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The Internet Corporation for Assigned Names and Numbers (ICANN)  
4676 Admiralty Way, Suite 330  
Marina del Rey,  
CA 90292-6601  
USA

26 March 2012

Dear ICANN,

**Re: The .ECO Top-Level Domain**

WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, 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.

Recognizing that such a future will only be achieved through collaboration and through making use of all possible avenues, we are writing to express our support for the creation of the ".ECO" top level domain as proposed by Big Room Inc.

WWF International has been engaged with the .ECO Community Council since its inception, contributing to its policy development, outreach, and planning work since its formation, and serving as the Council chair since its foundation. Richard McLellan, WWF International's Director of Conservation Communications is the current Council co-chair.

The community to be served by Big Room's application - and the community that would be implicitly targeted by any application for ".ECO" - is an alliance of diverse, long-established, and internationally recognized environmental institutions with millions of members world-wide.

Formal international evidence of this community dates back to 1948 with the founding of the International Union for the Conservation of Nature. The community has come together and organized itself with respect to specific issues over the years through a variety of formal and informal alliances including, for example, the Climate Action Network, 350.org, the Antarctic and Southern Ocean Coalition and, since 1972, the United Nations Environment Programme.

The .ECO Community Organization reflects the community's long-standing reliance on and use of the multi-stakeholder model to pursue community-wide goals, and is the appropriate voice to ensure that .ECO operates in furtherance of the goals, values, and interests of the environmental community.

President: Yolanda Kakabadse  
Director General: James P. Leape  
President Emeritus: HRH The Duke of Edinburgh  
Founder President: HRH Prince Bernhard of the Netherlands

Registered as: WWF-World Wide Fund for Nature, WWF-Fondo Mondiale per la Natura  
WWF-Fondo Mundial para la Naturaleza, WWF-Fonds Mondial pour la Nature  
WWF-Welt Natur Fonds. Formerly as World Wildlife Fund

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The "ECO" label has long been used to associate individuals, organizations, and activities committed to respectful, responsible, and sustainable use of the environment. Because use of the "ECO" label is widely understood as a representation of association with the community's goals and values, and in order to avoid consumer confusion, it is imperative policy setting responsibility for the TLD be invested in a representative organization that can provide stable and ongoing environmental community input and oversight.

We look forward to participating in the long-term governance of this community resource, for the greater good.

Yours sincerely,

Jim Leape  
Director General