



**WWF Mediterranean
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Press Release

21 January 2002

WWF launches Mediterranean website

Rome, Italy

The Mediterranean Programme Office launched its website this week as a supporting tool for its conservation initiatives in the Mediterranean region.

The 2.5 million square kilometre Mediterranean sea houses the highest percentage of endemic species, just after the tropical seas. The region hosts 13,000 endemic plants, making it the second richest area in endemic flowering plants in the world, after the tropical Andes. Conserving the region's natural heritage forms the focus of the Mediterranean Programme Office's work.

"WWF hopes to raise awareness about the incredible diversity in the region and the threats to it. We are also aiming to use the website as a reliable tool for journalists, and as a networking tool in the region to share information about ongoing projects, news from the ground and lessons learnt," said Paolo Lombardi, the Director of the Mediterranean Programme Office.

The website aims at providing the media timely and comprehensive information about the most relevant Mediterranean environmental issues. Other than information on the Mediterranean region and WWF's activities, the website also contains an extensive archive of conservation news from the region. The site will be updated on a regular basis with press releases, features, and relevant news from the region and on pan-Mediterranean conservation issues and efforts.

In the coming months, the WWF Mediterranean Programme site will provide in-depth information on cross-cutting issues and solutions, ongoing projects and updates from the field, links to partner organisations in the region, as well as more interactive features and an image library.

The Mediterranean Programme Office's goal is to conserve the natural wealth of the Mediterranean and to promote sustainable environment-friendly practices for the benefit of all. To achieve its goal, the organisation works in close collaboration with the WWF National Organisations in France, Greece, Italy, Spain and Turkey, and runs several projects in Croatia, Lebanon, Morocco, Portugal, Algeria, Libya and Tunisia. In the absence of a WWF national organisation, the projects are carried out in partnership with national and local NGOs. Currently, the office is coordinating and managing 43 projects in sites throughout the region.

For further information:

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