WWF INTERNATIONAL

EDITORIAL STYLE GUIDE

An editorial style guide for writers, editors,
proofreaders and producers of WWF International communications.

The *WWF International Editorial Style Guide* follows the 'Oxford English' system of grammar and spelling – drawing upon the *Concise Oxford Dictionary,* the *Oxford Dictionary for Writers and Editors* and *Fowler's Modern English Usage (Oxford)* as the primary sources/references. The 'Oxford English' system is essentially 'British English spelling' with just a few subtle changes – such as using *"-ize"* instead of *"-ise"* for some word endings. For example, WWF spells *"organization"* with a *"z",* not an *"s"*. For spelling reference, please refer to the [*Oxford English Dictionary on Lexico*](#).[1] In the event that two versions of the spelling of a word appear in the *Oxford English Dictionary*, such as "organization" and "organisation", the version that *first* appears in the dictionary should always be used. See detailed section on spelling on page 24.

1. For quick online reference, go to: www.lexico.com

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WWF VERBAL IDENTITY

The way you write and speak is vitally important for WWF. Do it right and your words will help you to be understood – and to change hearts and minds.

The following principles will help you to use your words better than ever before. Remember, the way you apply the principles depends on your audience and what you're trying to say. So, for example, you will use them differently with a technical report for government officials and an email to supporters to thank them for their support.

Be clear

Your words need to be understood. Think about your audience and how to make things clear for them.

There are many ways to write and speak clearly: say only what you need to say, explain jargon, make your sentences as simple as possible, highlight key information, and be accurate and consistent in your use of language. The editorial style guide is a great resource, with guidelines on everything from spelling, grammar and punctuation to expressing numbers, dates and measurements.

Be bold

Your words need to change hearts and minds. Get people's attention and make a compelling case for action.

WWF values our strong reputation for getting our facts right. But facts don't change the way people think and act; only compelling stories based on sound evidence can do this. So, think like a storyteller more often: grab people's attention, bring an issue to life, and take them on a compelling journey.

Be human

Your words need to be trusted. Speak like real person, not a robot.

Too often, people use words in a way that doesn't sound natural – making them sound insincere or even unfriendly. It's particularly important to speak like a real person with the public, who are becoming increasing distrustful of the media, governments and organizations. When preparing your words, it may help to imagine you are having a real conversation with someone.

WWF NAMES AND TITLES

WWF's name

Simply write the three-letter acronym: WWF. If at all possible, avoid spelling this out as "World Wide Fund for Nature", "World Wildlife Fund", or any other national version. If you are pressed to write more than "WWF", you can qualify this by adding "the global conservation organization", to read: "WWF, the global conservation organization".

Note: The full name: "World Wide Fund for Nature (formerly World Wildlife Fund)" should be used for legal – copyright or trademark – purposes.

WWF office names

WWF International is written without a hyphen, but all other WWF offices (National Organizations (NOs) and Programme Offices (POs) alike) should be hyphenated.

- WWF-US   WWF-China   WWF-East Africa   WWF-India

Executive titles

President: In all official situations, refer to the current president of WWF International as President, WWF International.

Note: *Anyone wishing to approach President of WWF International should first contact the International Board & Council Relations Manager, in the Director General's Office (DGO) at WWF International.*

Capitals for WWF positions: As a general rule use upper case:

- WWF International Director General Marco Lambertini
- Anil Manandhar, WWF-Nepal's Country Representative

Upper or lower case
Use capital letters for ranks and titles when written in conjunction with a name, but lower case when used on their own.

- WWF International Director General Marco Lambertini   the director general
- US President Joe Biden   the president
- Environment Minister Jo Smith   the minister
- Ambassador Jo Smith   the ambassador

For example, "WWF International Director General Marco Lambertini met with several

environment ministers today. The director general then went on to meet with staff ..."

CAPITALIZATION

As a general rule, capitalization is used to start sentences and for proper nouns, months and days of the week. When in doubt, avoid extraneous capitalization; it breaks the flow of text.

Titles – Reports

For report titles, capitalize all words except for the articles (the, a, an), coordinate conjunctions (and, or, for, nor), and prepositions. Also use lower-case for the word to in infinitives.

- *Food Stores: Using Protected Areas to Secure Crop Genetic Diversity*
- *The History of the Decline and Fall of the Red-Eyed Tree Frog*

The titles of books, pamphlets, reports and other publications should be set in italics when they are mentioned within text.

- *The Living Planet Report*, launched in Beijing today…

Titles – Headings (in articles, reports, etc.)

Publications, media products or online: Headlines, headings and subheadings within publications, media products or online should be treated in the same way as sentences; capitalize *only the first word* (and proper nouns); do not use end punctuation in headings or headlines unless a question mark is required.

- Scientists find dozens of new species in Borneo rainforests.
- Can great apes survive in managed forests?

Organizations and institutions

The names of organizations and institutions are always capitalized, but in general reference or incomplete designations they are usually lower case.

- WWF Network   the network
- The CITES Convention   the convention
- World Trade Organization   the organization
- French Parliament   the parliament
- European Commission   the commission (or the EC)

Note: "Government" is always lower case – the government of India; the Indian government. Also lower case are: "member states" and "members of parliament".
However, the titles of specific government departments should be capitalized, e.g. the Forests

Department.

Place names

- **North and South:** Capitalize North and South when referring to the developed and developing world.
- **East and West:** Capitalize East and West when referring to the societies and cultures of the western Eurasian continent and the eastern Eurasian continent, respectively.
- **Regions:** Capitalize region names, e.g. Central America, South America, North America, Middle East, Far East, Southeast Asia, Northeast Atlantic, the Russian Far East, etc. Note: Asia-Pacific (with hyphen).
- **Countries:** Capitalize country names, e.g. Bhutan, China, India, Peru, etc. (See note below on political divisions).
- **Arctic:** Capitalize the Arctic when specifying the geographical area, but lower case when using the word as adjective, such as arctic tern or arctic fox.
- **Earth:** Capitalize Earth, as in the planet, but use lower case for earth, as in the soil.

Political divisions

There is no need to capitalize common words used in conjunction with specific place names.

- Sichuan province   the province of Sichuan
- Washington state   the state of Washington

Note: Use UN guidelines for politically sensitive country names and geographical regions; and for areas where control is a matter of dispute between states, avoid using maps that represent the territorial claims of either party.

Compass points

Use lower case for compass points:

- east   eastern
- west   western
- north   northern   northeast   northwest
- south   southern   southeast   southwest
- central

Note: Except when part of a proper name or region.

- Northern Ireland   South Africa   East Timor North Korea

Note: West Africa, but western Africa.

Topographical names

A generic term – such as lake, mountain, river, ocean or island – is capitalized when it is part of an official name of a place or feature.

- Bering Strait   Wadden Sea   Black Forest
- Nile Delta   Great Barrier Reef   Indian Ocean
- Iberian Peninsula   Himalayan Mountains (or Himalayas)

Do not capitalize common words used in conjunction with specific place names.

- Congo forests
- Amazon rainforest

Note: Yangtze River, but the Yangtze river basin
Sumatra Island, but the island of Sumatra

When a generic term is used in the plural following more than one name, use lower case.

- The Ural and Black mountains
- The Yangtze and Amazon rivers

Species / Wildlife names

Case: Use lower case for the names of flora and fauna, capitalizing only proper nouns.

- polar bear   *but*   African elephant
- giant panda   *but*   Bengal tiger

Order: Use your judgement about whether to identify species on first reference with both the common name and the scientific name. This is usually appropriate in technical reports or studies, but unnecessary in more casual contexts, such as online. When using both names, the species' common name should be mentioned first, followed by the Latin (scientific) name. The Latin (scientific) name should be written in italics and in parenthesis.

- The leatherback turtle (Dermochelys coriacea)
- The Brazilian woody vine (Paullinia cupana)

Note: Sometimes the common names of species appear to have been derived from a person's name (and therefore should be capitalized), e.g. the olive ridley turtle, when in fact they are not. If in doubt, check with an appropriate staff member from the Species Programme.

Subspecies names, when used, follow the specific name and are also set in italic type.

- *Trogon collaris puella*
- *Noctilio labialis labialis*

In systematic work, the name of the person who proposed a specific name is added in

Roman type. Other designations following generic, specific or subspecific names are also set in Roman type:

- *Molossus coibensis* J.A. Allen
- *Diaemus youngii cypselinus* Thomas
- *Viola* sp.
- *Rosa rugosa* var.

Larger divisions: Divisions larger than genus, i.e. phylum, class, order and family, are capitalized and set in Roman type.

- Chordata [phylum]
- Hominidae [family]

Abbreviations: After first use, the genus name may be abbreviated.

- The quaking of the aspen (*Populus tremuloides*) is due to the construction of the petiole.
- An analogous phenomenon noted in the cottonwood (*P. deltoides*) is similarly affected.

Seasons

Seasons are not capitalized.

- summer   winter   spring   autumn

GRAMMAR AND PUNCTUATION

For general rules about punctuation, refer to *The Oxford Dictionary for Writers and Editors* or *Fowler's Modern English Usage (Oxford)*. The following specific cases are provided to help avoid common errors and maintain consistency in WWF publications.

As a general rule, avoid too much punctuation, and duplication of punctuation, e.g. a comma should not precede or follow a dash, nor a full stop an exclamation or question mark.

Abbreviations, acronyms and contractions

All abbreviations and acronyms should be spelled-out in full the first time they are used in text – unless the abbreviation or acronym is so familiar that this is clearly unnecessary, e.g. BBC, DNA, USA – followed by the abbreviation in parenthesis.

- Forest Stewardship Council (FSC) International Whaling Commission (IWC)

Note: There is no need to give an organization's acronym if it is referred to only once.

Over-use of acronyms looks awkward and clutters-up the text with too many initials. Where such terms frequently recur, consider using an alternative to repeating the acronym, e.g. "the organization". In some cases it may be appropriate to write-out the term in full again.

Plurals of abbreviations/contractions are normally formed by adding "*s*" (no apostrophe).

- NGOs   MPs   VIPs

Full stops: Using the British English style, full stops should not be used with acronyms or abbreviations.

- BBC   MA   PhD   USA   UK

Where the abbreviation is partially or wholly lower case, no full stop is needed if the final letter of the abbreviation is also the final letter of the full word.

- Mr   Dr   Ltd

Where the abbreviation is all lower case, the full stop can also be omitted.

- mph   plc   oz   lb

Note: These exceptions to this rule:

- e.g.   i.e   etc.   p.   pp.   no. (*but* nos)
- a.m.   p.m.

Use a full stop in these cases:

- ibid.   et al. (*not* et. al. Also note that et al. is *not* italicized)

Always use full stops in people's initials.

- Dr A.J. Smith   S.M. Barney   Crankers, O.J.   Thomas M. Jones

Do not use a full stop at the end of headings, headlines or titles.

When an abbreviation can be pronounced as a spoken "word" (e.g. NATO, UNESCO), the definite article ("*the*") is not necessary. It may or may not be appropriate in other cases (e.g. the BBC, the USA). Use your judgement, and if in doubt read the copy aloud to see if it sounds right.

Note: *Do not* use the definitive article for WWF, i.e. use "WWF", not "the WWF".

Ampersand (&)

Don't use the ampersand symbol (&) unless it appears in a title of a name, e.g. Procter & Gamble. Always use the word "and".

Apostrophe

Apostrophes are generally used to indicate possession (see below) and to mark a contraction, e.g. "We'll go".

Singular Possession: The possessive case of singular nouns is formed by the addition of an apostrophe and an "*s*" ('s).

- The tiger's tail (singular)
- The octopus's legs (singular)
- The people's choice (singular)

Plural Possession: The possessive case of plural nouns (except for a few irregular plurals) is formed by the addition of an apostrophe only.

- The tigers' tails (plural)
- The octopuses' legs (plural)
- The Indigenous Peoples' rights (plural)

Note: Use *'s* after plural nouns that don't end in *s*.
    o people's rights   children's toys
Use the apostrophe alone after plural nouns that end in *s*.
    o the neighbours' house

Time constructions: Use an apostrophe in time constructions.

- eight weeks' time   two weeks' leave

Contracting words: The apostrophe is also used to contract two words into one.

- it's (it is)   who's (who is)   don't (do not)

Notes: The possessive of it is ***its*** (no apostrophe)

  Do not use the apostrophe in possessive pronouns.

  o hers   its   yours

  Do not use the apostrophe in year dates.

  o the 1960s   the 1990s

Bullet points

Bullet points are good for simple lists or to break up lengthy, multi-part descriptions. When simple, keep them that way; avoid unnecessary conjunctions and punctuation. When they are more complex, you should use punctuation that helps clarify your meaning.

See examples below.

1. When using bullet points to present **a list of single words or short statements** there is no need for any punctuation. Do capitalize the first word of each line.
   o Elephants
   o Tigers
   o Rhinos

2. When using bullet points that involve a series **of longer statements**, but which are still not quite discrete sentences, then punctuate with semicolons.
   o Number one point is presented first in this list; (semicolon)
   o Number two, three, etc. points are presented in their following order; (semicolon; no "and")
   o The last point appears last on the list. (full stop)

3. When using bullet points that **comprise full sentences (or two sentences)**, punctuate with full stops.
   o The number one point is presented first in this list and is always punctuated with a full stop. (full stop)
   o The number two, three, etc. points are presented in their sequential order. They are also punctuated with a full stop. (full stop; no "and")
   o The last point appears last on the list. (full stop)

Colons

Colons are used to separate two clauses that are logically related, fulfilling the same function as words such as *namely, that is, as, for example, because, as follows* and *therefore*.

It is principally used:

- When the preceding part of the sentence is complete in both sense and construction, and the following part naturally arises from it in sense, though not in construction:
  - The ranger has observed a wide range of species: we envied his position.
- To lead from the introduction to the main theme:
  - The question is one of considerable interest: to where do the cranes migrate during winter?
- From cause to effect:
  - It started to rain: the survey was abandoned.
- From a general statement to an example:
  - There are many excellent makes of binoculars: the Leica 8X42 model comes highly recommended.
- To introduce a list of items, especially after such expressions as *for example*, and *including*.
- Before a quotation a colon may be used instead of a comma to give the quotation added emphasis:
  - He asked a simple question: "Who saw it first?"

Commas

The comma is the least emphatic of the separating marks in the English language. It is used in a wide range of ways to structure sentences and clarify meaning.

The main purposes for using a comma are to:

- Indicate a pause
- Avoid ambiguity

Note: Too many commas in one sentence can be confusing.

Lists of three or more items: As a general rule, do not use the "serial comma". For example, write a list of items/elements as: "a, b and c", *not* as: "a, b, and c". A comma should be inserted to separate each of the elements, however no comma is needed before the conjunction.

- I like wolves, bears and bearded vultures.

But when a comma would help clarify meaning for the reader, it can be used – especially where one of the items in the list is already joined by "and".

- The report documented current use of coal, oil and gas, and renewable power.

Use commas **to separate city from state** (or country) names.

- The meeting took place in Jakarta, Indonesia, from 1 to 3 January.

To mark the beginning and end of a non-essential clause that adds extra information to an otherwise complete sentence.

- Mr Marco Lambertini, the Director General of WWF, presented the opening speech at the annual conference.

"For example" and "that is" should be followed by a comma.

Note: *Do not* put commas after question marks (?), even when they would be separated by quotation marks.

- "How long do we have to wait until governments take climate change seriously?" asked the director of WWF's Global Climate and Energy Programme.

Ellipses

An ellipsis is three full stops (…) that denote the omission of words from quoted matter.

- Leave a space before and after the three dots.
  - The first results from the survey … were very interesting.
- When used at the end of an incomplete sentence, do not insert a fourth full stop.

En-rule

The en-rule (–) is a dash that is used to express a more profound break in sentence structure than commas, and to draw more attention to the enclosed phrase than brackets.

- The three Asian rhino species – Javan, Sumatran and greater one-horned – face an uncertain future.

Note: You can create an en-rule by either:

- Typing two hyphens after a word (and space), then type-in your next word. (It should auto-correct once you move on to the subsequent word).
- Press "Ctrl" key, then the minus sign at the top right hand corner of your keyboard (if you have a numerical keypad section on your keyboard).
- Go to "Insert" on the menu bar (in Word), select "Symbol", then "More Symbols", then "Special Characters". Select the en-rule symbol.

Full stops

A full stop is used at the end of all sentences that are not questions or exclamations. Use only

one space after full stops between sentences.

- They are not needed for headings (whether in text or tables), subheadings or short bullet points.
- It is not necessary to use an additional full stop at the end of a sentence that concludes a quotation that itself ends in a full stop, question mark or exclamation mark (see note on Quotations).
- We do not insert full stops in abbreviations or acronyms (see note on Abbreviations). Do not use a full stop following all contractions, and with some abbreviations, unless a specific rule dictates otherwise (see Abbreviations above).
  - Contractions: Mr   Dr   Mgr   Dept
  - Abbreviations: BBC   NGO   US   UK   BC   AD
  - Abbreviation for measurement and currency units: kg   mm   cm   ha   CHF

Use full stops with initials.

- C. Martin   P.J. Bloggs

Include a full stop in Latin expressions: e.g.   i.e.   ibid.

Hyphens

Hyphens are used for a variety of purposes, including establishing the association of two ideas.

They should be used:

- To **join nouns of equal value** to form a compound expression.
  - founder-chairman
  - the WWF-TRAFFIC study
- With **colour combinations**.
  - o blue-green
- In **compound adjectives that precede a noun**.
  - decision-making process
  - long-awaited decision
  - twentieth-century policy
  - well-known woman
  - long-term project *but not* in this case: "Results were sustained over the long term."
- In **compounds made up of an adjective and a verb participle**.
  - good-looking
  - better-rated

- To **join numbers, quantities and fractions.**
  - a three-year project
  - a two-thirds majority, two-thirds of the funds
- To **join a prefix to a proper name or date**.

- o anti-Darwinian, mid-1980s
- To **prevent misunderstanding by linking words**.
  - o a little-used car, as opposed to a little used car
- To **represent a common second element** in all but the last word of a list.
  - o short- and long-term benefits
- In a **compound designation**.
  - o debt-for-nature swap
  - o up-to-date policy
- In fractions (see note on Numerals)
- In a sequence of non-inclusive numbers, e.g. ISBN 0-123-45678-9

A hyphen isn't needed with prefixes, especially "*re*" (See exceptions below):

- reassess   reaffirm   subspecies
- infrastructure   multilateral   macroeconomics

Note: no hyphen is used when combining "very" or "-ly" words.

Sometimes hyphens may be used to separate a prefix from the main word to avoid confusion with another word with identical spelling, or to separate two similar consonant or vowel sounds in a word, as an aid to understanding.

- re-cover   re-elect   re-educate   re-enter
- re-establish   re-create   cross-section   bio-organic
- non-governmental multi-use

Note: The words cooperate and coordination do not take hyphens. See also Appendix I – Some commonly used words – for more common hyphenated words.

Hyphens are also used to indicate a range of values, such as continuing or inclusive numbers, and dates, time or reference numbers. It is written without any spaces.

- 1968-72   *but*   from 1968 to 1972 (not 1968-72)
- 10 a.m.-5 p.m.
- May-June   *but*   from May to June 1967
- Monday-Friday
- pp. 38-45
- 56-62kg   *but*   from 56kg to 62kg

Italics

Use *italics* sparingly to achieve emphasis. *Italics* should be used for:

- Creating emphasis within a section of text. (Don't use **bold** or <u>underlining</u>).
- Less commonly-used foreign words that are not "naturalized".
  - o ad hoc   in situ   vis-à-vis

- The individual names of ships, aircraft, trains and other vehicles.
  - HMS Panda   Air Force One
- The titles of sculptures, paintings and other works of art.
- The titles of songs, music albums, poems, plays, television programmes, films and radio series.
- The titles of journals/periodicals, books, magazines, newspapers and other publications.

  Note: Take care with the use of italics in names of newspapers; check whether "the" is officially part of the publication's title.

  - The New York Times
  - the Guardian

Note: Commonly used Latin (and other foreign) words should be in plain type.

- de facto   pro rata   pro bono   petit bourgeois   a priori
- elite   regime   et al.   etc.   ibid.

Note: Titles of individual chapters, journal articles, songs and poems should be identified by quotation marks.

Neutral (gender) terms

Unless specifically referring to men or women, use gender neutral terms.

- staff, personnel, workers, crew, humanity, humankind, people, drivers, conductors, sailors, etc.

Avoid words such as: manpower, mankind, railmen, seamen, chairmen, etc.

Paragraphs

Each new paragraph is denoted with a single line break, without indenting the initial word.

Parentheses

Parentheses (round brackets) are used:

- As a means of definition, explanation, reference or translation.
  - Parentheses (round brackets)
  - *Machtpolitik* (power politics)
- To supply ancillary information such as abbreviations, references, cross-references and variants:
  - Animal Biology (see page 230)
  - Times Literary Supplement (TLS)

- When using reference numerals or letters within a block of text, such as: (a), (b) and (c).

In normal running text, try to avoid brackets within brackets; where this is inevitable, double parentheses are preferable to square brackets.

Quotations

When quoting another writer's text, all extracts in the exact words of the original must have quotation marks:

- At the beginning
- At the start of each paragraph
- At the end of the extract

Punctuation within the extract should be exactly as the original and the concluding full stop goes *within* the quotation marks when it is part of the original.

When a whole sentence is a quotation, full stops, commas and other punctuation marks are placed *inside* the quotation marks. If the quoted matter forms only part of the sentence, and the punctuation mark is not part of the quote, then it comes outside the quotation marks.

- The report praised the "tireless efforts of the dedicated and hard-working staff".

If the quoted extract consists of a complete sentence (or sentences), then put the full stop inside the closing quotation mark.

- "This is the first time in the last five years that we are seeing an increase in the leopard population."

Quotation marks and regular type are used when citing the titles of articles, magazines, chapters of books, essays and songs. They may also be used to enclose an unfamiliar term, or one being used in a specific technical sense. Usually this is only necessary for the first occurrence of the word or phrase. Quotation marks are not used when the substance only of an extract is given, or where the tense or the person has been altered.

Omissions from quotations should be indicated by an ellipsis (three spaced dots …).

- "Shrinkage of plant gene pools … have been described as a disaster in the making."

Quotations within quotations: Use single quotation marks for a quotation within a quotation:

- The WWF-US brochure states that: "The USDA sees its reliance on the plants of other nations as a weak link in national security, calling it 'serious and potentially dangerous to the welfare of the nation'."

For a quotation longer than one paragraph use opening quotation marks at the beginning of each paragraph and closing quotation marks only at the end of the final paragraph.

Do not use quotation marks if the extract is already set-off from the main text, for example, by being:

- Indented
- Set in smaller type
- Written in italics

Semicolons

Semicolons are used to separate those parts of a sentence between which there is a longer pause, or more distinct break, than would be provided by a comma, but which are too closely connected to be made into distinct sentences separated by a full stop.

- I know Singapore well; I've worked there for many years.

They should also be used to separate clauses or phrases listed after a colon, that are similar in importance or grammatical construction (if commas will not do the job clearly).

- WWF's mission is to stop the degradation of the planet's natural environment by: conserving the world's biological diversity; ensuring that the use of renewable natural resources is sustainable; and promoting the reduction of pollution and wasteful consumption.

Note: Alternatively, this sentence could be constructed in bullet point form.

In a list in which any of the elements contain commas, semicolons should be used to clarify the relationship of the components.

- The bioenergy summit was attended by John Smith, Forests Programme; Beryl Morgan, Marine Programme; and Felicity Anderson, Freshwater Programme.

Singular or plural (collective nouns)

There is no firm rule about the number of a verb governed by a singular collective noun. It is best to go by the sense, that is, whether the collective noun stands for a single entity. For example, WWF is, not WWF are; the government is, not the government are.

Space between sentences

- Use ONE space, not two, between sentences.

Subscript and superscript

- Use subscript where applicable, e.g. CO_2, not CO2. The same applies to superscript, e.g.

25m², not 25m2.
- Do not use superscript in ordinal numbers, e.g. 21st century, not 21st century.

Websites and URLs

Website addresses should be written in the following way: **wwf.panda.org** – i.e. with no full stop or other punctuation immediately afterwards.

The word "website" is always written as one word.

Some tips on URLs:

http:// and www: in general, you do not need to preface any web address with either of these anymore.

Trailing slash: Do not include a trailing slash in URLs.

- wwf.panda.org   *not*   wwf.panda.org/
- wwf.panda.org/about_our_earth   *not*   wwf.panda.org/ about_our_earth/

The same applies to subdirectories several layers down:

- http://wwf.panda.org/about_our_earth/species/problems
- *not*   http://wwf.panda.org/about_our_earth/species/problems/

Grammar – Some common usage mistakes

Affect/Effect:

"Affect" is usually a verb meaning "to influence".

- The report did not affect the outcome.

"Effect" is usually a noun meaning "result".

- The report had many positive effects.

"Effect" can also be used as a verb meaning "to bring about".

- The present government effected many positive changes.

Among/Between:

Use "between" when referring to two parties; use "among" for three or more.

- The wildlife agreement was signed between the two countries.
- The wildlife agreement was signed among the many stakeholders.

Fewer/Less:

In general, use "fewer" with objects that can be counted one-by-one (countable nouns); use "less" with qualities or quantities that cannot be individually counted (uncountable nouns)

(when referring to time or money, "less" is normally used).

- The survey indicated that there were fewer tigers than previously thought.
- There is less water in the lake than recorded in previous years.
- I have less than US$20.

More than/Over:

"Over" is a preposition used to indicate relative location. "More than" should be used to indicate a greater quantity. If needed, "over" may be used to replace a repetition of "more than" in a single sentence.

- The tiger leapt over the stream.
- WWF has more than five decades of conservation experience.
- WWF has more than five decades of conservation experience and over 5 million members.

That/Which:

As a general rule, "that" should be used to introduce essential/defining clauses, and "which" to introduce non-essential/non-defining clauses. (Non-essential clauses are set-off by commas because the information they provide is supplementary to the meaning of the sentence, not essential).

- The game reserve that you are visiting is home to elephants and cheetahs.
- The game reserve, which is located in the eastern part of the country, is home to elephants and cheetahs.

Others

Use:

- toward   *not* towards
- amid   *not* amidst
- while   *not* whilst

Use the final "*e*" when "*-ment*" is added to a verb ending in "*-dge*".

- Abridgement   acknowledgement   judgement

SPELLING

System

WWF uses the "Oxford English" system of spelling – which is very much the same as "British English", with a relatively small number of differences.

The Oxford Rule: Oxford spelling uses one very straight-forward rule:

- Always use the spelling that the Oxford Dictionary lists first for any given word.

Oxford spelling is used by a wide variety of organizations, publishers, journals, etc. including:

- *Oxford English Dictionary – by definition*
- Nature
- Oxford University Press
- United Nations – including UNESCO, WHO, etc.
- Amnesty International
- Penguin

Primary source

As stated above, the general rule is to use the first spelling listed in *The Concise Oxford Dictionary*. For quick online reference use: www.lexico.com, however be sure that the "World English" option (not the "US English" option) is highlighted in the top right hand corner of the home page. We recommend bookmarking this page now.

Key tip: When writing your text using Microsoft Word, ensure the "Primary Editing Language" under Language Setting" or "Spelling and Grammar" language option is set to: **"English (UK)".**

Key differences – Oxford, British and American English

In general terms, Oxford spelling is British spelling – although using "*-ize*" instead of "*-ise*" at the end of "*-ize*" words.

If unsure, then use "British English" spelling rather than "American English" spelling.

Common words spelled with "-ise" endings

Common words (nouns and verbs) taking "*-ise*" and not "*-ize*" are:

advertise	advise	apprise	chastise
comprise	compromise	demise	despise
devise	disfranchise	enfranchise	enterprise
excise	exercise	improvise	incise

- premise   revise   supervise   surmise
- surprise   televise

Email: Use "email" (i.e. without a hyphen). Use a capital letter for the "E" if at beginning of sentence. Insert a full stop at the end of an email address if it forms part of a sentence. Avoid forced wordbreaks where a hyphen does not appear in the address. Always write email addresses in lower case (no matter how they are presented to you).

Spelling Resources

- The Oxford English Dictionary
- The Concise Oxford Dictionary.
- For quick online reference use: http://oxforddictionaries.com
- Microsoft Word – set the "Spelling and Grammar" option to: "English (UK)"
- Oxford Dictionary for Writers and Editors
- Fowler's Modern English Usage (Oxford)

See also: Appendix I – Some commonly used words.

NUMBERS AND NUMERALS

Words or numerals

Whether or not to spell out numbers or express in numerals depends partly on the size of the number, and partly on the length of the text. In longer prose **all whole numbers from one to nine (inclusive) should be written out** *except when used with per cent, age and page numbering*.

Wherever fractions are used with whole numbers in this range (0-9), they are also spelled-out, e.g. "three and a half". This rule does not apply if the number starts the sentence (see below), in which case it should be spelled-out.

All numbers greater than nine (i.e. 10 and above) should be written as numerals.

- Hikers spotted two bears in the woods.
- More than 300 bears were recorded in the last survey.

Note: Always use numerals, not words, for percentages and fractions.

- 50%   50 per cent   2.5%   2.5 per cent
- Where fractions are used with whole numbers 10 and above, use the decimal representation of the fraction, e.g. 16.5
- In copy, simple fractions should be spelled-out in words and hyphenated, even when numbers are higher than 10, e.g. two-thirds, five-eighths, one-twentieth.
- Numerals are also used for decimal fractions, percentages, and in sets linking more than two numerals where some are higher and some lower than 10.
    - The numbers of tigers recorded in the past three years were 14, 9 and 6.

Numerals only: The following are expressed in numerals only:

- Dates   Tuesday, 1 February
- Degrees of heat   It is 32°C in the shade
- Money   US$5.50 US$25
- Races   both distance and time
- Scores   in games and matches
- Time of day   when followed by a.m. or p.m.
- Numbers of votes
- Weights   when abbreviated units are given, such as grams or kilograms, e.g. 5kg
- Page numbers   in non-academic texts, page ranges should be expressed as "pages 21-30" rather than "pp 21-30"

Units of 1,000 or more should have a comma inserted to separate the thousands.

- 2,500   5,300,000   US$10,535.25

Note: For elevation, no comma is needed, e.g. Mt Everest stands at 8848m.

Large numbers

Large numbers take a numeral followed by million or billion, instead of a series of zeros.

- 5 million people   5 million donations   US$5.2 million

Note: For very large amounts, WWF uses the now merged/common meanings of both British and American English.

- A billion equates to a thousand million (i.e. 1,000,000,000).
- A trillion equates to a million million (i.e. 1,000,000,000,000).

Starting a sentence with a number

If it is necessary to start a sentence with a number, spell it out as a word.

- One hundred and ten tigers were found in the region.
- Twenty-seven per cent of the tiger population has been decimated in the past five years.

If possible, consider rewriting the sentence to avoid starting with a number:

- In this region, there were 110 tigers.
- The tiger population has been decimated by 27 per cent in the past five years.

Shortening numbers

Avoid shortening numbers wherever possible. Numbers in the group 10 to 19 are never shortened.

- 16-19

Note: In titles and headings, dates are generally not shortened.

- The History of WWF, 1961-2011

Range of time

When specifying a range use either "from XXXX to XXXX", or "XXXX-XXXX".

- The period from 1910 to 1940
- The period between 1910 and 1940

Note: The financial year uses a forward-slash (/ or solidus), not an en-rule.

- The financial year 2010/11
- The calendar year 2010-11

Ages

Use numerals for peoples' and animals' ages.

- The 5-year-old tiger was photographed by a ranger last Sunday.
- The girl was 3 years old.
- *but* The policy was two years old.

Physical quantities

All physical quantities – such as time, distance, length, area, volume, etc. – are expressed in numerals whether the unit of measure is spelled-out, abbreviated or written as a symbol.

100 kilometres (or 100km)	6 tonnes	50 hectares (50ha)	45º
75 miles	120kg	15mm	1,000km2

Percentages

Always use the two words "per cent", not "percent" or "%" in longer prose.

However, use the symbol "%" in lists, figures, charts, tables, online and in other short pieces or where space is tight.

Money and currencies

Symbols: For currencies, unless unavoidable, use the same currency for monetary amounts consistently in your text. Use internationally recognized symbols, such as US$, € or CHF.

The currency symbol should always come before the number, e.g. US$11, CHF430.

Don't separate the symbol from the number (US$500 *not* US$ 500). If using other national currencies, convert total to the chosen over-arching currency (e.g. CHF, US$ or €) in round brackets for reference.

- WWF-South Africa has contributed 1 million rand (US$140,000) to a rhino project.

Words or numerals: If the amount of money is nine or below, then write it in words, e.g. three dollars. If the value is 10 or above, then write it in numerals, e.g. US$11 or US$11.50. **Note:** *But:* US$4 million.

In-full or abbreviated: In longer prose, large amounts of money (e.g. US$4 million) should be spelled out. In shorter pieces and captions, or where there is more than one column on the page, these can be abbreviated.

- US$4m   US$1bn

Round numbers

Round numbers – approximations used in place of exact numbers – are spelled-out.

- There are hundreds of species in the area
- Thousands of inhabitants were affected.

In scientific contexts, **decimals** of less than 1.00 are set with an initial zero.

- 0.73   0.02

Spacing

Insert a single space in the following instances.

- p.5   pp. 16-25   9 a.m.   3.30 p.m.

Do not insert a space in the following:

- 7kg   25cm   US$4m   25%

Note: *But:* 25 per cent

Telephone numbers

All telephone (and fax) numbers should be given in international format in external communications, e.g. Tel: +41 (0)22 364 9111.

Time

The time of day is always written as numerals, with a colon to indicate the minutes and with a space between the time and the "*a.m.*" or "*p.m.*".

- 9:00 a.m.   3:45 p.m.   6–7 p.m. (note the en-rule)

A second legitimate option is to use the 24-hour clock.

- 19:00   13:50

Note: Whichever option is used, it must be used consistently throughout the communications piece.

See also: Appendix III – Metric conversions.

DATES

Exact dates in text, including notes and bibliographies, should be written in the sequence **day-month-year** with no internal punctuation.

- 21 January 2011 (*not* January 21, 2011 *or* January 21st 2011, *or* 2nd January 2011).

If including the day of the week, insert a comma after the day.

- Friday, 21 January 2011

When a date is at the beginning or in the middle of a sentence, it should be followed by a comma.

- *On 11 February 2011, WWF International signed an agreement with …*
- *The ship departed on 11 February 1907, with 52 passengers.*

When a period of time is identified by the month and year, no internal punctuation is necessary or appropriate.

- *The manifesto was signed in April 1961.*

When abbreviating dates use the style: 21.1.11

When using periods of years, express them as 2011-12, unless the dates span a change of century, in which case they are written in full, e.g. 1999-2001.

If **decades** are identified by their century, use numerals and no apostrophes.

- the 1880s   the 1990s   (never the 1880's or the 1990's)
- the 80s and 90s

Use lower case for **centuries**, e.g. the 21st century.

MEASUREMENTS

WWF uses metric measurement, rather than imperial, i.e. litres, not pints; kilometres, not miles, unless for good reason. When using both, use the metric measure first, followed by the imperial measure in parenthesis.

- *The river meandered for 20km (12.4 miles) before reaching the sea.*

Keep all measurements consistent. If writing about land area, use only square kilometres or only hectares. Do not mix square kilometres and hectares. Convert if you have to.

Tonnes vs tons: Use *tonnes* rather than *tons*; and do not mix *tonnes* with *tons* in the same piece of writing. (A *tonne* is not another spelling for *ton*.)

- A **metric tonne** equals 1,000kg or 2,204.6lbs.
- An **imperial ton** equals 1,016.9kg or 2240lbs.
- A **US ton** equals 907.18kg or 2000lbs.

In abbreviating measurements:

- Do not use full stops
- Write out in lower case (with no space between the numbers and measurements).

Examples of frequently used measurements and their abbreviations:

Metre	m	26m	square metre	m^2	$12m^2$
cubic metre	m^3	$1m^3$	kilogram	kg	6kg
kilometre	km	74km	square kilometre	km^2	$29km^2$
kilometres per hour	kph	29kph	litre	l	3l
hectares	ha	294h			

See also: Appendix III – Metric conversions.

REFERENCES, FOOTNOTES AND BIBLIOGRAPHIES

WWF uses the Oxford Documentary/Referencing Note system for all references, footnotes and bibliographies. It is a system that allows you to professionally and ethically acknowledge the contributions of others in your writing. Whenever you use *any* words, ideas or information from *any* source in your writing, you should reference those sources. This means that if you use the exact words of an author, or if you paraphrase their words or if you summarise their ideas, you must provide a reference. You can choose to do this either as:

- a bibliography or list of references at the end of the text
- a footnote in the text.

References and bibliographies

All acknowledged sources included in the bibliography should be laid out as follows:

One author: If there is one author, write the surname followed by a comma and initials (no full stops in between). Date of publication should follow.

- Murphy, P.H. 1998.

Two authors: If there are two authors, write as follows:

- Murphy, P.H. and MacPhearson, D.T. 2000.

Three or more authors: For three or more authors, the initials of the last author should precede his/her surname.

- MacPhearson, D.T., Murphy, P.H. and R.T. Chew. 2000.

Uncertain of author: If the author's name is not obvious either cite the journal or use "anon".

- Nature. 1997. Environment Needed more than Ever. *Nature* 400: 465-459.
- Anon. 1997. Why don't Authors put their Names to Publications? *Unasylva* 32: 34-36.

Full references: Full references are essential if readers are to access the information you cite. Required details include author(s), date of publication, title of article (and page numbers) or book, publisher and size of publication (optional, but useful for books).

- FAO. 1998. *FAO Production Yearbook 1996-1997*. FAO, Rome, Italy. 344pp.
- Jones, R.G. and Harris, W.F. 1998. *Coral Reefs of the World*. WWF International, Gland, Switzerland. 590pp.

Italics: Publication titles are generally in italics.

- Googe, J.H. 1998. *Travels through the Himalayas*. Outdoor Publishers, NY, USA. 453pp.

But, if the article is published in a recognized journal (e.g. *Nature, New Scientist*), the journal title is italicized, not the article.

- Laurence, B.G. 1994. A Whale of a Time. *WWF News* (Mar-Apr), pp 3-4.

Unpublished documents: For unpublished documents, include the words "Unpublished report to …".

- Hemp, H.O. 1998. *Evaluation of the Current Trade in Pink Parrots*. Unpublished report to WWF International, Gland, Switzerland. 73pp.

Edited publications: For edited publications, insert "(ed)." after the editor's name.

- Chough, B.J. (ed). 1982. *Mangroves are Magic*. Tropical Publishers, California, USA.

Part of an edited volume: If the article being cited is part of an edited volume, write the reference using the following model:

- Hope, W.J. 1998. Tales from an Undisclosed Island. In: E Salmon (ed), *Tropical Night Fever*, pp 68-79. Fantasy Press, San José, Costa Rica.

Numbering notes, reference footnotes, endnotes…

Footnotes (sometimes just called 'notes') are what they sound like – notes (or references to a source of information) which appear at the foot (bottom) of a page. In a footnote referencing system, you indicate a reference by:

- Putting a small number above the line of type directly following the sourced material. This number is called a note identifier. It sits slightly above the line of text. Note, the reference number placed after the punctuation.
  - It looks like this.[1]
- Putting the same number, followed by a citation of your source, at the bottom of the page. Footnoting should be numerical and chronological: the first reference is 1, the second is 2, and so on. The advantage of footnoting is that the reader can simply cast their eyes down the page to discover the source of a reference that interests them.

Appendix 1 – Some commonly used words

ad hoc	italics
advice (noun)	to advise (verb)
adviser	*not* advisor *and* advisory
affect	verb – to have an effect on (See effect below)
ageing	note spelling
agreed on, to, about	*not* just agreed
all right	*not* alright
a.m. (morning)	*not* am
amid	*not* amidst
among	*not* amongst
analyse	*not* analyze
ante-/anti-	means before/means against
appendix	plural: appendices
Asia-Pacific	hyphenated
autumn	lower case. Also: spring, summer, winter
benefited	note spelling
best-practice	adjective – hyphenated, *but* best practice when used as a noun
biannual	twice a year
biennial	every two years
biodiversity	one word
biofuel	no hyphen
bird-watching	hyphenated
budgeted	note spelling
bushmeat	one word
"business as usual"	in inverted commas
bycatch	one word, no hyphen
cannot	one word
catalyse	*not* catalyze

Celsius	*not* centigrade
centre	*not* center
centred on	*not* around, or in
century	lower case (i.e. 21st century)
coastline	one word
combating	note spelling
complement	that which adds to, completes or fills up
compliment	to praise, an expression of admiration
comprised	*not* comprised of
consisted of	
cooperate	no hyphen
coordinate	no hyphen
cost-effective	adjective
criterion/criteria	singular/plural
cropland	one word
cross-border	hyphenated
cross-cutting	hyphenated
data	data is, *not* data are
data	plural, *but* "datum" (singular)
decision-making	hyphenated
defence	*not* defense
department, the	but the Forestry Department
dependant	noun: she/he is a dependant
dependent	adjective: she/he is dependent upon...
disinterested	impartial; not influenced by private feelings. (See uninterested)
e.g.	with punctuation marks
Earth	capitalize for the planet, but not the soil
e-book	hyphenated (also e-learning)
ecoregion	one word
ecosystem	one word
ecotourism	one word

effect	noun – an outcome; verb – to bring about (See affect above)
email	no hyphen, use cap letter if at beginning of sentence, e.g. Email
enormity	extreme wickedness or a serious error, *not* immensity
enquiry	informal, *but* inquiry – formal
Far East	capitalized
fieldwork	one word (field-worker)
figurehead	one word
filmmaking	one word
first, second, third	*not* firstly, etc.
first-year	hyphenated when used as adjective
5-year-old, etc.	both noun and adjective, *but* "The child was 5 years old."
floodplain	one word
focused	*not* focussed
footprint	one word
foreword	a preface (See forward below)
forgo	to do without. But, "forego" – to go before
forward	near or at the front (*not* forwards)
freshwater	one word – to emphasize a type of aquatic habitat (or programme)
fresh water	two words – to focus on water for drinking
full-time	hyphenated when used as adjective
fundraising	one word, no hyphen (*also*, fundraiser, a person or event)
government	use lower case (including "the UK government")
government-funded	hyphenated when used as adjective before a noun
grey	colour, *not* gray
groundwater	one word
hard disk	two words
helpline	one word
high-risk	adjective
Holland	don't use, use "the Netherlands"
homepage	one word
honour	*not* honor

house-to-house	with hyphens, lower case
human-wildlife conflict	
Internet	capitalized
interrelationship	*also* interrelated
into	one word
judgement	*not* judgment
kilogram	*not* kilogramme
kilometre	*not* kilometer
landmark	one word
land use	two words
large-scale	hyphenated
learned	*not* learnt
led	past tense of to lead
licence	noun, *but* license (verb)
lifestyle	one word
longline	one word
longstanding	one word
long-term	hyphenated when used as adjective
lower case	may also be hyphenated, e.g. lower-cased letters
macroeconomic	no hyphen
member states	not capitalized
metre	*not* meter
micro-organism	hyphenated
mid-	e.g. mid-2011
Middle East	capitalized
minimum/maximum	singular, *but* minima/maxima (plural)
multilateral	no hyphen
multimedia	no hyphen
multinational	no hyphen
multisite	no hyphen
multi-use area	hyphenated

myriad	*not* myriad of
naturalize	note spelling
net	when referring to the Internet, but try to avoid
Netherlands, the	*not* Holland
network, the	use lower case when referring to the WWF network
no one	two words
northeast	*not* north-east, *not* North East
northern hemisphere	not capitalized
northwest	*not* north-west, *not* North West
offence	*not* offense, *but* offensive
offline	one word
ongoing	one word
online	one word
orang-utan	hyphenated
organization	*not* organisation, e.g. WWF, the conservation organization
overconsumption	one word
overexploitation	one word
overfishing	one word
part time	noun, *but* part-time when adjectival
peer review	noun, *but* peer-review when adjectival
per cent	*not* percent (use % in lists, charts, tables or online)
performance-related	hyphenated
policy-making	hyphenated, *but* policymaker
practice	noun, *but* practise (verb)
principal	the first, main (adjective), also a noun e.g. senior person in group
principle	rule, belief, concept, code of conduct (noun)
program	as in computer program
programme	*not* program, an outline of proceedings/plan, etc.
rainforest	one word
Ramsar	*not* RAMSAR (Ramsar is a city)
re-establish	hyphenated

reorganize	note spelling
rethink	one word
rhinoceroses	better to use "rhinos"
riverbank	one word
river basin	two words
riverbed	one word
run-off	hyphenated
round-up	hyphenated
round table	two words
saltmarsh	one word
savannah	with an "h" at the end
seabird	one word
seagoing	one word
sea grass	two words
shorebird	one word
shahtoosh	*not* shatoosh
shortlist	one word
small-scale	hyphenated
southeast	*not* south-east, *not* South East
southern hemisphere	not capitalized
southwest	*not* south-west, *not* South West
subcommittee	no hyphen
subsection	no hyphen
subspecies	one word
supersede	*not* supercede
supervisor	note spelling
targeted	*not* targetted
teamwork	also teamworker, teamworking
timeline	one word
toward	*not* towards
trade-off	hyphenated

transborder	one word
transboundary	one word
transnational	no hyphen
under way	two words. *Not* underway
underrepresentation	no hyphen
uninterested	adjective = not taking an interest. (See disinterested)
upper case	two words; may also be hyphenated, e.g. upper-cased letters
Viet Nam	two words (But Vietnamese)
web, the	lowercase
web page	two words
website	one word
website addresses	do not include "www" at the beginning of a URL e.g. panda.org
well-being	hyphenated
whalemeat	one word
whale-watching	hyphenated
while	*not* whilst
work-life balance	hyphenated
workplace, worksite	one word
World Wide Web	in capitals
worldwide	one word
WWF	acronym only. Don't use "World Wide Fund for Nature" or "World Wildlife Fund"
WWF International	no hyphen
WWF-Mexico (etc.)	hyphenated

Appendix II – Some commonly used acronyms

Note: just because something has an acronym, doesn't mean it takes capital letters when used in copy. For example, "WWF works to protect high conservation value forests (HCVF)." Including the acronym is only necessary if it will be used again in the same document.

- ADB   Asian Development Bank
- CBD   Convention on Biological Diversity
- CITES   Convention on International Trade in Endangered Species of Wild Fauna and Flora
- CMS   Convention on Migratory Species (the Bonn Convention); also Content Management System
- CSD   Commission on Sustainable Development
- EC   European Commission
- EU   European Union
- FAO   Food and Agriculture Organization of the United Nations
- FSC   Forest Stewardship Council
- GEF   Global Environment Facility
- IPCC   Intergovernmental Panel on Climate Change
- IUCN The World Conservation Union (the International Union for Conservation of Nature)
- IPCC   Intergovernmental Panel on Climate Change
- IWC   International Whaling Commission
- MPs   Members of Parliament
- MSC   Marine Stewardship Council
- NGO   non-government organization
- NOAA   National Oceanic and Atmosphere Administration
- TRAFFIC   Trade Records Analysis on Flora and Fauna in Commerce
- UN   United Nations
- UNEP   United Nations Environment Programme
- UNESCO   United Nations Educational, Scientific and Cultural Organization
- UNFCCC   United Nations Framework Convention on Climate Change
- WTO   World Trade Organization

Abbreviated Latin expressions

- a.m.   ante meridiem (before noon)
- ca.   circa, about
- cf.   confer, compare
- e.g.   for example

- et al.   and others
- etc.   and so forth
- ibid.   in the same place
- i.e.   that is
- MS   manuscript
- NB   nota bene (note well)
- op. cit.   in the work cited
- p.m.   post meridiem (after noon)
- sic   thus (Used in brackets after a copied or quoted word that appears odd or erroneous to show that the word is quoted exactly as it stands in the original.)
- viz.   namely

Appendix III – Metric conversions

Temperature

To convert:

- **ºF to ºC**   Subtract 32 from the Fahrenheit number; Divide the answer by 9; multiply that answer by 5.

Length, Distance and Area

To convert: multiply by

- Inches to centimetres   2.54
- Feet to metres   0.30
- Yards to metres   1.09
- Miles to kilometres   1.61
- Acres to hectares   0.40
- Square miles to square kilometres   2.59

Weight

To convert: multiply by

- Ounces to grams   28.35
- Pounds to kilograms   0.45
- British tons to metric tonnes   1.016
- US tons to metric tonnes   0.907
- British tons to kilograms   1016
- US tons to kilograms   907

Note:

- A **metric tonne** equals 1,000kg or 2,204.6lbs.
- An **imperial ton** equals 1,016.9kg or 2240lbs.
- A **US ton** equals 907.18kg or 2000lbs.

Volume

To convert: multiply by

- Imperial gallons to litres   4.55
- US gallons to litres   3.79
- Litres to US gallons   0.26

For further information

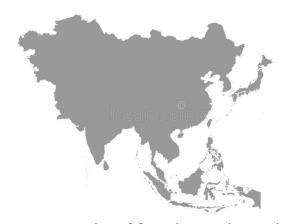For quick conversions, consider using one of the online metric conversions sites:

OnlineConversion.com

MetricConverstions.org

Appendix IV – Guidelines on political issues

As a global civil society organization, we have a clearly defined mission - we're working to sustain the natural world for the benefit of people and wildlife. If we were to comment on other issues, we may destabilize our ongoing conservation work, create reputational issues with our stakeholders, and breach the regulations under which we were formed. Therefore, WWF should not comment on geopolitical and political issues unless directly and specifically related to conservation matters.

We must also take care not to inadvertently become involved in political issues - for example, by using politically contentious names for countries or geographic regions. To remain neutral on issues related to disputed regions and borders, use UN guidelines for politically sensitive country names and geographical regions; and, for areas where control could be a matter of dispute between states, avoid using maps that represent the territorial claims of either party (e.g. avoid representing borders).

Example: a representation of the Asian continent without borders

Please contact the WWF International brand team at brand-team@wwfint.org if you have any questions or require further guidance.

Appendix V – Indigenous Peoples and local community stewards of sustainable development

1/ Words used by an Indigenous People or local community
When working with an Indigenous People or local community to share their story, ensure their words take centre stage and are properly attributed. Any interviews, commentaries, voice messages or writing from the people in the stories should be in the language of their preference wherever possible. Where their choice will cause serious issues with accurate translation, the person/people in question can be asked whether they would agree to another language being used. All translations must be reviewed, verified and signed off by an appropriate language expert.

2/ Words used by WWF
Our words must reflect the fact that the local communities living closest to nature, and Indigenous Peoples who for generations have been its resolute custodians, both have a vital role to play in building a sustainable future for people and the planet; how we support their efforts to protect and restore their lands and waters, advocate for the appropriate recognition of their rights and improve their well-being; and how we are urging that their contributions to and leadership in global efforts to restore nature and stabilize our climate are fully recognized.

It is important that we demonstrate our respect for these frequently marginalized people through our use of words. In particular:
- Represent individuals and collective entities accurately and fairly.
- Capitalize the term "Indigenous Peoples".
- Spell out Indigenous Peoples or local communities in full rather than use acronyms.
- Avoid words and phrases that may be linked to the long history of oppression, discrimination and prejudice they have endured.
- Avoid using the collective term "Indigenous Peoples and local communities" in recognition that each are distinct entities.

Here are some examples of how we should choose our words with care:

Use words that demonstrate their leading/equal/collaborative role
Use words that acknowledge their independence of thought and action, unique knowledge, and conservation leadership role.

For example:

Instead of:	**Try:**
"Empower" or "Give a voice to"	Collaborate

To "empower" is to give authority or power to someone to do something, which may be seen as belittling their agency to exert power themselves or reignite painful memories of colonial oppression.

Here are some other examples:

Instead of:	Try:
Protect	Support local efforts to protect…
Teach	Exchange knowledge
Enable	Share resources
Allow	Contribute to local efforts to…
Educate	Raise awareness

More broadly, avoid words that perpetuate power imbalances (e.g. beneficiaries, giving a voice to people, "saving" people, third world).

Use words that express the reality of a particular situation
Be wary of using language that may unintentionally romanticize or create a sense of the exotic around them, where they live, and their ways of life. This may distort the realities of a particular situation and even promote prejudicial views. Instead, use straightforward language you would apply to other groups of people.

Use words that people choose to describe themselves and their ways of life
Proactively ask contributors how they want to be identified and/or represent themselves. If it is not doing harm to others, use their words and terminologies – from the name of their community to the places where they live. Be as specific as possible when referring to groups of people to avoid stereotypes and to make content more accessible. Try to specify a particular people or community rather than referring excessively to the more generic "Indigenous People" or "local community". If people's safety is not at risk, call them by name (rather than, for example, "an Indigenous person" or including a photo of them but not naming them). More broadly, use human-first terms instead of labelling people with a quality or situation. For example, "children living in a refugee camp" is preferable to "refugee children," or "person with disabilities" is preferable to a "disabled person."

Avoid words and phrases with roots in oppression, discrimination and prejudice
Take care to consider the origins of the words you are using. Where there is an ongoing debate about the appropriateness of using a particular word, try to find an acceptable alternative wherever possible. Here are examples of the kind of words and phrases you should replace – both have links to prejudicial views on Indigenous Peoples:

Instead of:	Try:
Tribes	Local communities/ extended families
Primitive	Uncomplicated

Avoid militaristic language
Many people who live close to nature are the victims of ongoing armed conflict. And our conservation work always promotes peaceful ways to build a better future for people and nature. Words with military connotations should therefore be avoided.

Instead of:	Try:
Frontline	Where the problems are
In the field	On location
Based in	Living in
Boots on the ground	People at the location
The battle against	The effort to sort out…
Operating in	Working in…
At loggerheads	Disagreement
Turn a blind eye to	Ignore
Troubleshoot	Help out

Useful references

Refer to the <u>Conscious Style Guide</u>, a website which aims to help writers and editors think critically about using language – including words, portrayals, framing, and representation—to empower instead of limit. In one place, you can access style guides covering terminology for various communities and find links to key articles debating usage.

Contact commsmarketing@wwfint.org should you have any questions on the Editorial Style Guide.