



Goal: Confronting Global Warming

Making a Difference for Wildlife

The National Wildlife Federation will change the forecast for wildlife by advancing solutions to global warming.

Changing the Forecast for Wildlife

Global warming. It heats up the atmosphere, which forces sea levels to rise, water temperatures to creep up, precipitation patterns to change and droughts and storms to become more extreme. It is the single biggest ecosystem emergency we face today.

Scientists predict that unless we act, one-third of wildlife species in some regions could be headed for extinction within the next 50 years. Yet, so far, the Administration and the Congress have done very little to recognize, much less begin to meaningfully address, the challenges of global warming. NWF has been working closely with Senators John McCain (R-AZ) and Joseph Lieberman (D-CT) in their development of the Climate Stewardship Act—a landmark bill that would for the first time require utilities to begin reducing harmful global warming emissions. While this legislation is only one important first step, it also is intended to send a strong market signal to industries that the U.S. is finally getting serious about confronting global warming, and that it makes good business sense to get ahead of the curve by initiating corporate actions and making positive business decisions aimed at reducing global warming emissions.

Almost 80% of Americans believe the United States should take action to reduce greenhouse gas emissions that contribute to global warming. NWF is giving those Americans a voice in Washington.

Jeremy Symons has never been more energized to mobilize action on global warming—enthusiasm which he demonstrates daily in his role as manager of NWF's Global Warming Campaign.

Recognized as one of the nation's "Top Nonprofit Lobbyists" in 2004 by *The Hill* newspaper, Jeremy says he's most proud of the leading role NWF has played in building support for the McCain Lieberman Climate Stewardship Act, reintroduced in the House this year.

But what really keeps Jeremy motivated is his five-year-old son. "It's amazing to talk with a child about protecting the environment. There is just too much at stake to allow global warming to continue."

Jeremy has worked as Climate Policy Advisor for the EPA. In 2001, he served on Vice President Cheney's Energy Task Force working group.

Jeremy says special interests in Washington are the greatest barrier to action on climate change. "Only a powerful public voice can overcome the influence of special interests. At NWF, we're creating that voice through the great grassroots work of our affiliates across the country."



Jeremy Symons
Director, NWF Global Warming Campaign



Global Warming and the Great Lakes

With 20% of the Earth's fresh surface water, the Great Lakes are of world-wide importance. Global warming has boosted the average temperature in the upper Great Lakes region by close to four degrees Fahrenheit. Its delicate shoreline and ecosystems are already stressed by habitat erosion and pollution. The Great Lakes stand to lose big if global climate change continues at its current pace.

What can you do about this alarming earth-wide threat? Help build momentum for action and put pressure on our political leaders to take meaningful steps. Working with our members, state affiliates and partners, NWF is mobilizing the grassroots to push for state and national policies that reduce emissions of heat-trapping pollution.

We provide good science and public outreach tools to support local conservation efforts. We have conducted research on the impacts of global warming on certain species and issued a number of major reports. We continue to educate Members of Congress on the slow but relentless ripple effect that global warming has on our resource-rich ecosystems.

Last year we commissioned a national poll of hunters and anglers. The poll gauged opinions of sportsmen (66 percent of whom identified themselves as conservatives) on a number of conservation issues, including global warming. Nearly two-thirds said that global warming is already, or will in the future impact hunting and fishing conditions.

“When a majority of the people who know the land best express this level of concern about global warming, you are hearing first hand the harbingers of a tidal shift in public opinion on this issue,” says Larry Schweiger, NWF’s President and CEO.

The Everglades are home to a vast array of wildlife and multi-billion dollar fishing and tourism industries. Now rising sea levels caused by global warming threaten to change or eliminate wetlands and coastal areas, flooding them with salt water.

When Gary Hirshberg started Stonyfield Farm in 1983, he had no business experience—just a deep belief that he could build a profitable company designed to solve environmental problems rather than create them. Today, the organic yogurt company distributes its products in all 50 states, with \$172 million annual sales, and gives ten percent of its profits to environmental nonprofits.

NWF received a grant from the company this year for the innovative “Bid with Your Lid” campaign, in which customers voted for nonprofit recipients by sending in yogurt lids. NWF received 60 percent of the vote.

“We believe organizations like NWF are powerful catalysts for change,” says Gary, a self-proclaimed CE-YO. “It’s a great partnership.”

“We’ve been so successful because of our ecological commitments, not despite them,” adds Gary. “When I started in organic farming, my colleagues wore tie-dyes and Birkenstocks, now they’re in business suits. Today, 90 percent of all major food companies are investing in organics—the cost of not being sustainable is just too great.”



Gary Hirshberg
Stonyfield Farm