



# LIVING PLANET CENTRE



Welcome to the Living Planet Centre – the home of WWF-UK. We're proud to invite you not only into the heart of the charity in the UK, but also to a beautiful visitor and education centre that embodies WWF's vision for a more sustainable future.

Today, WWF is needed more than ever. We're seeking solutions to some of the biggest challenges humanity faces – such as combating climate change, keeping our oceans healthy, conserving vital forests and fairly sharing food, water and other natural resources.

Ultimately, we want to build a world where people live in harmony with nature. To do that, we need to educate, inspire, influence and engage – to reach out to the public and policy-makers, to business leaders and influencers, and to the children who'll inherit our one and only living planet.

The Living Planet Centre enables us to do just that. Over the next few pages, we'll show you how...

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## VISIT US

### We're open

Monday to Friday, 9am-5pm  
(excluding public holidays)

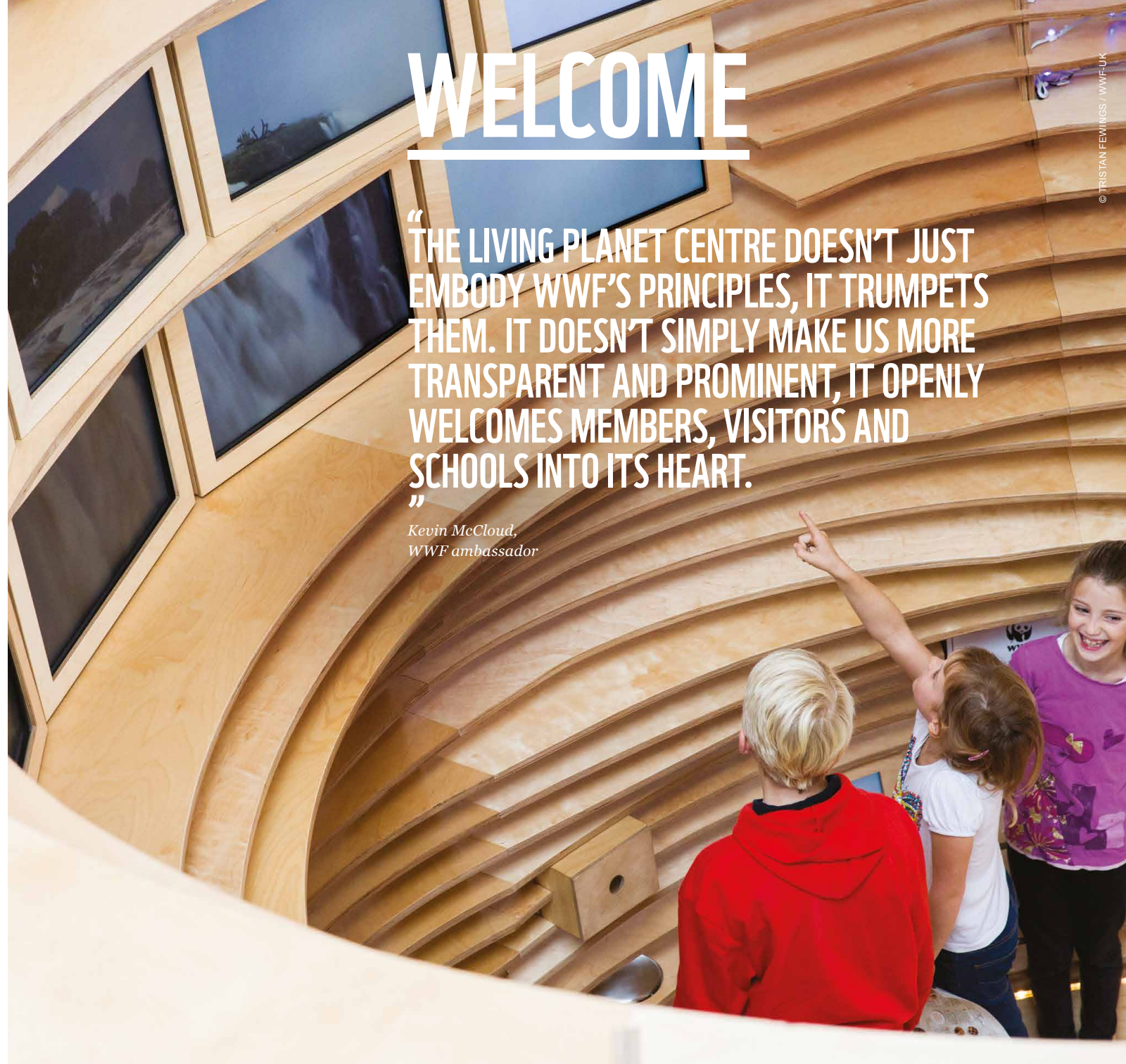
### You'll find us at

The Living Planet Centre,  
Rufford House, Brewery Road,  
Woking, Surrey, GU21 4LL  
Tel: 01483 426444  
[wwf.org.uk/planyourvisit](http://wwf.org.uk/planyourvisit)

# WELCOME

“THE LIVING PLANET CENTRE DOESN'T JUST EMBODY WWF'S PRINCIPLES, IT TRUMPETS THEM. IT DOESN'T SIMPLY MAKE US MORE TRANSPARENT AND PROMINENT, IT OPENLY WELCOMES MEMBERS, VISITORS AND SCHOOLS INTO ITS HEART.”

*Kevin McCloud,  
WWF ambassador*



# ABOUT WWF

We're best known for our work safeguarding iconic species, but that's only part of the story. For over 50 years, we've been fighting to protect our planet's natural environment and striving to build a future where people live in harmony with nature.

Our natural world is under greater pressure than ever before, and we owe it to our amazing planet to act now. To address the biggest threats to the natural world, we've set ourselves many ambitious targets to meet by 2018 – in six key areas.

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## HOW YOU CAN HELP

We rely on your generosity to fund our global conservation work. Please support us. Visit [wwf.org.uk/donate](http://wwf.org.uk/donate)

## THINKING BIG

### RESTORING WILDLIFE

Wildlife populations have fallen by 52% in just 40 years. We're working to protect and restore natural habitats, to tackle the illegal wildlife trade and to stabilise or increase populations of many of the world's most iconic and threatened species.

### SUSTAINING FORESTS AND OCEANS

We're aiming for significant increases in the area of forests and oceans that are properly protected and well-managed, in places we regard as especially vital. To do this we're working with governments to tackle the causes of deforestation such as new roads, cattle farming and the expansion of soy and oil palm plantations. We're also working with the fishing industry to improve the management of our oceans.

### KEEPING RIVERS FLOWING

Without fresh water we couldn't survive, but our global freshwater ecosystems are in rapid decline because of over-use, pollution and the effects of climate change. We're striving to secure or improve the flow of some of the world's great rivers. And we're helping to put measures in place to return UK rivers to good ecological health.

### TRADING SUSTAINABLE TIMBER AND SEAFOOD

Globally we're using more resources than our planet can continue to provide. We're pressing for radical changes that'll transform the timber and seafood sectors in the UK, working with retailers and wholesalers to ensure sustainable trade so that natural resources are maintained and even restored.

### REDUCING CARBON EMISSIONS

We're developing coalitions that can shift energy policy and reduce carbon emissions in Brazil, China, Europe and India. Together we're campaigning for a worldwide reduction in carbon emissions and encouraging businesses to reduce their carbon footprint.

### LIVING SUSTAINABLY

We're addressing the drivers of environmental degradation and promoting a 'one planet' economy where people and nature thrive. We're also helping to enthuse the next generation about the need to value and conserve nature, promoting alternatives that can improve the lives of people and wildlife.



**The challenges we face are tough. We have the know-how, the passion and the determination to meet them. But we need your support, too. Together we can build a world with a future.**



# WORKING AROUND THE WORLD

We believe that a living planet – from the global climate to local environments – is vital not only for wildlife, but also as the source of our food, clean water, health and livelihoods. So we're working with governments, businesses and the public to tackle critical environmental challenges and find ways to ensure people can live in harmony with nature.

## BRAZIL AND THE AMAZON

We're focusing our work in four key regions – Brazil and the Amazon, China, east Africa, and India and the eastern Himalayas. These are regions where some of the world's most diverse wildlife and wild places are concentrated. They're also places where rapidly-growing economies are using an ever-larger proportion of the world's natural resources.



POLAR BEARS



ASIAN RHINOS



SNOW LEOPARDS



AMUR LEOPARDS



ASIAN ELEPHANTS



AFRICAN ELEPHANTS



AFRICAN RHINOS



MOUNTAIN GORILLAS

## EAST AFRICA



TIGERS

MARINE TURTLES



## INDIA AND THE EASTERN HIMALAYAS



GIANT PANDAS



ORANG-UTANS



ADÉLIE PENGUINS

## CORPORATE STEWARDSHIP

We're engaging the business community – especially in sectors we believe can make the greatest difference – to encourage global companies to become stewards of the natural world that their activities depend on.

## UK AND EU ENVIRONMENTAL CHAMPIONS

We're working to ensure that governments in the UK and EU are environmental champions – particularly when it comes to policies on climate and energy, marine issues and international development.

# £20M

THE TOTAL PROJECT COST FOR THE NEW BUILDING WAS JUST OVER £20 MILLION, WHICH WAS RAISED THROUGH A SPECIAL FUNDRAISING CAMPAIGN. AS SUCH, NO FUNDS WERE DIVERTED FROM OUR CONSERVATION WORK

# 99%

OF WASTE WAS RECYCLED OR REUSED

# 42%

THE CARBON IMPACT OF THE BUILDING WAS REDUCED BY 42% DURING CONSTRUCTION COMPARED TO ITS ORIGINAL DESIGN

LOW WASTE CONSTRUCTION: EXCESS MATERIALS WERE GIVEN TO LOCAL COMMUNITY PROJECTS

DESIGNED FOR DECONSTRUCTION: ALL PARTS CAN BE REUSED OR RECYCLED

# 35%

THE BUILDING'S WHOLE-LIFE CARBON FOOTPRINT IS 35% OF THE AVERAGE MODERN OFFICE BUILDING

# 1ST

BUILDING IN THE UK TO BE FULLY ASSESSED FOR THE CARBON IMPACT IT'LL HAVE THROUGHOUT ITS LIFESPAN

# A SUSTAINABLE BUILDING

The Living Planet Centre – home of WWF-UK – opened in 2013. It shows that, through the smart use of design, materials and technology, it's possible to create a state-of-the-art building with minimal environmental impact.

From the start we set out to build a building that would achieve BREEAM Outstanding status. The Building Research Establishment Environmental Assessment Methodology (BREEAM) scheme measures the impact and sustainability of buildings – both in construction and in use. To achieve Outstanding, buildings must score 85% or more. The Living Planet Centre achieved 90%, making it one of the greenest buildings in the UK.



**“WITH THE ENVIRONMENTALLY FRIENDLY BUILDING, WWF IS SHOWING THE WAY FORWARD IN DEED, NOT ONLY IN WORDS.”**

*Anders Johansson,  
Living Planet Centre  
platinum patron*

## HEATING

We heat and cool the building through a system of earth ducts and ground source heat pumps.

## WIND

Four windcowls on the roof help to ventilate the building naturally.

## POWER

On average, solar panels generate 15% of our electricity needs.

## WATER

We collect rainwater and reuse ‘grey water’ from showers and sinks to flush toilets and water our plants. This saves us, on average, over 800 baths of mains water per month.

## WASTE

0% of our waste goes to landfill. We recycle and compost as much as possible. The rest is used for energy recovery.

## WILDLIFE

We’re attracting wildlife to the area thanks to bird, bat and bug boxes, green roofs and the plants we’ve put around the building. Our pond area collects water run-off too.





# “A SHOWCASE FOR SUSTAINABLE TECHNOLOGY JUST AS MUCH AS IT IS FOR SUSTAINABLE ARCHITECTURE AND DESIGN.”

*Phil Smith, chief executive,  
UK & Ireland Cisco International Ltd*

## AIR QUALITY

Our stunning fig trees and other plants help to keep the air inside the building clean and oxygen levels up.

## LIGHT

Glass around the building optimises natural light. We use energy efficient appliances and LED lighting where required.

## THERMAL MASS

Concrete around the building and ‘Energain’ insulation in the roof capture heat during the day and release it back into the building as it cools.

## ACOUSTICS

Panels in the roof absorb sound and the use of birdsong helps to manage noise levels in the open plan space.

## SMART WORKING

Hot desking and breakout spaces enable flexible working around the building. This also reduces the need for fixed desks.

## TECHNOLOGY

We maximise technology across the building to improve productivity and to monitor and control how our building is performing.





# EDUCATING, ENGAGING AND INSPIRING

At the Living Planet Centre, visitors of all ages can discover more about our world and our work in exciting, interactive ways.



## EXPERIENCE WWF

Our interactive exhibition – the WWF Experience – brings to life the wonders of the natural world. Free to all visitors, it's a great opportunity to learn about the world we live in and what we can do to protect it.

We also run a number of open days and special events throughout the year, including hands-on family activities and workshops.

Our public tours give exclusive behind-the-scenes access to our home. They offer an opportunity to find out more about the building, to learn about its design and innovative use of materials.

## VISIT US

Go to [wwf.org.uk/visitus](http://wwf.org.uk/visitus) to book a tour and find out about upcoming events.





“WHAT AN EXCELLENT  
MULTI-CHANNEL  
LEARNING EXPERIENCE.  
THE KIDS REALLY  
ENJOYED THEMSELVES.  
THANK YOU.”

*Austin family, visitors in February 2015*

# WWF EXPERIENCE



## FORESTS

Explore the zone to find out how many people worldwide depend on forests for their livelihoods – and all about the variety of species, from hummingbirds to jaguars, that call forests home.

### DID YOU KNOW...?

Forests support 75% of bird species.

At the heart of the WWF Experience are four ‘zones’ – sculptural spaces with stunning images and touch-screens where you can find out more about our amazing planet.

They focus on four key themes, demonstrating the wonders of each environment, providing inspiring stories about how we can protect them.

Big screens also provide information about our campaigns and the building’s sustainability features, such as the energy generated from our solar panels and the amount of rainwater recycled from our roof.



## FRESH WATER

Beautiful footage inside this zone will take you on a journey from the source to the mouth of a river. Find out the common features of rivers, the problems posed by pollution and how we can protect our waters around the world.

### DID YOU KNOW...?

Globally, 70% of fresh water is used for agriculture.



## WILDLIFE

The Wildlife Zone has some amazing camera trap footage of rare and endangered animals from around the world. Learn more about these animals – where they live and what they eat. And about the people who are working to protect them.

### DID YOU KNOW...?

Giant pandas share their habitat with over 1 million people living in 200 towns.



## OCEANS

In this zone you can discover the fascinating creatures of our underwater worlds, how many different species of penguin there are, and how the lantern fish got its name.

### DID YOU KNOW...?

We know more about the surface of the moon than we do about the deep sea.

## VISIT US

The WWF Experience is free and is open to everyone from 9am to 5pm on weekdays (excluding public holidays). Check [www.wwf.org.uk/visits](http://www.wwf.org.uk/visits) for details.



The Learning Zone at the Living Planet Centre is an inspiring space where young people can develop their interest in the natural world and be inspired to make a difference.

Comfortable for 35 children plus teachers or leaders, it's kitted out with a smartboard, desks, iPads, cameras and art tools.

We run a diverse programme of visits that link with and enrich various aspects of the curriculum (including science, geography and citizenship) for young people aged between 7 and 11.

Youth groups will learn about crucial green issues, develop practical skills and discover ways to spread sustainability messages.

## MAKE A BOOKING

If you'd like to book a school workshop or youth group session, please visit [wwf.org.uk/visitus](http://wwf.org.uk/visitus) or email [schoolvisits@wwf.org.uk](mailto:schoolvisits@wwf.org.uk)

# SCHOOLS AND YOUTH



The Amazon affects us here too. Rainforests play a central part in helping regulate the climate and controlling levels of carbon dioxide, oxygen and rain. We rely on here in the Amazon on all those even that. The impact on the planet is huge. It starts

**“THE MOST IMPORTANT TASK, IF WE ARE TO SAVE THE EARTH, IS TO EDUCATE.”**

*Sir Peter Scott,  
WWF founder*





The Living Planet Centre offers modern and flexible space in inspiring surroundings.

With rooms available to suit every need – from product launches and networking events to meetings, workshops and team away days – the Living Planet Centre is an ideal venue for all events.

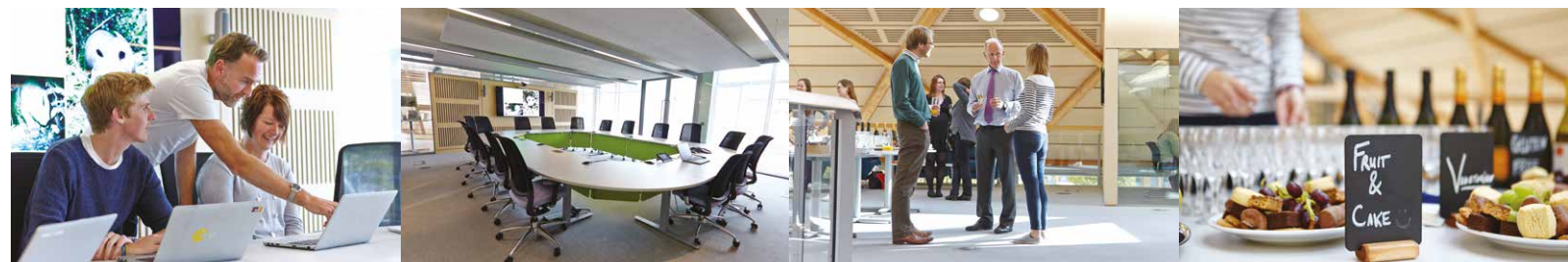
#### What can we offer?

- A stunning, sustainably designed venue
- Capacity for up to 150 people
- Adaptable spaces for meetings, conferences and networking events
- High spec technology, including video conferencing facilities, presentation screens and conference phones
- Great location – within a five-minute walk of Woking mainline station and just 30 minutes from central London
- Refreshments and catering that match WWF's values
- Dedicated support staff



## VENUE HIRE

Find out how we can make your event special at [wwf.org.uk/venuehire](http://wwf.org.uk/venuehire) or contact the team [livingplanetcentre@wwf.org.uk](mailto:livingplanetcentre@wwf.org.uk)





# GET INVOLVED

WWF is a registered charity – most of our income comes from voluntary sources. All our work and our successes are only possible thanks to the generosity of our many supporters. We rely on every single one of them – whether they give us a donation, adopt a wild animal, back our campaigns, or take part in one of our events.



## SUPPORT

- **Make a donation** at [wwf.org.uk/donate](http://wwf.org.uk/donate)
- **Hire a space** at the Living Planet Centre via [wwf.org.uk/venuehire](http://wwf.org.uk/venuehire)
- **Adopt an animal** at [wwf.org.uk/adopt](http://wwf.org.uk/adopt)
- **Visit our online shop** at [wwf.org.uk/shop](http://wwf.org.uk/shop)
- **Become a member** and make a monthly donation via [wwf.org.uk/join](http://wwf.org.uk/join)

## GET INVOLVED

- **Change how you live** – buy sustainable produce, travel greener and waste less. Learn how at [wwf.org.uk/footprint](http://wwf.org.uk/footprint)
- **Contact your school to join our Green Ambassador scheme:** [wwf.org.uk/greenambassador](http://wwf.org.uk/greenambassador)
- **Support our campaigns** at [wwf.org.uk/campaigns](http://wwf.org.uk/campaigns)
- **Get your business involved** through employee fundraising, or become part of our Business Club at [wwf.org.uk/business](http://wwf.org.uk/business)
- **Take part in Earth Hour** [wwf.org.uk/earthhour](http://wwf.org.uk/earthhour) and **Wear it Wild** [wwf.org.uk/wearitwild](http://wwf.org.uk/wearitwild)
- **Talk to your MP** about environmental issues – your voice can make a huge difference



## EDUCATING

The Living Planet Centre helps WWF-UK to generate more public awareness and expand our vital educational programmes

## ENGAGING

The Living Planet Centre improves our ability to encourage others to change behaviours and policies



## LEADING

The Living Planet Centre allows us to influence business leaders, the public and policy makers to protect our planet

## INSPIRING

Through our truly sustainable building, we can set an example and practise what we preach



### Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

[www.org.uk](http://www.org.uk)