



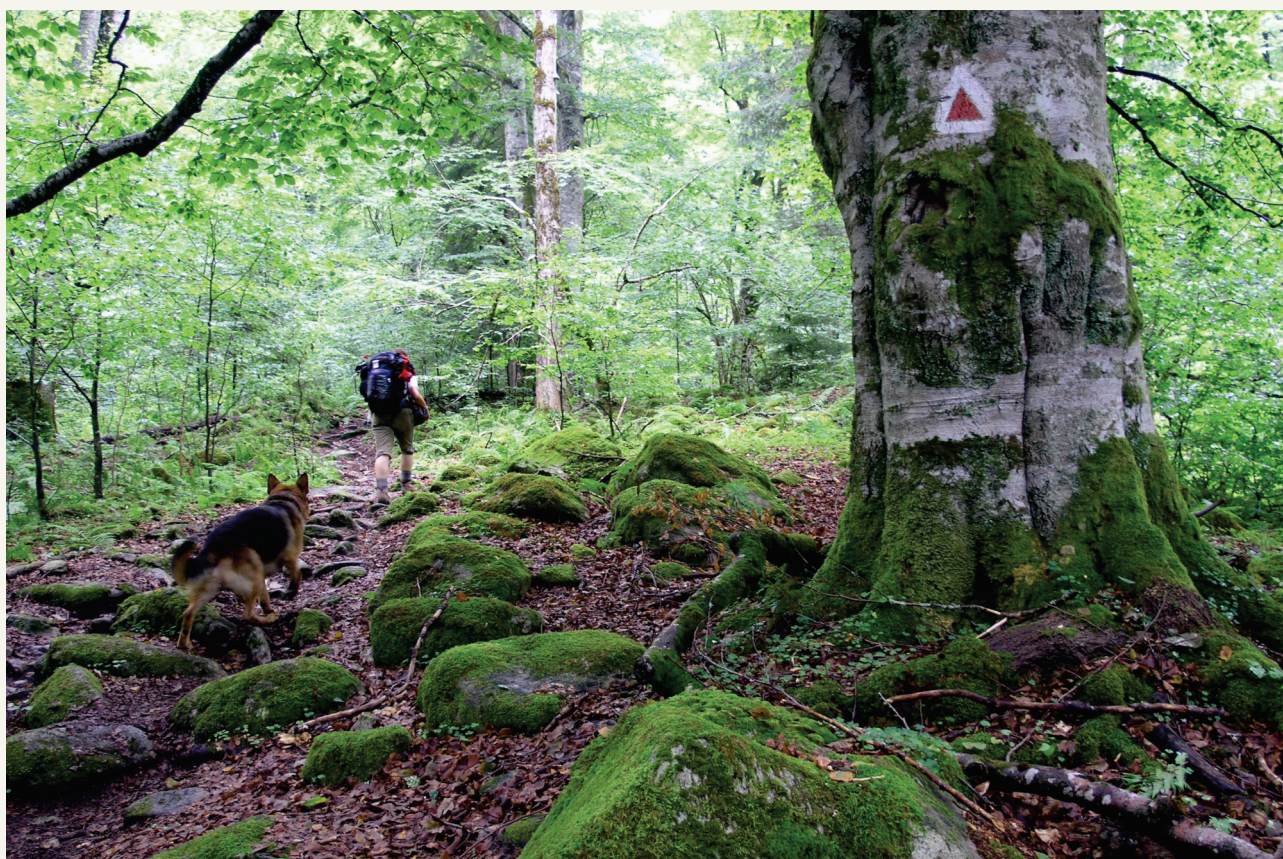
WWF

FACTSHEET

2013

Conservation

# A Green Economy for the Green Heart of Europe



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**In Central and Eastern Europe, WWF is focused on securing and strengthening the “green infrastructure” that delivers ecosystem goods and services on which we depend while putting in place key elements for a sustainable, “green” economy. For this, we employ a range of policy and market mechanisms focused on our priorities: intact rivers and wetlands, forests, wilderness and related flagship species, including brown bear, lynx and Danube sturgeon.**

## Energy and land use vision and guidelines

WWF has partnered with IIASA to develop a vision for sustainable energy and land use in the CEE region to apply WWF's global 2050 vision for decarbonisation. WWF is working

with partners to develop guidelines and best practices to renewable energy, starting with hydropower and biomass.

€3 billion

**OF INVESTMENTS  
OF ALLIANZ INSURANCE  
COMPANY IN AUSTRIA  
ARE SCREENED FOR  
SUSTAINABILITY BY WWF**

## EU regional development policy and funds

WWF is engaged at EU, regional and national levels to help ensure that policies and funds support rather than harm

development of a green economy and “green infrastructure” for the region.



## Tisza River: Energy for local development and environmental improvement

*WWF-Hungary has been working with local communities, farmers and AES, an energy company, to develop market-based solutions related to harvesting of the invasive *Amorpha fruticosa* that yield renewable energy, income and environmental improvements in the floodplain of the Tisza river.*

## Maramures, Romania: New economy to preserve an old landscape

*WWF is working with local resource managers, communities and officials to explore opportunities for re-inventing the local economy in a way that can preserve the rich cultural landscape and the natural capital on which local people depend, including initiatives related to forest certification, payments for ecosystem services, new agricultural methods and payments as well as tourism.*

## EU Danube Strategy

WWF has focused on ensuring integration of environment and nature conservation in sectoral development plans, including for transportation and energy, while promoting support for biodiversity and “green infrastructure” of the greater Danube basin.

## Private sector investment

Through a cooperation with the Allianz Insurance company in Austria, WWF-Austria has developed and is now applying a screening tool to the €3 billion of investments in the company's portfolio – helping it to identify and address sustainability and financial risks.

WWF is involved in testing and developing a range of innovative financing mechanisms, including **Payments for Ecosystem Services**, that may support stewardship of ecosystems over the longer term, related to tourism, fish ponds, energy from biomass and agriculture.

## Inland navigation and hydropower

WWF played a leading role in development of the Joint Statement on Inland Navigation, which brought together leading interests from transport and environment to identify guidelines and good practice for development of inland navigation on the Danube. WWF is taking a similar approach with the development of small hydropower which, if implemented poorly, could lead to losses in riverine ecosystems, benefits and services that far outweigh gains in “clean” energy.

## Water Stewardship

More generally, WWF has been working with the ICPDR and the private sector to promote Water Stewardship across the Danube basin – promoting awareness on companies' dependence on water resources, and supporting their action to address this.

## Responsible forest management

Some 4 million ha of forest in Bulgaria, Romania and Ukraine are expected to be certified according to the Forest Stewardship Council (FSC) standards for sustainable forest management in 2013.



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### Why we are here.

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

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