

WWF

WORLD WIDE FUN FOR NATURE

IN 1961, WWF, A
ORGANIZATION, WAS SET
UP. AT THE TIME, THE ONLY
IN THE WESTERN WORLD
WAS CHI CHI, WHICH WAS
WHY WWF RECOGNIZED
THE PANDA AS ITS LOGO.



IN 1986

THE ORGANIZATION
CHANGED ITS NAME TO
WORLD WIDE FUND FOR
NATURE.

IN THE 1990S
WWF 'S MISSION WAS
STATED AS FOLLOW:



NOW

WWF IS THE BIGGEST
CONSERVATION
ESTABLISHMENT IN THE
WORLD.