



for a living planet

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PRESS RELEASE

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Forest expert new leader at WWF Sweden

Håkan Wirtén, Forest Director at the Swedish Forest Agency, has been appointed Secretary General of WWF Sweden. He will assume the post at the end of October 2010.

Håkan Wirtén has long and extensive experience in managing and developing forestry and conservation work in Sweden and around the world.

“Håkan has the skills needed to further develop and strengthen WWF's activities and internal organization, both in Sweden and internationally, said Björn Hägglund, chairman of WWF Sweden.

“I’m delighted to join the team at WWF Sweden. As the leading environmental and conservation organization, WWF will play a key role in building a sustainable society in harmony with nature – both in Sweden and in the rest of the world.

I hope to contribute to WWF’s advocacy work and the influence it has on the basic driving forces in society – politics, economics and business. The organization has a strong brand today that we will maintain and strengthen, said Håkan Wirtén.

Former Secretary General Lasse Gustavsson started in August as Executive Conservation Director at WWF International in Gland, Switzerland. During his 3 years at WWF Sweden he expanded WWF involvement in the area of business, climate innovations and Baltic Sea. He launched the world's largest climate event in Sweden – Earth Hour.

WWF Sweden is today one of the leading conservation organizations in Sweden with 190 000 supporters.

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