



WWF's work in
Central and Eastern Europe

The Green Heart of Europe

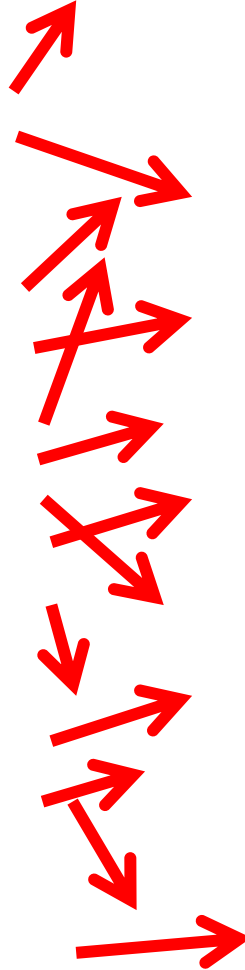
WWF Danube-Carpathian
Programme



Why brand ourselves?

How we communicate...

- Internet pages
- Social media
- Media articles
- Brochures
- Publications
- Events
- Workshops
- Personal meetings
- Emails
- Year end greetings
- Annual reports
- Personal meetings
- How we present ourselves
- How we dress
- How we answer the phone
- And much more...



Our target audience...

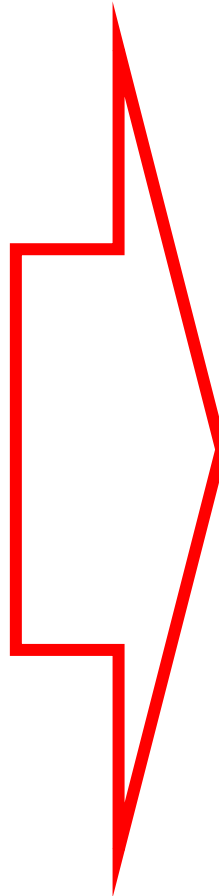
- EC officials
- ICPDR, Carpathian Convention
- UNEP, UNDP
- Corporate partners
- Major donors
- Media – International, EU, regional
- NGO partners, e.g. IUCN, BirdLife
- WWF Network
- Our colleagues



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Our DNA

The WWF brand DNA is made up of four elements:

1. What we want to be known for.
2. What makes us unique.
3. Our values.
4. Our guiding principles.



Our DNA

The WWF brand DNA is made up of four elements:

1. **What we want to be known for.** The organisation that works to stop the degradation of the our planet's natural environment, and build a future in which humans live in harmony with nature.
2. **What makes us unique.** We **lead** the way, **connect** people, see the **bigger picture** and seek **solutions**.
3. **Our values.** We're **knowledgable**, **optimistic**, **determined** and **engaging**. („KODE“)
4. **Our guiding principles.** We seek dialogue and build partnerships, remain independent and use the best available science.



What we want to be known for in CEE:

The organisation that works to stop the degradation of the our planet's natural environment, and build a future in which humans live in harmony with nature.

The organisation that works to:

- 1. Conserve the Green Heart of Europe.**
2. Create a Green Economy.
3. Build a civil society.



What do we want people to think, feel and know?

WHO?

Our target audience:

- EC officials
- ICPDR, Carpathian Convention
- UNEP, UNDP
- Corporate partners
- Media
- NGO partners, e.g. IUCN, BirdLife
- WWF Network
- Our colleagues

When they think of our region, they should think the Green Heart of Europe, with Europe's greatest remaining wetland and forest treasures, wilderness areas as well as populations of bears, wolves, lynx and Danube Sturgeon.

When they think of WWF in our region, they should think...

The organisation that works to **conserve the Green Heart of Europe**, create a green economy and build a civil society.



Green Heart of Europe

Key messages – our region

Forests: Europe's largest remaining area of virgin and natural forests in Europe outside of northern Scandinavia and Russia.

Wetlands and rivers: Europe's greatest remaining areas of wetlands and intact rivers, including the globally important Danube Delta.

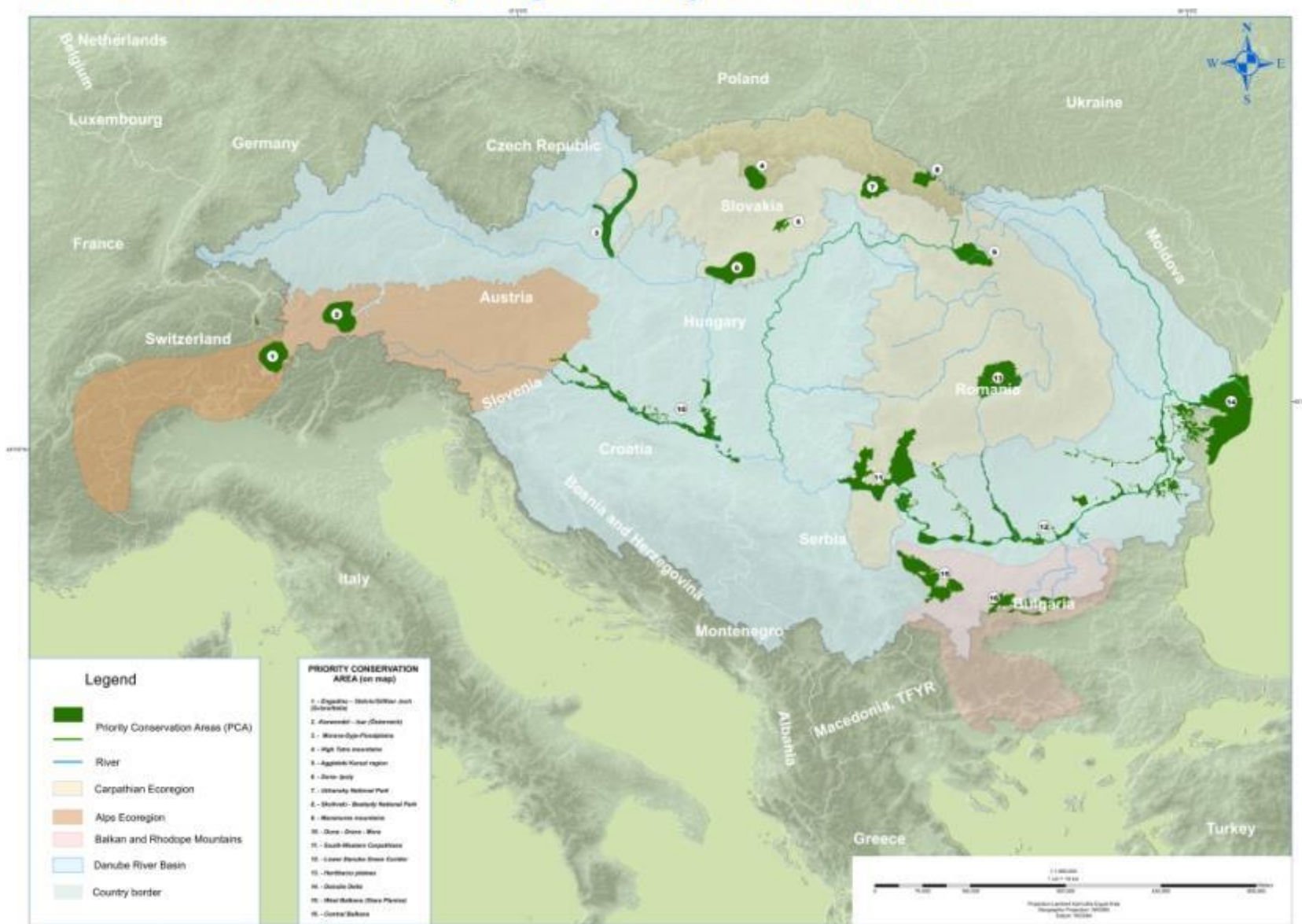
Wilderness areas: Europe's greatest remaining wilderness areas outside of Russia.

Large carnivores: Two-thirds of the European populations of large carnivores, including bears, lynx and wolves.

Danube sturgeon: The last remaining population of Danube sturgeon.



WWF Central and Eastern Europe Region - Priority Conservation Areas





Green Heart of Europe

Short description and strapline

The “Green Heart of Europe” are the key forests, wetlands and wilderness areas in Central and Eastern Europe, home to large carnivores like the bear and the lynx and freshwater species like the sturgeon. We want to save them for the next generations.

WWF CEE effectively protects and triggers significant global conservation wins in the “Green Heart of Europe”.

Currently the “Green Heart of Europe” includes projects in:

- Alpine Kaunertal
- Morava-Dyje-Floodplains (March-Thaya-Auen)
- Mura-Drava-Danube - “Amazon of Europe”
- Aggtelek
- Maramures
- Southwestern Carpathians
- Stara Planina mountain range
- Lower Danube Green Corridor
- Danube Delta



Green Heart of Europe

Who do we need to communicate to and why?

International bodies and organizations

Including... :

- ICPDR,
- Carpathian Convention
- Danube Parks Network
Carpathian Network of
Protected Areas (CNPA)
- UNEP, UNDP
- World Bank, EBRD
- IUCN

Messages:

WWF-CEE is working with international bodies to find solutions to conservation issues that are important for the whole region in wetlands and forests and to establish a good base for developing of a green economy.

WWF-CEE is a key stakeholder in natural resource management and green economy, a principled advocate and an influential player.



Green Heart of Europe

Who do we need to communicate to and why?

EU bodies:

EC: DG-Envi – nature conservation unit, EC: DG-Envi – water unit, EC: DG-Envi – Core grant unit, EC: DG-Regio,

WWF CEE is supporting the drafting of EU legislation to lead to solutions to conservation issues that are important for the CEE region.

EU Parliament

WWF CEE is constantly monitoring the execution of EU legislation in the CEE region and acting accordingly to protect wetlands and forests and to establish a good base for developing of a green economy

Principled advocate but pragmatic and constructive looking for solutions for EU legislation



Green Heart of Europe

Who do we need to communicate to and why?

**Governments ministries,
agencies, Protected Area
administrations**

WWF CEE is working with government bodies to find solutions to conservation issues that are important for the whole region in wetlands and forests and to establish a good base for developing of a green economy

A principled advocate looking for constructive solutions – PAs, Natura 2000, water, forests

WWF CEE has expertise and support for PA management, policy and legislation, capacity building



Green Heart of Europe

Who do we need to communicate to and why?

International NGOs, networks:

WWF CEE is working with other NGOs to find solutions to conservation issues that are important for the whole region and WWF CEE values other NGO's work

Danube Environmental Forum (DEF), EU level networks, National NGO Coalitions

WWF CEE is principled and constructive and its general approach is understood – not greenwashing



Green Heart of Europe

Who do we need to communicate to and why?

**National, sub-national NGOs in
CZ, SK, UA, RO, BG, SRB, SLO**

WWF CEE is working with other
NGOs to find solutions to
conservation issues that are
important for the whole region



Green Heart of Europe

Who do we need to communicate to and why?

Business and Trade Associations:

Chambers of Commerce, Global Compact, Vienna Economic Forum, Romanian Green Building Council etc.

WWF CEE works with businesses that are eager to make their operations sustainable with measureable targets and to support nature conservation activities

Private Corporations:

The Coca-Cola Company, Lafarge, IKEA, others



Green Heart of Europe

Who do we need to communicate to and why?

Scientific Institutions and Networks:

Science for the Carpathians (S4C),
IAD, Danube Delta Research
Institute, IIASA, IIASA, Universitaet
Klagenfurt.

WWF CEE uses the best scientific
and research data to propose
solutions to the conservation issues
in wetlands and forests and to
establish a good base for
developing of a green economy

WWF values their input, we are a
science-based organization and
help translate their science into
practical action, policy and comms



Green Heart of Europe

Who do we need to communicate to and why?

WWF Network:

WWF-Int, WWF Funders, partners:
WWF-DE, WWF-BE, WWF-EPO,
WWF- NL, WWF – UK, WWF – CH,
WWF - FR, WWF-NOR

WWF-CEE is dynamic and a dependable partner -- well-run, providing good value-for-money and return services, including communications/marketing benefits.

WWF-CEE can support your fundraising plans and attract potential donors to save exciting natural spots not far from their doorstep

WWF Communications/media officers:

WWF-Int, -DE, -EPO, -BE, -CH, -NL,
- UK, - CH, - MEDPO

WWF-CEE can provide you with high-quality and interesting stories and communications products which may support you reaching higher communications targets.



Green Heart of Europe

Who do we need to communicate to and why?

WWF-CEE

Colleagues/staff

We work to save the most valuable
of Europe's wetlands and forests and
to establish a good base for
developing of a green economy



Thank you!

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