

WHAT WWF IS DOING

To adequately address the climate crisis, we must urgently reduce carbon pollution and prepare for the consequences of global warming, which the world is already experiencing. Combining global outreach with local expertise, WWF:

- helps people and nature adapt to a changing climate
- advances policies to fight climate change
- combats deforestation
- engages with businesses to reduce carbon emissions
- challenges U.S. cities to prepare for more extreme weather

CHALLENGING CITIES TO PREPARE

As climate change worsens, dangerous weather events are becoming more frequent or severe in the United States and around the globe. WWF is challenging cities to transition toward 100 percent renewable energy and address local climate threats by implementing practical measures that improve air quality, protect water supplies and reduce urban flooding. With your help, your community can take action too. [Urge your mayor to take action on climate change by joining the Earth Hour City Challenge!](#)

ADAPTING TO CLIMATE CHANGE

To avoid the worst effects of climate change, we need to dramatically reduce global carbon emissions. But we must also prepare for the significant and unavoidable consequences of carbon emissions such as increasing temperatures, shifting precipitation patterns, ocean acidification, sea level rise and the increasing intensity and frequency of extreme weather events. WWF works with local communities, governments and others around the world to help nature and people prepare for the many impacts of a changing climate. To do this we:

- Increase resilience of communities in Nepal by promoting new farming techniques, community weather monitoring and creating seed banks
- Restore beach vegetation to shade marine turtle nests in the Caribbean
- Secure access to fresh water for elephants in Thailand during periods of drought
- Identify areas where polar bears can live on solid Arctic sea ice for decades to come

PROTECTING FORESTS

Forests are home to many of the world's most endangered wildlife. They also protect the planet by absorbing carbon dioxide (CO₂), a major source of pollution that causes climate change. WWF fights climate change by saving forests. To do this we:

- Ensure that global climate change agreements reduce forest destruction and degradation and protect wildlife
- Work directly with countries, especially developing ones, to protect forests and benefit the livelihoods of local communities
- Use satellite images and aerial mapping technologies to track illegal logging
- Study the vulnerability of forests to climate change and explore ways to help them adapt

INFLUENCING POLICY

Government must play a central role to tackle the climate crisis. WWF is an advocate at all levels of government. In the United States, WWF works to advance policies that reduce carbon pollution, support clean energy technologies, prepare for the effects of climate change, and curb deforestation. At international negotiations, WWF encourages the United States to play a constructive role in developing global climate agreements that:

- Substantially reduce carbon pollution to avoid the worst consequences of climate change
- Provide financial support to developing countries so people and nature can successfully adapt
- Combat forest destruction and protect wildlife that live there
- Help transition developing countries to clean energy sources like wind and solar

ENGAGING BUSINESS

Businesses have a responsibility to reduce their contribution to climate change. WWF works in partnership with companies as part of WWF's Climate Savers Program to set and meet goals to reduce carbon emissions, advance projects to protect their resources from climate impacts, and ensure the sustainability of their core business.