's go ahead and take another question from the call.

Donor 2: Hi, Kimberley. I think – can I make a – one suggestion or just question for and Carter, Crawford and yourself. This Donor 2 in Madison, Wisconsin. Is there any thought of putting a – you know, you guys play nicely. I'm thinking the only way you can impact this in some of these Asian nations is in the wallet. And if there was a boycott on travel for these countries maybe then you have a lot of people within these nations rise up against and demand because it's hurting their local economies.

Carter Roberts: Yes. Well, you know, it's a – I just traveled to that part of the world as well. And I think – I think – I think we have to look hard in what really motivates people in those countries to buy or not to buy these items. They are black market items. They are – it's a shadowy world and in some cases involves government officials. We – WWF is not in the business of advocating trade sanctions which we – or even travel sanctions. We are in the business of providing good science and being really clever about mounting campaigns to get the world to – people to see the world in a different way. I think that's what we need to do in Vietnam, in Thailand and China. And the more engaged in there, the better.

Kimberley Marchant: Thank you, Carter. And Crawford, maybe I can tip that to you because also Donor 3 via e-mail asked a similar question when he – asking a little bit of what you've already addressed of, what we're doing to disrupt, to stop illegal and illicit ivory market. And then, what WWF is doing once we identify those routes and the countries that sustain illegal and illicit market? So, Crawford?

Crawford Allan: Yes. That's a great question and there is so much going on on this issue. I mean, we've got a number of areas that we need to approach. One area that we're doing is when – you know, we have been working for decades on the ivory trade issue. And in fact, recently things have escalated to such a level that we are working through the CITES processes which is the international treaty that deals with wildlife trade globally and that there's an 18 member governments.

There is an initiative now to push forward a lot pressure through the CITES system. And there will be a very important meeting coming up in March of 2013 in Bangkok where this issue will come to the floor. And it won't be necessarily us putting pressure on these governments. It's the governments themselves have woken up to the information we're providing. And through the CITES process, they are putting pressure on governments like Thailand who have a blatant loophole in their legislation. The market is there, it's open. People can buy ivory, a lot of the ivory is being bought by American tourist who are travelling there. And there's a very vast black market that could easily be closed down with better regulation on the ground and more legislation to close the loophole. And I think CITES is going to put on a lot of pressure on Thailand that it's just Thailand – it's actually hosting the meeting. And once – it may be a bit embarrassing for kind of – in the CITES legislation process to bash Thailand. It's something that I think is going to happen.

But, you know, that's one area of the legislation and the policies side. But we are working closely on the ground and monitoring these markets and we are working with the governments themselves and we have to encourage them to take action. But it's kind of sad in some countries, it's very difficult when the people involved are actually corrupt officials. But so, you know, there are a number of ways you can deal with corruption and that's something we can come on to a bit later perhaps.

But there's also a lot of greater need for resources on the ground. And you know, we're working in countries to identify illicit markets but they don't have the resources themselves to do on the ground investigations. They don't do inspections of markets. They don't have sniffer dogs. They don't have x-rays, scanners to see containers at the port. They have very little training. And what we're hoping is that with the high level push through our campaign with people who are champions like Secretary of State Clinton, that we will start to see this top down approach where they start to open the coffers that to allow them to do these – some of these next three things with our systems and technical expertise.

But also, we're leveraging of the funding as well. So, we're helping to leverage resources like the Google grant to help governments to take action. And there's a new growing area of work that needs to be addressed – certainly on the ivory markets. And that is much more in engaging the intelligence communities around the world as we are now seeing. They are waking up to the fact and they're finding some smoking guns that is showing that the funding flows from the ivory trade or rhino horn trades are going to some very sinister dark places, some of the worst criminal syndicates on the planet, and even terrorist group.

And so, they're starting to engage as now and they're finding that they have very little information and the civil society groups like WWF and TRAFFIC are the ones that have the information to really help them. So, we're investing a lot of time and that's in helping them build the picture so that they can use their much more far reaching powers and authorities around the world to take action on the ground, to break the trade chain, to close down the market, to root out corruption and take them – take it all and give a really strong punches to the face basically to the – to the organized crimes syndicates that are – they're running the show actually and running rings around many of them.

Kimberley Marchant: A question also coming from California, is the U.S. also a market for ivory? And what are we – WWF U.S. doing about that?

Crawford Allan: Yes. It's very true. And sadly, this is something that we really should be aware of is that the U.S. is a significant market for ivory relatively speaking, not on the comparison with say China. But there is a – there is a – there is a legal market for ivory in U.S. and antique specimens. And it has caused us some problems with poor regulations in the U.S. in controlling the trade.

And so, if you go on certain websites, very popular websites, in fact, some of them that are trading fashion items. You will find that ivory is being sold, that is claimed to be antique. Now, when we dig down and we delve into this issue, you – we, actually, find that in some cases that this ivory is not antique at all. It's being manufactured to look like antiques in countries like China. I mean, it's been – being sold into the U.S. by the Internet trading sites. But people think they're buying a local antique ivory product of from their local state. And in fact, it's being smuggled in – from another country overseas.

So, it is happening. We asked that ever be look out for this. We're working with some of these Internet sites and trading companies to try and wheedle out the illicit ivory and place down the U.S. illicit market too. So, it's – you know, it's being evidenced by a number of big cases recently. There was \$2 million worth of ivory seized in New York earlier this year with a strong – with a very weak penalty imposed actually on the traders which was disappointing. But that's another thing we need to do, make sure that when these guys get caught that the penalty really does fit the crime.

(Donor 4): Question, please.

Kimberley Marchant: A question, please. Please state your name and where you're calling from?

(Donor 4): This is for Carter and perhaps also for Crawford. I'm (Donor 4) and I'm in Eagle Nest, New Mexico in the mountains here. And my question is based on my Ukrainian heritage. What cooperation are we getting if any from the previous iron curtain countries and more specifically Russia in the issues of the big cats and snow leopards, the Asian bears, all facing extinction?

Carter Roberts: First of all my aspiration for the rest of my life is to live in the mountains in some place like New Mexico. So, I'd love – I'll get your advice and end up in a place like that. And it's a great question about Russia. You know, heads of state matter. Putin has – he's made tigers one of his real causes. In fact, some of the charismatic wildlife where Russia he has personally, performed all kinds of stunts to raise awareness of their plight, he hosted the tiger's summit in St. Petersburg a year a half ago. And he – in Russian has been a world leader in establishing parks and some places like the Amur or the Eastern part of Siberia where the Amur tiger is one of its last strongholds.

But on the issue of arresting traffickers and wildlife trade, let me turn to Crawford for an answer to that question in the role that Russia and the Eastern Bloc plays.

Crawford Allan: Yes. Thanks, Carter. It's – you know, it's very true that Putin has had a strong influence. Yet, we have had some challenges particularly with cooperation on the cross boarder trafficking between Russia and China through the political issues. But that is improving and we're working on that. We're trying to get, you know, joint – we've had some success with joint trainings on the border there and there is a lot more being done.

But one thing I really wanted to draw attention to is actually this week literally there is a snow leopard, a ministerial event that has taken place with this older snow leopard range states, including Russia, coming together to work out a plan on how we can protect snow leopards which are being poached for their skins which is sold in places like Kabul, Afghanistan and are being bought by military there.

And it's something that they came to some consensus that they saw that the impact of the Tiger Summit which was something that WWF ultimately was the driver of them. I was – they came out with a concept for it. With a great model and a great response, then, they're looking now to hold a Snow Leopard Summit next September. We believe that will bring together the partners including Russia to build, put in place some strong mechanism to protect snow leopards on the ground but also to combat the trafficking and the poaching and trade.

Kimberley Marchant: I think we're going to have opportunities for two more series of questions. And but I'm really glad that you brought us back to big cats because Carter was going to speak on another focus of our work. And I'm referring to our efforts to double the population of wild tigers by 2022. The next year is a tiger in the Chinese calendar. So, tell us a little bit more about the victories for tigers this past year.

Carter Roberts: Well, I'm going to just talk on kind of both ends of the spectrum.

Carter Roberts: I mean, you – I think we all know that if you want to double the population of tigers, it starts on the ground but in a dozen or so critical sites for tiger populations and we have to work on those places. We have to work through in communities, national regulations and ultimately global market not just where in the wildlife trade but also for commodities whether it's timber or palm oil or whatever that the growth, the ((inaudible)) and protection of which results in the destruction of their habitat.

This past year, we've been working really hard in Sumatra. It's one of the hardest places on earth to work. It's – most of the rainforest there is gone. It's been filled because of palm oil, because of timber operations and it's among the richest forest on earth and Sumatran tiger is one of the most endangered sub species.

We've been trying to work with the biggest companies in that area including Asia Pulp & Paper for decades now and we've had agreements which have been broken. We've had commitments which lasted for only a small period of time. And finally this year, even though we have as a signature of our work, proactive work with companies on their footprints and how they source raw materials, in the case of Asia Pulp & Paper, we took an extraordinary next step which is we tested their paper products for the content. We established that the content of their two most fastest growing paper products which is toilet paper in the United States contains Sumatran rainforest. And we took that information and we went to the biggest retailers in the United States and gave them three months to essentially to either remove the product from their shelves or be named on our website as one of the – as of the one retailers carrying this product with the consequences we've talked about.

And within that three-month period of time, 90 percent of those retailers dropped the product. They removed it from their shelves and thanked us for making them aware of the consequences of sourcing that product. And the ongoing engagement of Asia Pulp & Paper is really important to us and we're really proud of the difference that we've made.

But if I – if I think on the other end of the spectrum about sites where we've seen things change, one of those sites is Bardia. It's a little park on the Western edge of the Terai in Southern Nepal. It's a place where that I visited a couple of years ago. And it is place where the tiger population in 2008 stood at 18 tigers. And this year, the recent census showed that population has grown to 46.

And one of the heroes of that story is a female tiger, who - a famous picture was taken of her and her four cubs that was three years ago. It's really an extraordinary thing that she had a litter of four and they all survived. She has just given birth to another litter – of another four, and at that rate, the future looks pretty bright indeed.

Kimberley Marchant: Thank you for that, Carter.

So we've reached our second opportunity for questions.

Does anyone have a question, for either, Crawford or Carter?

Well, we have one that came via e-mail from Donor 5, and he's asking – we were talking about cats. He was asking about our 20-year goals and the fact that he doesn't see the cheetah's future, given that it's the sole member of its genus, it's endangered and are vulnerable and with the decreasing population trend.

Carter, can you tell us a little bit more about, how we set our priorities and what some of the species priorities are for us?

Carter Roberts: Yes, you know, it's interesting. I was in London last week with the head of Sustainability for Boston Consulting Group, and he made an interesting observation. He said, "Most businesses – for most businesses, money is not the problem, opportunities are."

And within WWF, opportunities aren't the problem, money is. And the greatest challenge for us is actually setting priorities and sticking to them, so that we can make sure that we devote enough time and resources to actually make any dent problem, and we tried very hard to set priorities as an organization.

Yes, because of the importance of landscape, to not only target species, but many others in human communities, because the centerpiece of our priority setting has been places. It has been - you know, five years ago, we really focused on 19 places around the world - places like the Amazon, the Congo, Namibia, the Coastal East Africa, and many others - and relied on those

priorities to enable us to take action, not just for those species we feature, like tigers and rhinos and elephants and whales, but also for those that we don't.

And so we've really – we only have one major global initiative, on only one animal, and that's the tiger. A lot of the other species are swept up in the wildlife trade issue, thankfully, cheetahs aren't as prominent in that and some of these other creatures are. But beyond that, our hope is that we can contribute to conservation through those placed space programs in places like Namibia and Coastal East Africa. And I wish – I wish we could make it a priority for every single species on earth.

We've made – we've made some hard choices and beyond that, rely on our large landscape for it to contribute to the conservation of thousands of species around the world.

Kimberley Marchant: Thank you, Carter.

Donor 6: Hi, I have a question.

Kimberley Marchant: Great. Go ahead.

Donor 6: It's Donor 6 from Chicago.

Carter, could you talk a little bit about how do you see the relationship with the State Department evolving with the with Secretary Clinton stepping down?

Carter Roberts: Yes. First of all, it's great to see the State Department embraced the set of issues. And it's not just Secretary Clinton, it's also Undersecretary Bob Hormats - he is the Undersecretary of State for Asia, Kurt Campbell with USAID and their staff, it is – you know, we got the final call from the WebEx with him yesterday. I was with Jeff Corwin at the State Department. There was

20,000 people on the line from embassies around the world and so it – so first of all, I had a chance to sit in a round table in the Lower Mekong with Secretary Clinton in July.

She is one of the most impressive people I've ever met. It is a shame, given her commitment to this issue that she is indeed stepping down. And so, you know, its interesting people view - news about, "Who is going to be the next secretary of state?" If it were going to be John Kerry, he has a deep and abiding interest in our issues. Susan Rice, to date, hasn't expressed that much interest in our issues.

But my conviction is that no matter who it is, that the depth of engagement with the State Department, from Bob Hormats, all the way down, is significant enough for us to continue this work. You know, they see it not as a wildlife issue, they see it as a security issue; they see it as a governance issue.

You know, these horsemen in Africa are coming in and killing elephants, to fuel the purchase of arms. These crime syndicates are stealing people's wealth and so it is very much an international governance and security issue, as much as anything else, and I think, their commitment to this issue will remain.

Kimberley Marchant: Thank you so much for this question.

Carter, we lost the conservation giant, Russ Train, recently. He was our founder, a U.S. and international conservation leader, and also a dear friend and mentor here, but we look to the future and think about the next frontier for conservation.

How do our plans honor Russ' legacy and carry his great work forward?

Carter Roberts: You know, it's – I find myself giving free advice to people a lot lately. I think I've talked to 20 young people, in the past three or four months, about their careers and I've gone back to giving them two fundamental pieces of advice.

One is, "You should pick the people you want to work with more than the institution." Because at the end of the day, the people, that you're surrounded with, make or break your happiness and your ability to get things done.

And the other thing, I also say is, "Before too long in your life and your career, you should get out of dodge and you should go live in some other part of the world that's not like the place, where you grew up." Because your decisions and your actions will affect those places far, far away, and they're very, very different.

Most of the world doesn't live like we do in the United States. Russ kind of – Russ epitomized both issues. First of all, he was all about people. He was a great mentor to me. He never forgot – he never forgot to laugh, but he also never forgot to be absolutely devoted to the next generation of leadership in our work.

When we asked him, "How do you want to be honored and remembered?" He said, "Please, create a program to train people in the developing world to be the next generation of conservation leaders."

And to date, we now have a program called Education for Nature. It's named after Russ and it has given scholarships to thousands of people, and they are the most wonderful stories - some places like Zambia and Tanzania, and Laos of leaders on those countries, who got their start because of this program.

So when I think about Russ in the first instant, I think we really need to double down, devote ourselves to training leaders in these countries, where it matters most.

And the other thing I think about Russ is, you know, he was one of the grand old men in conservation, a living national treasure. He won the Medal of Freedom and walked up and down our hallways in pinstripe suits and seersucker suits with a handkerchief jutting out of the pocket, but always pressing and prodding our staff to get stuff.

And at the end of the day, he was not a traditionalist in that he always leaned on convention. In fact, one of his hallmarks was that part of our work should be breaking convention. It should be all about inventing new things and having the courage to go out and try new things that don't make you popular, that aren't about raising money per se, but are about doing the right thing and having the conviction to do so.

And so I think, you know, we can honor Russ by building capacity of countries and by continuing to innovate and not to do just with the people expect us to do, but to go beyond that and do the unexpected.

Kimberley Marchant: So thinking about the scale of WWF, when he founded it and was our leader here and thinking about the next round of ((inaudible))

(Donor 7): (I make a – did I make it in the call?)

Kimberley Marchant: Hi, you are on the call. Thank you for joining us.

(Donor 7): I wanted – I wanted to give a message.

Kimberley Marchant: Oh, please, send us your message. What is your name? And where are you calling from?

(Donor 7): I'm Donor 7 from Las Vegas, Nevada, and I want to make a comment about nontraditional areas that I think are important. During the weekend, I've read the World Street Journal. They mentioned that Africa is now twice the size of the United States. Its economy is booming, agriculture is booming, and the areas of growth are profound.

So I'm bringing up the question of - we'll be looking ahead on the future of protecting the animals, not just poachers, but from civilization. The price of land is going half, fishing is going up, industry is going up, and in addition to that, medical care is going up.

Once they get improvement with malaria, TB, HIV, hepatitis, the population will go up dramatically. So we have to be planning now for the future in Africa, for the animals, or they won't have any place to go.

Clark Roberts: I appreciate your comment. And, you know, what you described, which is the trajectories of population growth and consumption on the planet, or what I call the irrefutable map of the planet, which is - we have 7 billion people now, all the models say they're going to grow to 9 billion, probably by the end of the century.

They are – if these economies grow, more and more people are going to live like we do here in the United States, which places everywhere with greater pressures on wildlife and these places that we cherish. And it is an enormous imperative for us to do two things.

One is to make sure that wild places persist and that we create parks and community conservancies, like the ones I saw in Africa, where animals and people can coexist in a way that is it conserves animals.

But the other thing that we need to do, is also make sure that when we look at food production and we look at energy production and we think about water, that we find new more efficient ways to meet our needs, while using less land, energy and water along the way.

And so there is an imperative to make sure that we keep those places that we cherish and we also find a way relentlessly, to find a way to meet our needs of whether it's feeding people or putting the roof over their heads, using less land, energy and water along the way.

And I'm happy to report that we're making progress in both areas. We just - in Africa, just last month, created the largest marine-protected area in Africa with the government of Mozambique, that's called Primeiras and Segundas, and it captures the richest islands and coral reefs off the coast of that country.

And I'm also pleased to report that we are working with companies like Mars, and like Coke, and like Walmart, and thinking about their footprint in Africa and how do they source products in a way that has a lighter footprint on the land.

But, you know, I think on this last trip I took, I had a chance to travel in – I was in South Africa, Namibia, Angola, Botswana and Zambia, and I saw people on the ground, who were making an enormous difference, but I also was able to see this breathtaking new initiative called CAZA, where those five countries - actually, Zimbabwe was the fifth - to come together to commit to reestablish migratory patterns for hundreds of thousands of elephants, to pull down some of the fences that divide these countries, and to establish wildlife as a land use that is just as important as agriculture, particularly, because local communities make money off the wildlife through ecotourism and other means. So, you know, I think, they're reflecting on this past year and also reflecting on the future, helping initiatives, like CAZA succeed, is really important.

The other place in the world that I think is - that I had a chance to spend 10 days and it's Burma or Myanmar, and I was there two weeks before the president visited. I had a chance to float down the Irrawaddy, to meet with scientists in Mandalay, to meet with the minister of environment in the modern city, hacked out of the jungle in Abdida, and then to sit around Aung San Suu Kyi's dining room table and talked about transparency and the rule of law.

And finally to drive up a road – a little dirt road that disappears into the jungles between Myanmar and Thailand, where there are some of richest, most intact forests in Southeast Asia, and hundreds of tigers that still live there. There is, in Myanmar which has untouched rivers, untouched coastlines and untouched forests, an opportunity to help them get their development path right, to ask the right questions, to establish rule of law.

And in the case of that last forest I mentioned, to work with Thailand and work with us, to craft a development plan - you know, it's interesting, Bangkok wants to build a six-lane highway connecting Bangkok with the Sea of Andaman, right through those forests, because its their version of the Panama Canal. It shortens the transport or ships have to take, they don't have to go all the way down to Singapore and around, and it opens up a whole new market.

There is a huge opportunity for us to help Myanmar, both design infrastructure and map their nature, and help their - write their regulations, so they can keep those areas intact that are fundamental to their future prosperity, but also intrinsically bound up in the cultures and the lives of the ethnic minorities in that country - amazing place, amazing opening, and a chance for us to get some things right.

Kimberley Marchant: Thank you, Carter.

So we are going to take our final opportunity for some questions. I'm going to first go to one that came in via e-mail, asking about what WWF is doing about shark finning and those problems.

And so I was wondering if you could also talk a little bit about WWFUS and the role that we also have within our WWF network and engaging about shark finning.

Clark Roberts: OK. Crawford, I'm going to toss this you, because you are – you spent so much time on shark finning and also thinking about the campaigns. I wonder if you could just comment on this issue, where we are beginning to see some serious progress and not just in the U.S., but China as well. And where we plant our voice.

Crawford Allan: Yes, thank you, Carter.

There are several approaches to deal with the shark trade, shark's fin trade and, of course, one of those as Carter suggests, is working in Asia to reduce the demands, where awareness work, and there has been some very good progress there with outreach approaches.

So we're seeing some tide turning here, absolutely, with the hotel chain. We're seeing – we're seeing famous chefs and restaurants all saying, "We will no longer be serving shark fin, which is traditionally used for very important banquets, particularly, weddings and so on, where shark fin just has to be served in shark fin soup."

It really is – it's changing now and we're also finding that some people are developing alternative to shark's fin that are - don't contain any part of the shark or even an animal, in fact, they are quite apparently effective, very authentic alternative to shark's fin, and it is just like the real thing. Some chefs are pioneering that and that word is getting around too.

So that is really growing, but it's not just also the market side of the things. There's also a number of initiatives to protect sharks from this trade and, in fact, you know, legislated, regulatory processes can always be very helpful.

A number of states in the U.S., for example, are banning shark's fin trade and imports, but it's happening too in many other countries, where people started to ban sharks in trade.

In the CITES process that I've mentioned before, the international treaty that deals with trade in wildlife, there is a series of proposals, things put forward with a lot of backing and support by governments in Europe and the U.S., particularly. Some less traditional partners like some of the Central American countries are proposing to protect a number of shark species, including three - hammerhead shark species, oceanic whitetip and the porbeagle shark - really are suffering terribly from a very poor fisheries management process that is leading to some dramatic and drastic declines in their populations. You know, in the set of 90% range decline for some of these species, which is just phenomenal and very concerning.

So the plan is to get these species under international trade regulation, understand the dynamics, set in place quotas for trades potentially when the trade is looking very damaging and try to close down the most - the worst parts of the trade. It's such a massive global problem with very - with vast volumes of fins being traded on an annual basis. Those are the two main pushes right now.

Kimberley Marchant: All right. Thank you, Crawford.

Carter, we're running out of time. I've loved for you - to turn it to you, just to wrap it up and say goodbye.

Carter Roberts: So I wanted to thank everybody for joining us. There are a lot of good questions today. You know, it is - I was - I was taking my son to school today and we were talking about gratitude. And I said to him, "There are several qualities that I admire in people; intelligence, kindness, resourcefulness and gratitude," and then I said, "I was reflecting on Thanksgiving, because it's a moment, where we can take stock of what we have and also - and reflect on our relationship to others."

And I wanted to just take a moment to just say, how grateful I am for all of your help with our work. We couldn't do anything without your support. Your financial support means the world to us, but also you're lending your voice to our cause in the many ways that you do that makes a huge difference as well. And I - we are a civil society organization, our voice is really important, and I just wanted to express my gratitude for all that you do to help us on the issues that we've talked about today.

So just happy holidays, everybody, and thank you very much.

Kimberley Marchant: Well, thank you so much Carter and Crawford, for joining us on the call and share your insight and your ((inaudible)). We also want to thank everyone for joining us today.

I'm also grateful for the many many questions we've got via e-mail and Twitter, and we apologized for not being able to answer them all directly, but we will follow up with you. And if you have further questions, please email calls@wwfus.org. You may also call Clara Fisher at 202-495-4729.

And if you'd like to share this call with a friend or hear it again yourself, it will be available at the podcast in about a week at www.worldwildlife.org/calls. If you'd like more information on WWF work around the world, you can visit our website at www.worldwildlife.org.

We hope you'll join us for our next call in March and thank you again for joining us today and thanks for your continued support of World Wildlife Fund.