



WWF

ANNUAL
REVIEW

UK

2010

Conservation | Climate Change | Sustainability

WWF-UK Annual Review 2010

How we've brought new hope for tigers and so much more





LOGGING PROGRESS

From chainsaw to chain store, our efforts to tackle illegal logging and promote sustainable timber products are resulting in lasting improvements for wildlife, people and forests across the world. WWF's Nicola Round went to Cameroon to find out more. ▶



"It felt good to see something so positive happening. But I know that destructive logging is still a huge problem in Cameroon."

Nicola Round,
forests campaign
manager

It's early morning in the Cameroon rainforest. Monkeys are chattering in a tree close by. But I'm bracing myself for a far louder noise.

An ear-splitting sound rings out, and a chainsaw slices through the thick trunk of an ayous tree. Within minutes the 100-year-old tree crashes to the forest floor.

The sheer power is terrifying. For a moment I feel sad about the loss of life. But I know this has nothing to do with the illegal rainforest destruction we're campaigning against. Instead, this is part of a process that's improving the outlook for people and wildlife in this region.

How? Well, the company that's logging this area is working towards certification by the Forest Stewardship Council (FSC) – an organisation we helped to establish in 1993. It promotes responsible forestry across the world.

I travel onwards through the vast forests of south-east Cameroon to visit another logging operation, which received FSC certification two years ago. Here, each logging area is divided into 30 sections. Each year, just one section is harvested – and new trees are planted to replace them. It's then left for 30 years before being harvested again. This is a vast improvement on forests being felled and abandoned.

But there's much more to it. Companies certified by the FSC also support the welfare and livelihoods of their workers and local communities. Some measures are basic, such as ensuring all workers have safety clothing. Others can provide lasting improvements, such as the school I visit in a nearby village. Lack of access to education is a big issue in Cameroon.

Well-managed forests are also more able to support wildlife. The very fact that I hear monkeys is a sign that nature is thriving. There's plenty to safeguard here: Cameroon's forests are home to a fabulous diversity of wildlife, including the western gorilla, chimpanzee and significant populations of forest elephant.

It felt good to see something so positive happening. But I know that destructive logging is still a huge problem in Cameroon. It's closely associated with the problem of poaching – often of endangered species, such as giant pangolin and chimpanzees. Loggers create roads that make it easier to reach areas where these animals live.

We're stepping up efforts to tackle poachers. The 29 rangers we support in this part of Cameroon have made a number of seizures in the last year or so. They include 17 elephant carcasses, over 13,000 wire snares and many guns.

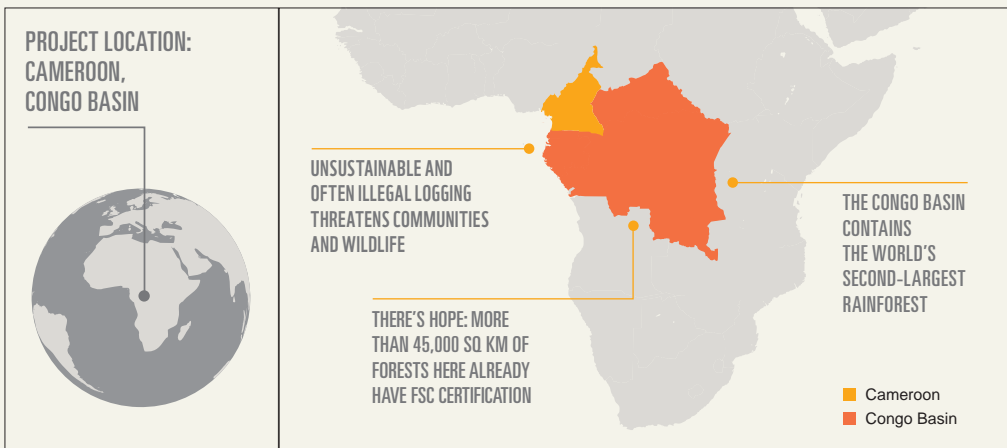
One way to discourage poaching is to improve local people's prospects of making a living. I visit Yengi village, where we're doing just this. Thanks to a community forest project we've helped to set up, and links we've forged between the community and traders, the villagers can sell their sustainably managed timber at a fair price.

But I know the solutions also extend far beyond the borders of Cameroon. We need to ensure there's a strong international market for sustainable wood products. To this end, we've helped convince the European Parliament to approve a new law that will keep illegal wood and wood products out of the European market.

We're running a campaign, with funding from the European Union, calling on consumers to play their part too, by demanding sustainably-sourced products – from furniture to paper. It's a way that all of us can help secure a future for vast areas of forests across the world.

Forests that play a vital role in regulating the climate. Forests that provide a lifeline to people and wildlife. Forests such as the beautiful and bountiful regions I was lucky enough to visit in Cameroon.

*In 2011, UN Year of Forests, we're campaigning for a more responsible timber industry. Visit www.wwf.org.uk/whatwoodyouchoose
You can read Nicola's Cameroon diary at www.wwf.org.uk/cameroondiary*





X2

WE HELPED ORGANISE A
WORLD FIRST — A FORUM
AT WHICH ALL TIGER RANGE
COUNTRIES ENDORSED
MEASURES TO DOUBLE
WILD TIGER NUMBERS

-39%

BY USING NEW FARMING
METHODS WE'VE
PROMOTED, COTTON
FARMERS IN PAKISTAN
HAVE REDUCED THEIR
WATER USE BY 39%

-83%

A LAW WE'VE HELPED
DEVELOP SETS A
TARGET TO REDUCE
GREENHOUSE GAS
EMISSIONS FROM
DEFORESTATION IN THE
AMAZON STATE OF
ACRE BY 83% BY 2020

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OUR WORLD, OUR FUTURE

We're positive about the future. How can that be, when the environment is in crisis? When millions face devastation? When the survival of vulnerable places and creatures is in jeopardy? We're feeling hopeful because, as the world's leading independent conservation organisation, we're taking practical steps to give the world a brighter future.

750,000
MORE THAN
750,000 UK
STUDENTS TOOK
PART IN WWF'S
EARTH HOUR
IN 2010

We're tackling three really big challenges:

1. Conservation

Safeguarding the natural world has always been close to our hearts. Our latest *Living Planet Report* shows that the world's forests, oceans, rivers and lakes are under severe threat. Unless we protect them, countless creatures that depend on them could vanish. It could also jeopardise the livelihoods of many millions of people. We're not going to stand by and watch that happen.

2. Climate change

Climate change is a reality. But today we have a unique opportunity to change course – to protect our planet, people and wildlife. We must drastically cut global greenhouse gas emissions. Get politicians, businesses and ordinary people to change their ways. And find new ways to cope with the changes we're already living with.

3. Sustainability

We can all learn to use less stuff. It's vital that we do. Because globally each year people are using 50% more of the Earth's natural resources than the planet can regenerate. And we can't forget that wildlife share the same resources. That's why we're determined to find ways to share the world's resources more sustainably.

These challenges are tough. But they're not insurmountable. We've got the experience and the scientific know-how. We've got the passion and the determination to build a future where people and nature thrive. What we need is support: from communities, from politicians, from governments. And from you.



© NASA

In our *Living Planet Report* we map and measure the key threats to the natural world. This helps us ensure we're focusing our efforts in the right places. Read more on page 32, and at www.org.uk/livingplanetreport

CONSERVATION

Everything we do is connected. Lose a habitat and the animals it supports go too. Cut down a forest and the threat of climate change grows. Leave people in poverty and they may destroy the local habitat to survive. Nearly a quarter of all mammals and a third of amphibians are threatened with extinction. A billion people don't have access to safe drinking water. Our natural world is under pressure.

But for 50 years WWF has fought to break these patterns of destruction and waste. We still are. Helping to ensure people and nature can live harmoniously – and thrive.

How do we do all this? We're on the ground in the world's most important wild places, creating real solutions to real problems. We're also in the corridors of power when our expertise is needed most.





CONSERVATION SUCCESSSES

7 1ST



We backed the first ever request by indigenous people in Colombia for their land to gain protected status. The result: Colombia's third-largest protected area

3

+10%



We've protected and connected key habitats, and encouraged locals to manage land in ways that benefit Iberian lynx. It's helped numbers rise by up to 10% in a year

10

NEW LAW



We've been trying to ensure the UK's new marine act is implemented as effectively as possible. In early 2010, our efforts helped to secure a similar law for Scotland too

1



500-700

We campaigned for, and provided advice on the technical design of, a national park in Colombia that'll protect marine turtles, dolphins and 500-700 humpback whales

9

90%



Our project in Paraguay has helped reduce the rate of deforestation in its Atlantic forests by 90%

4

94,000 SQ KM



We kick-started efforts that led to 94,000 sq km of high seas being protected. It's an important foraging area for Adélie penguins
You can adopt a penguin at wwwf.org.uk/penguins

1 500-700



Sealife haven declared

We've successfully campaigned against a proposed port in an area that's vital for humpback whales. For years, we've highlighted how critical the seas around Colombia's Malaga Bay are for the 500-700 humpbacks that visit to mate and rear their young. Now, instead of housing an international port, it's been declared a national park. This will protect wildlife and local people against any future developments.

2 39



Yangtze network extended

The population numbers of 39 threatened species in the Central and Lower Yangtze have improved thanks to a network of protected areas we've helped establish. They include finless porpoise, oriental stork and Père David's deer. This year we added 10 zones to the network. It now covers 16,500 sq km. China wants our support to extend the network along the entire Yangtze. Since 2002, our work to protect China's lakes and rivers has been supported by HSBC.

3 +10%



Iberian lynx benefit

Our efforts to safeguard the critically endangered Iberian lynx have led to the best results in many years. Unusually, there have been two consecutive good breeding seasons, and there are signs that there's enough prey for the cats. Official figures for Spain's main lynx area show numbers have risen by up to 10% in a year, from 150.

4 94,000 SQ KM



High seas protection

We kick-started efforts that have led to the first truly high seas area being protected. The safeguarded region covers 94,000 sq km south of the South Orkney Islands. It's a key habitat for krill – the main food source for many marine animals, including great whales. The protected status will stop fishing in the area, and waste disposal from fishing vessels. Scientists will now be able to study the effects of climate change in the Southern Ocean on undisturbed wildlife.

5 14 YEARS



Ruaha flows again

We've met our long-standing target to restore year-round flows to Tanzania's Great Ruaha River by 2010. Many thousands depend on it for drinking water and food. But overuse for irrigation had caused the river to dry up. We've trained rice farmers in more efficient water use, and supported livelihoods that require less water. The river provides a lifeline to wildlife including elephants and hippos.

6

5,000



Orang-utan aid

We're working with the forestry department in Sabah, Borneo, to restore nearly 1,000 hectares of degraded forest. The area, known as Ulu Segama, is home to 5,000 orang-utans, but many of its good quality trees have been removed. So we're re-establishing many types of trees, including those that provide an important source of food for orang-utans.

7

1ST



Amazon boost

We successfully backed the first ever request by indigenous people in Colombia for their land to gain protected status. They were concerned about the threat that mining would pose to the Amazon floodplain. We led consultations with people who live there. We also provided technical advice to the government and communities. The result is Yaigojé-Apaporis national park. It's about half the size of Wales.

8

2 COUNTRIES



Border wildlife helped

Our efforts have been instrumental in securing an agreement between the governments of Nepal and China that will improve conservation along their shared border. They're collaborating to reduce poaching and trafficking of wildlife. They're also promoting an 'ecological corridor' for wildlife to move freely between protected areas in the two countries.

9

90%



Deforestation rate cut

Our project to protect one of the world's most diverse and endangered forests has achieved impressive results. Since 2002, Paraguay has reduced the rate of deforestation in its Atlantic forests by 90%. Our efforts have also resulted in reforestation across many areas that were cleared illegally. We've ensured that underused laws to protect the forest are implemented. And we're rewarding farmers who conserve more land than the law requires.

10

NEW LAW



Safeguarding home waters

After the success of our campaign for a law that protects UK seas, we've been trying to ensure this is implemented as effectively as possible. Following our lobbying, a chief scientific adviser has been appointed to the Marine Management Organisation (MMO). This means that any new policies decided by the MMO will have a strong scientific basis. In early 2010, our efforts helped to secure a similar law for Scotland too.

Keep updated about what we're fighting for. Visit wwf.org.uk/news

39

2



Population numbers of 39 threatened species have improved thanks to protected areas we've helped to establish along the Yangtze

2 COUNTRIES

8



We've been instrumental in securing an agreement that'll improve conservation along the border between Nepal and China

5,000

6



We're helping to restore degraded forest for 5,000 orang-utans. It's a critical component in supporting a healthy primate population in Sabah, Borneo

14 YEARS

5

We've met our 2010 target to restore year-round flows to Tanzania's Great Ruaha River. The river flowed through the dry season for the first time in 14 years





© TOBY SHERBORNE

Tens of thousands of people saw Mark Coreth's sculpture of a tigress take shape on the south bank of the Thames. It helped us raise awareness of the plight of the tiger. In addition, 130,000 people signed our petition, which called for support to double numbers of wild tigers. Find out more about our campaign to save wild tigers, at wwf.org.uk/tigers

A TIGER TRIUMPH

Habitat destruction. Poaching. Illegal trade in tiger parts. They've all taken a severe toll on this majestic big cat. But we've galvanised fresh international determination to double wild tiger numbers. Diane Walkington, our tiger expert, celebrates this historic success.



"I've been lucky enough to visit forests where there are wild tigers. Knowing that they're part of that environment transforms those forests into truly awe-inspiring places."

Diane Walkington,
head of species
programme

With numbers plummeting, the future looked bleak for the world's 3,200 remaining wild tigers. We needed a recovery plan – one with strong political backing. And since some of the key threats are international in scale, we knew it would require unprecedented levels of cooperation between different nations.

So we started to push the notion of getting leaders together from all 13 countries where wild tigers survive. The response was incredible. Soon the idea of a tiger summit had the backing of the World Bank and other influential organisations.

We worked closely with governments and the World Bank to agree the critical actions needed for wild tiger numbers to recover. And in November, Vladimir Putin hosted world leaders at the International Tiger Forum in St Petersburg. The idea had become a reality.

It was a world first – a political gathering that focused on one species. And it was an amazing experience for me to be in a room where heads of government were making some hugely powerful statements about tiger conservation. Even more inspiring was the outcome: all the tiger range country leaders endorsed the recovery programme needed to double wild tiger numbers by 2022.

Some governments have already put money on the table too. Much more funding is needed to make the recovery programme a reality, but the forum has laid a strong foundation for the future of the tiger.

We need this to be translated into immediate action. Poaching is threatening tigers right now. So WWF has committed US\$3.2m more than we normally invest in safeguarding tigers. This will fund urgent additional anti-poaching efforts in top priority tiger landscapes.

These landscapes are places that would be diminished beyond words if tigers were to vanish. It's a lifetime's commitment for me to ensure tigers survive in the wild. It will also involve generations to come – and WWF will be there to continue the fight.

CLIMATE CHANGE

We're ready for our most daunting challenge yet. Climate change threatens the places and animals we've done so much to care for. Millions of people worldwide will also suffer the consequences if climate change spirals out of control.

We need to keep the rise in global temperatures to less than 1.5°C to avoid the worst impacts of climate change. To do this, we need to slash the world's greenhouse gas emissions by 80% before 2050. We need to end our reliance on fossil fuels. We need to stop destroying our tropical forests. And we need to find new ways to deal with the changes we're already starting to see – such as increasing water scarcity in Nepal (pictured).

How is WWF helping to achieve all this? Through tireless campaigning. By spurring on like-minded people. And by convincing world leaders and big businesses to do the right thing. We're also taking steps to safeguard the achievements of our conservation work, by making sure all our programmes include strategies for adapting to climate change.





CLIMATE CHANGE SUCCESSSES

Global event succeeds

WWF's Earth Hour, our annual worldwide awareness-raising event, was again hugely successful. Hundreds of millions of people in 4,000 cities and towns across 125 countries, on every continent, joined in the fun. By switching their lights off for one hour, participants reminded world leaders

they must take positive action to tackle climate change.

In the UK, 750 businesses and 130 iconic landmarks switched off their lights. From Big Ben to Belfast City Hall; and Edinburgh Castle to the Millennium Stadium in Cardiff. Other highlights included glow-in-the-dark golf at St Andrew's, and schoolchildren taking part in a 100-mile torch relay from Dublin to Belfast.

Lots of young people joined in: more than 750,000 UK students took part. We also reached out through new media in a big way. On the day itself, Earth Hour was the number one topic on Twitter. Our chief executive, David Nussbaum, even received a text message from Ed Miliband (then the climate secretary) to say he was participating.

Don't forget to take part in WWF's Earth Hour on 26 March 2011. Sign up at wwf.org.uk/earthhour

"For a judge to tell the government it cannot build huge pieces of carbon-intensive infrastructure without considering the long-term consequences is a resounding win in the fight to tackle climate change"

David Nussbaum

Third runway rejected

We played a leading role in a coalition that successfully contested the government's case for a third runway at Heathrow airport. A High Court judge dismissed the then government's arguments as "untenable in law and common sense".

The implications of the judicial review are profound. It makes clear that any future policy of airport expansion in the UK would have to be considered in the light of the Climate Change Act.

The findings could resonate far wider than the aviation sector, as our chief executive, David Nussbaum, points out: "For a judge to tell the government it cannot build huge pieces of carbon-intensive infrastructure without considering the long-term consequences is a resounding win in the fight to tackle climate change."

We're now urging the government to focus instead on green investment, encouraging alternative ways of connecting people – such as high-speed rail and videoconferencing.

Read more at wwf.org.uk/heathrowupdate

20YRS



Within 20 years
Scotland can
meet between
60% and 143% of
its electricity
needs through
renewable
energy alone

Scotland can go green

A report we commissioned shows that, within 20 years, Scotland can meet between 60% and 143% of its electricity needs through renewable energy alone.

The independent research concludes that it's feasible for all Scotland's fossil fuel-fired power stations to be closed by 2030. Even 'business as usual' projections suggest Scotland wouldn't require any new fossil or nuclear energy.

We're using the findings of the report, *The Power of Scotland Renewed*, to promote Scotland's potential for wave, tidal and wind power.

[Read the report at *www.wwf.org.uk/powerofscotland*](http://www.wwf.org.uk/powerofscotland)

Legal eagles

At the UN climate summit, we provided remote 'real time' legal support for least developed countries and non-governmental organisations. It's something that had never been tried before.

Our innovative approach, which we developed with Oxfam and a number of international law firms, enabled participants in the talks to draw on expert advice from 155 lawyers across the world.

The Legal Response Initiative has produced over 150 pieces of written legal advice, a detailed legal analysis of the Copenhagen Accord, and over 30 briefing papers on a variety of climate negotiation subjects. It was a winner at the prestigious *Financial Times* European Innovative Lawyers Awards this year. We now plan to provide an even better service at treaty negotiations that focus on the climate and other environmental matters.

[For more information, visit *www.legalresponseinitiative.org*](http://www.legalresponseinitiative.org)

Government carbon challenge

We've shown the government how it could save £100m of public money and reduce its carbon emissions by nearly 60,000 tonnes over three years. Our solution? Simply cut out the unnecessary flights taken by ministers and officials.

Our report, *Excess Baggage*, revealed that 90% of their flights were within the UK, and many others were short-haul flights to Europe. All destinations that can be reached easily using the train; and many trips could be replaced by wider use of videoconferencing. We contacted 22 government departments, and found under half had reduced their number of flights between 2007 and 2009.

-60,000 TONNES

WE'VE SHOWN THE
GOVERNMENT HOW
IT COULD REDUCE ITS
CARBON EMISSIONS
BY NEARLY 60,000
TONNES OVER
THREE YEARS

Our campaigns director, David Norman, says: “Businesses have done everything in their power to cut out wasteful spending on unnecessary flights during the recession. Yet our report shows that few government departments have made similar efforts. They should start by cutting at least one flight in every 10 next year.”

Find out more and read the report at www.wwf.org.uk/excess

Asian energy visions

We've produced national 'energy visions' for four key Asian countries – China, Indonesia, the Philippines and India. They show how these four fast-growing economies can develop without emitting large volumes of carbon. We've used our convening power to bring together stakeholders from the government, public and private sectors, and civil society organisations in each country to help develop the plans. This has ensured there's strong support for the recommendations.

In the Philippines and Indonesia, the energy visions have already inspired the creation of a new initiative that'll enable these countries to use their considerable geothermal resources to supply them with sustainable energy.

-83%



Fighting forest loss

We've helped the state government of Acre, in the Brazilian Amazon, develop a law that'll encourage and support people to conserve rather than destroy the region's forests. The new legislation is designed to increase the value given to the many 'environmental services' the forests provide – starting with the vital role trees play in storing carbon.

It sets a target to reduce the greenhouse gas emissions associated with deforestation in Acre by 83% by 2020. Globally, up to a fifth of greenhouse gas emissions result from forest loss, so it's vital they're curbed. The new law is a leading example of how this can be done.

Our involvement has included supporting consultations that have helped to increase support for the law. That's essential if it's going to be implemented effectively. The legislation means rural communities will get benefits for conserving forests – including assistance to help them manage their forests responsibly. We've supported this success thanks to funds from DFID, HSBC and Sky.

Find out more and help us raise £2m, which Sky will match pound for pound. Visit www.rainforestrescue.sky.com

New legislation sets a target to reduce emissions associated with deforestation in Acre by 83% by 2020

HIMALAYAN HELP

We're helping many communities around the world find ways to cope with the impacts of a changing climate.

1,000

WE'VE PLANTED
1,000 BAMBOO
SEEDLINGS TO
SUPPORT UNSTABLE
TERRAIN AGAINST
LANDSLIDES

In Nepal, we're working with people who live in Langtang National Park and depend on its natural

resources. This mountainous area is home to a rich diversity of wildlife including snow leopard and red panda.

Climate change is emerging as a major threat here. There are more frequent reports of landslides, flash floods and droughts. Increasing water scarcity is reducing the productivity of farmers' crops.

We're raising understanding of the impacts of climate change. And making sure people and the environment are better able to cope with the changes.

Under the new project, we've already planted nearly 1,000 bamboo seedlings to support unstable terrain against landslides. We've trained farmers to improve their crop productivity. And we've promoted ways of addressing water scarcity – such as conservation ponds and rainwater harvesting.

We're also working closely with the Nepal government to ensure that the lessons learned from this work inform national policies.

A natural partnership

Our work on climate change adaptation in Nepal is one of many WWF projects that the UK government's Department for International Development (DFID) funds. Our partnership works to improve environmental governance, which includes the way governments, civil society and businesses make decisions that impact on the environment. We focus on issues including poverty, climate change, and finding ways to make the trade and use of goods more sustainable.

We've worked together since 1986, and DFID is funding £13.3 million of our work between 2008 and 2011.

To find out more about other WWF projects funded by DFID, visit wwf.org.uk/dfid

BEYOND COPENHAGEN

Science shows that climate change continues unabated. World leaders have yet to strike a robust climate deal. But we're making the most of every opportunity to transform things, says Keith Allott.



"I remain inspired, rather than daunted, by the task ahead. Our generation has a unique opportunity to change course."

Keith Allott,
head of
climate change

It's been a tough year for anyone who's concerned about climate change. The UN summit in Copenhagen enabled us to get climate change on the radar in a big way. But despite some successes, it was a bruising experience.

World leaders failed to strike a strong, legally-binding agreement. The pledges they made would still allow the world to heat up by 3-4°C. That would have a devastating effect on people and wildlife.

This year we've focused on ensuring that Copenhagen provides a stepping stone to stronger action. Forest loss currently causes up to 20% of global greenhouse gas emissions. So at the follow-up climate summit in Cancun, Mexico, we pressed for stronger measures to tackle deforestation. We also lobbied for funds to help developing countries cope with climate change.

Worryingly, there's been a concerted attempt to cast doubt on the integrity of climate science. We remain sure that the latest science provides compelling evidence that some impacts of climate change, such as melting ice and sea-level rise, are accelerating.

But we also see more and more compelling opportunities to transform things. We're urgently promoting energy efficiency and renewable sources of energy. We're working with businesses and progressive governments that can make it happen.

In the UK, the new coalition government has made a promising start – with pledges to regulate coal-fired power stations, limit airport expansion, and set up a new Green Investment Bank to support renewable energy and energy efficiency in homes. Good news, especially since we've been campaigning on all these issues.

I remain inspired, rather than daunted, by the task ahead. Our generation has a unique opportunity to change course. To protect forests which, as well as being vital for wildlife, also store carbon. To begin the necessary shift to a clean energy future. We know enough to achieve changes for the better. And we know that we must.



© PAUL NICKLE/NATIONAL GEOGRAPHIC STOCK / WWF-CANADA

Some impacts of climate change, such as melting Arctic ice, are accelerating. It's threatening the survival of wildlife that depend on ice, such as this Atlantic walrus. You can support our campaigns to tackle climate change. Visit [wwf.org.uk/climatecampaigning](https://www.wwf.org.uk/climatecampaigning)

SUSTAINABILITY

How much stuff do we really need? If everyone had the same lifestyle as people in the developed world, it would take three planets to feed, clothe, transport and house them.

We only have one planet. But if we take better care of it, everyone can thrive. People and wildlife. Lots of us will have to change the way we live. It's not going to be easy changing people's habits. But with the right help and encouragement, it can be done.

How is WWF going about it? We're coming up with practical ways to make business and industry more sustainable. And we're promoting greener lifestyles.





SUSTAINABILITY SUCCESSSES

Corking success

Years of campaigning by us to promote real cork stoppers from well managed forests has paid off. Two major retailers which are members of the Global Forest and Trade Network – a partnership led by WWF – are to use cork sourced from forests certified by the Forest Stewardship Council (FSC) in their wine bottles.

Sainsbury's has pledged that from 2010 all the cork it uses in its own-label drinks will be sourced from FSC-certified forests. The Co-operative Group will introduce FSC-certified corks in about a third of its wines.

This significant achievement will boost sustainable harvesting, and therefore protection, of Mediterranean cork oak forests. That'll benefit the threatened species such as Iberian lynx and Iberian imperial eagle which rely on these habitats.

30

**AS A DIRECT RESULT
OF OUR FINDINGS, 30
EUROPEAN COMPANIES
STEPPED UP THEIR
COMMITMENTS TO BUY
CERTIFIED PALM OIL**

Palm oil breakthrough

Our efforts have helped to significantly increase global sales of certified sustainable palm oil (CSPO). It's all thanks to a scorecard we produced, which assessed how well 59 of Europe's biggest retailers and manufacturers are living up to their commitments to buy sustainably produced palm oil. Results showed that a handful of companies were making real progress, but that the majority weren't.

However, as a direct result of our findings, 30 European companies stepped up their commitments. In the following six months, take-up of CSPO increased – from a lowly 1% of the annual certified supply being sold, to a more respectable 26%.

Palm oil is used in around half of all packaged food products sold in supermarkets, and in anything from bread to shampoo. Most of it is sourced from Malaysia and Indonesia, where forests are being cleared to grow it. This threatens many species, including orang-utans and tigers, and displaces local people. We aim to transform the palm oil market so it's sustainable. It'll give consumers confidence that the products they buy aren't harming the environment.

Read about our palm oil scorecard at wwf.org.uk/palmscorecard

-20,000

We've helped inspire BT to cut nearly 20,000 business flights in just one year through the increased use of voice, web and videoconferencing



Flights challenged

We've helped inspire BT to cut nearly 20,000 business flights in just one year through the increased use of voice, web and videoconferencing.

The telecoms giant has become the first company to meet our One in Five Challenge, by reducing its business flights by 20%.

Our five-year challenge aims to change the culture of business travel. We're offering companies support and advice in reducing their reliance on flying, in favour of lower-carbon alternatives.

In return, businesses are showing that it's possible to cut flights, and the carbon and financial costs associated with flying, while remaining competitive.

Sign your business up to the challenge. Visit www.wwf.org.uk/oneinfive

Toxic investments

We've played a central role, along with the Co-operative Bank, Insurance and Investments, in calling for BP and Shell to report fully on all the risks – to the environment and to people's investments – associated with their projects to extract oil from tar sands. Such extraction is known to cause three times the carbon emissions of conventional oil production, as well as creating dangerous waste including poisonous water that leaks into the wider environment.

6°C



BP has revealed that it's working to a scenario that could result in a rise in average global temperature of 6°C by 2100

UK pension funds invest heavily in these companies. So we've flagged up how an increasing price for emitting carbon will impact on such investments – through our *Carbon risks in UK equity funds* report. The findings of our report have supported our call for the government to introduce mandatory requirements for businesses to report fully on their greenhouse gas emissions.

Our campaign also raised strong support, notably among some of the biggest pension funds, for resolutions at each company's annual general meeting to discuss the environmental and financial risks associated with tar sands. It's resulted in information being made public for the first time, including BP revealing it's working to a climate scenario that could result in a rise in average global temperature of 6°C by 2100 – which would be truly catastrophic for people and nature.

Support our toxic fuels campaign. Visit www.wwf.org.uk/toxicfuels

2015

Under our seafood charter M&S commits that all its fish products will be from sustainable sources by 2015



Seafood commitment

M&S has become the first company to sign up to our Seafood Charter. Under the initiative, M&S has made a commitment that all its fish products will be from sustainable sources by 2015. We'll help M&S evaluate how sustainably it sources wild and farmed fish. We'll also help the retailer find and develop more sustainable sources. By working with M&S, and with other businesses that have expressed an interest in the charter, we'll help to protect our oceans and promote sustainably sourced fish to consumers.

Read more at www.org.uk/seafoodcharter

Think differently

From a waterless washing machine to wind turbines that fly 1,000m above the ground, many inspiring innovations are emerging that could move whole sectors of industry in a sustainable direction.

To catalyse this transformation, we've launched a 'green game-changers' initiative to share examples of new business thinking. It's designed to encourage businesses to invest in, adopt or develop green innovations.

We think the business community is vital in driving sustainability. It's in their best interests, too. In the face of climate change and pressures on the natural resources that businesses rely on, they'll need to make the most of sustainable opportunities if they're to remain resilient.

www.org.uk/innovation

2013

THE EUROPEAN PARLIAMENT HAS APPROVED NEW REGULATIONS THAT FROM 2013 WILL KEEP ILLEGAL WOOD AND WOOD PRODUCTS OUT OF THE EUROPEAN MARKET

Illegal timber axed

We played a pivotal role in convincing the EU to agree on a new law to tackle illegal logging. Years of lobbying by us and other charities, and ongoing pressure from our supporters, led the European Parliament to approve new regulations that from 2013 will keep illegal wood and wood products out of the European market.

It's an important step in curbing the illegal destruction of vast areas of forests across the world. Under the law, companies importing timber will have to provide data about the country of origin of the timber they use and prove its legality. We're now striving to ensure the law will be enforced effectively, and pushing for penalties to deter lawbreakers.

Find out more about our campaign to support responsible timber trade at www.org.uk/whatwoodyouchoose



© SHEILA BURNETT AND RAH LEARNING & PARTICIPATION

We commissioned a new environmental musical – *One Sun, One World* – which had its premiere at a packed Royal Albert Hall this year. Now we're working with schools across the UK to stage 50 performances in 2011. Watch a film of highlights at wwf.org.uk/onesunoneworld/highlights

A VERY FINE YARN

Our measures to cultivate cotton using less water and fewer harmful chemicals are paying off. WWF's Becci May explains how farmers, wildlife and two of the biggest rivers in South Asia are benefiting.



"It's been really inspiring to see how enthusiastically the farmers have embraced these changes."

Becci May,
South Asia
programme manager

More than 90% of the water taken from the Indus river in Pakistan and the Godavari in India is used to irrigate crops – particularly those considered 'thirsty', such as cotton. Agriculture is the main source of income here. But it's also the main cause of water shortages. What's more, cotton cultivation is responsible for half the pesticide use in India. In Pakistan the figure is 75%.

The result is contaminated water and reduced flow. It's harming people and wildlife right along these rivers. So, since 2006 we've been working with businesses, governments, farmers and others to come up with solutions.

Our measures were pretty simple. For instance, we suggested irrigating alternate furrows, rather than flooding entire crop fields. We encouraged farmers to water only when their plants really needed it – and came up with tips to identify when this was. And we promoted use of organic matter rather than chemicals to fertilise their land. We also taught them to distinguish between pests on their crops and insects that are beneficial – and to use organic pest control.

It's been really inspiring to see how enthusiastically the farmers have embraced these changes. As well as the farmers we've trained at field schools, countless others have taken on our suggestions.

The results speak for themselves. On average, cotton farmers in Pakistan using these practices have reduced their use of water by 39%, pesticides by 47% and chemical fertiliser by 40%. Their income has increased by 11%, too – largely thanks to a reduction in the amount they spend on synthetic pesticides and fertilisers.

And we've just had exciting news: farmers in India and Pakistan have produced the first cotton that meets the criteria of the Better Cotton Initiative – which we helped to establish. It means partners who've supported our work, including IKEA and M&S, can begin to meet their commitments to source cotton that they know has a lower impact on the environment and people. Their demand will ensure a market for the farmers who are taking these really positive steps.



© ISTOCKPHOTO.COM

Our better practices for cotton production have been so widely adopted in India and Pakistan that it's becoming hard to find 'control' farmers – those not using our methods – to compare performance against. Find out more at www.wwf.org.uk/agricultureandwater

OUR LIVING PLANET

Every two years, we produce the leading health-check on the natural world: the *Living Planet Report*. Its latest findings provide a stark reminder that we all need to rethink our relationship with nature. But there's still hope, says Colin Butfield.



"The Living Planet Report is an incredible resource for us. Mapping and measuring the threats helps us ensure we're focusing our efforts in the right places."

Colin Butfield,
head of campaigns

Fifty years ago, WWF was formed in response to a crisis. Wildlife, particularly big game animals, were being poached at a rate that threatened to wipe them out – and the wider environment was at risk. So we set about finding solutions.

In the intervening decades, the nature of threats to the environment has changed significantly. The biggest difference is the dramatic rise in humanity's footprint – the impact on the planet of the natural resources we're using. Things such as wood, fish, fresh water and land for crops. A huge impact also now comes from the carbon we're pumping into the atmosphere. WWF's new *Living Planet Report* shows that's risen 11-fold in 50 years.

With such pressures on land, sea, fresh water and air, it's no surprise that the report's index of 8,000 populations of 2,500 species shows continuing declines. Some are particularly alarming: the populations of tropical freshwater species we've tracked have fallen by nearly 70% since 1970. But improvements in the numbers of some species show that concerted conservation efforts can be effective.

The *Living Planet Report* is an incredible resource for us. Crucially, it tells us what – and where – the problems are. And what's causing them. Mapping and measuring the threats in this way helps us ensure we're focusing our efforts in the right places.

It highlights one pattern which is standing out above all others: that demand from wealthy nations is driving the depletion of natural resources in poorer countries.

By making such a connection clear, the report helps us develop the most effective responses. So, for example, as well as regenerating degraded forests that are critical for orang-utans, we now also challenge supermarkets and manufacturers across Europe to choose palm oil only from suppliers that don't destroy valuable forests to make way for plantations (see page 26).

50YRS
WWF'S GLOBAL
REACH MEANS WE'RE
WELL PLACED TO
MAKE A WORLD OF
DIFFERENCE IN
THE NEXT 50 YEARS

The successes outlined in this annual review show there are many reasons to remain positive. We're using our expertise and influence to find the solutions that are needed. Whether that's in safeguarding the natural world, tackling climate change, or encouraging changes in the way we all live.

Our global reach is crucial. It means we can be in the right places to change things for the better. The fact that WWF works in more than 100 countries means we're uniquely placed over the next 50 years to achieve positive change. By applying our scientific know-how, and bringing together businesses, governments and the public.

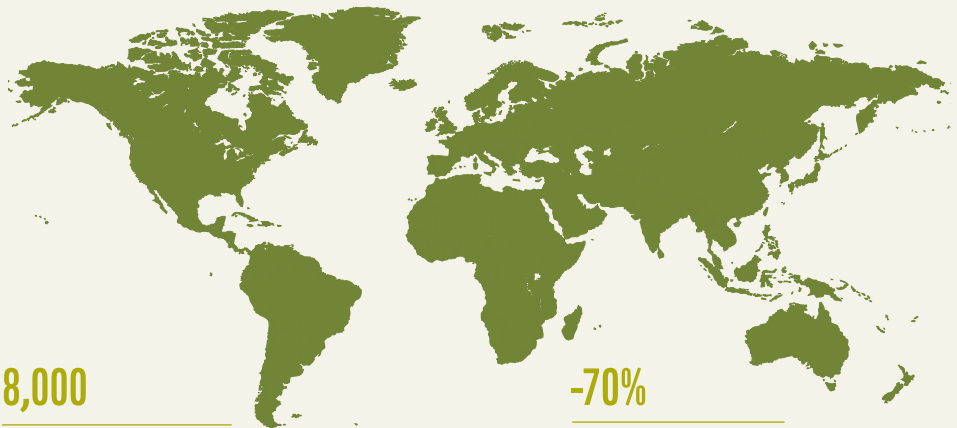
That's the great thing about WWF. It always gives cause for optimism. Somebody's always finding a solution – whether that's getting our boots muddy, monitoring wildlife and habitats. Or influencing big political and business changes that'll reduce humanity's footprint. It makes me feel like we've got a fighting chance.

2X

Humanity's demands on natural resources have doubled since 1966

18 MONTHS

It takes the planet a year and a half to replenish all the natural resources people use in a year



8,000

The report measures the health of almost 8,000 populations of more than 2,500 species

-70%

Populations of tropical freshwater species we've tracked have fallen by nearly 70% since 1970

Read the full report at wwf.org.uk/livingplanetreport



© MICHAEL WALKER

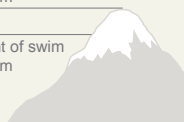
Lewis Pugh is no stranger to tough swims. He's swum in Antarctic waters and at the North Pole to highlight the impacts of global warming. But swimming at an altitude of 5,300m in 2°C water on the world's highest mountain was his hardest challenge yet. wwf.org.uk/lewispuh

THE HIGHEST SWIM

Two thirds of the way up Everest, clad in just a pair of swimming trunks, a cap and goggles... Lewis Pugh's dedication to his role as a WWF ambassador, highlighting climate change, clearly knows no limits.

Everest summit
8,848m

Height of swim
5,300m



Environmental campaigner Lewis Pugh's latest daring feat of endurance was swimming 1km across a glacial lake on Everest. His mission was to draw attention to the increasing rate at which Himalayan glaciers are melting.

It's a cause that's close to our heart. Thousands of species rely on water from these glaciers. More than a billion people depend on the steady flow for drinking, sanitation, agriculture and hydroelectric power. But the increasing levels of melt water as the glaciers warm can cause glacial lakes to burst their banks. This threatens surrounding communities with devastating outpourings of water and debris.

Battling icy-cold water and altitude sickness, Lewis successfully completed his swim in 22 minutes and 51 seconds.

"I had to find a delicate balance between going too fast – in which case I might drown due to hyperventilation – and going too slowly, in which case I might die of hypothermia," Lewis explains.

He was driven on by a determination to highlight climate change.

"Millions rely on this water, and preserving it is vital to peace in the region," he says. "I've seen glaciers in the Arctic, the Alps, central Africa, Antarctica and the Himalayas, and it's the same story everywhere: most glaciers are melting away.

"I'd urge leaders worldwide to put climate change at the very top of their agendas. Next, I hope to share my experiences with the UK government."

WWF ambassadors are distinguished and influential people who are committed to our mission.

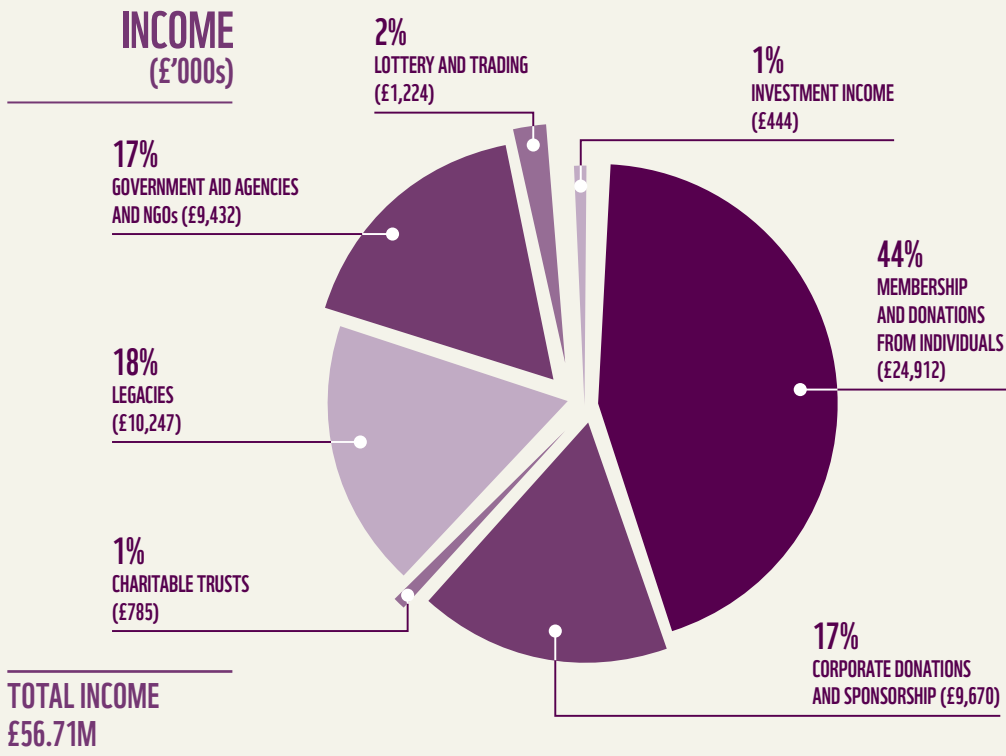
We greatly appreciate their efforts in support of our work.

Sir David Attenborough OM CH CVO CBE FRS, Richard Aylard CVO, Simon Burall, Field Marshal Sir John Chapple GCB CBE DL (Chairman), Will Day, John Elkington, Ben Fogle, Sir Stelios Haji-Ioannou, Sir John Houghton CBE FRS, The Rt Rev James Jones DD DL, Lord Bishop of Liverpool, Peter Jones, Lady Clare Kerr, Sir Richard Kleinwort Bt, Kevin McCloud, Alistair McGowan, Deborah Meaden, Simon Pepper OBE, Stephen Poliakoff CBE, Jonathon Porritt CBE, Lewis Gordon Pugh OIG, Miranda Richardson, Professor Callum Roberts, Nick Ross.

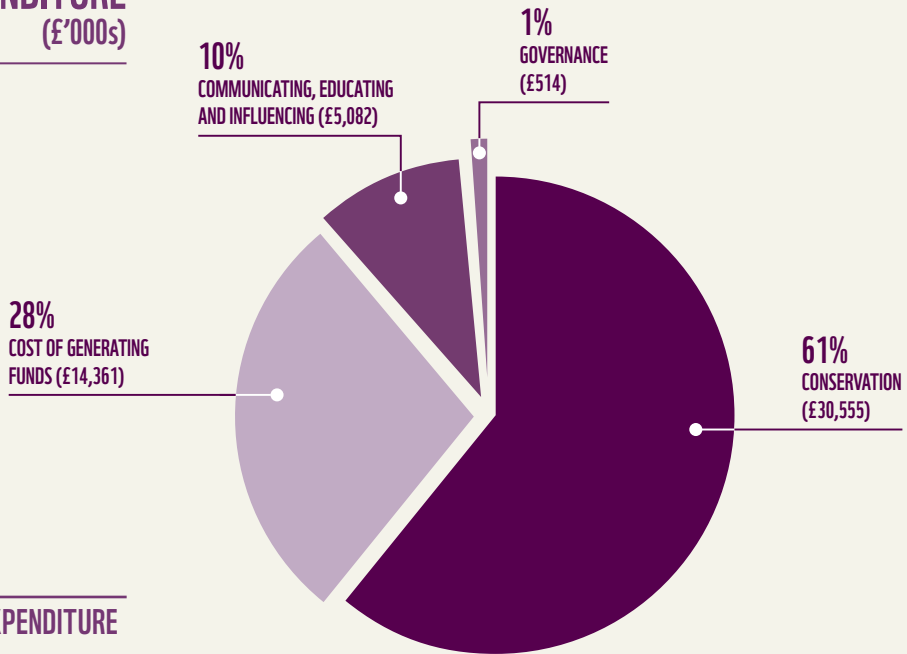
RAISING SUPPORT

Thanks to the commitment and generosity of our supporters, we've made good progress in raising funds despite a tough economic climate. Our investment in boosting long-term fundraising income has continued to bear fruit. It's led to a 17% rise in donations from individuals paying by direct debit this year. More than 300,000 people now give us a regular gift, which is the highest figure we've achieved yet.

We've continued to come up with new ways to engage with existing and new supporters. For instance, by collaborating with sculptor Mark Coreth, we installed an ice bear sculpture in Trafalgar Square in December 2009. This striking piece of art helped us explain the threat that climate change poses to polar bears and other wildlife. ▶



EXPENDITURE (£'000s)



TOTAL EXPENDITURE
£50.51M

We're making the most of our website's potential to raise funds. This year, we won a Third Sector award for the effectiveness of our online fundraising.

We're also delighted that we've been chosen as a charity that benefits from the People's Postcode Lottery: £2 from every ticket sold goes to charities, including us. This, as with all ongoing support, is invaluable and greatly appreciated.

If you'd like to support us, please visit wwf.org.uk/howyoucanhelp

Notes These diagrams are an illustration of WWF-UK's income and expenditure for the year ending 30 June 2010. A copy of the full audited accounts which contain the detailed information required by law can be downloaded from our website – wwf.org.uk – or obtained by writing to our Supporter Relations team.

OUR SUPPORTERS

The work we do to conserve endangered species, safeguard threatened habitats and address global environmental threats wouldn't be possible without building strong and long-lasting relationships with our supporters and other partners.

Individual supporters

We are truly grateful for the generosity of our loyal supporters, who help us in many ways. They may become a member or donor, adopt a wild animal, take part in one of our events, or give their backing to our online campaigns. Their ongoing support provides the lifeblood of the charity.

For information about becoming a corporate partner, please contact our director of corporate partnerships on 01483 412320; or our head of new business on 01483 412457

Businesses that support us

We build rewarding partnerships with the business world – to deliver our vital conservation programmes and promote sustainability policy and practice.

We'd like to thank the following companies for generously supporting our work:

Arkadin UK, Barclays Bank Plc, BGL Group, Canon, Coinstar, Esmonde Publishing, Fellowes UK, Hoopers Gallery, HSBC, IKEA UK, Marks & Spencer Plc, MBNA, RSA, SABMiller, ShP for Charity, Sky, Tetra Pak UK, The Cadbury Foundation, The Co-operative Group, United Biscuits

To become a Conservation Champion contact our director of fundraising on 01483 412400

Conservation Champions

These are individuals who donate £10,000 or more to help us address the world's most serious environmental problems. Their financial support is, of course, highly valued. Many are influential figures in their own fields of expertise, so their support often has an even greater effect.

To become a Guardian or a WWF member, to make a donation, or to adopt a wild animal, please call us on 01483 426333 or email supporterrelations@wwf.org.uk

WWF Guardians

This is a dedicated group of supporters who have collectively contributed more than £3.3 million to us since the Guardian programme was launched in 1994. Each Guardian donates £1,000 or more each year to one of our key projects – focusing on where the threats to the natural world are greatest and where the funding is needed most.



© SCIAVS

We rely on every single person who lends us their support – whether they give us a donation, back one of our campaigns, or take part in an event. Please join us for WWF's Earth Hour on 26 March 2011. Sign up at www.wwf.org.uk/earthhour

If your trust or foundation would like to support our work, please contact our senior trusts manager on 01483 412436

Trusts and major supporters

We receive generous support from many trusts, foundations and individuals. We're very grateful to them all. A selection is listed here:

Allen & Nesta Ferguson Charitable Trust, The Ashden Trust, The Ernest Kleinwort Charitable Trust, The Esmée Fairbairn Foundation, The European Climate Foundation, HB Allen Charitable Trust, Herd & Muriel Lawson Charitable Trust, IFG Net Trust (Jersey), The Ingram Trust, The Iris Darnton Foundation, Marjorie Coote Animal Charity Trust, Ofenheim Charitable Trust, The Rufford Maurice Laing Foundation, The Shears Foundation, Tellus Mater Foundation, The Tolkien Trust, The Tubney Charitable Trust, The Waterloo Foundation

Mrs Caroline Adams, Ms Lucy Alexander, Mr & Mrs Richard and Diana Allan, Mr Andrew Beckingham, Mr David Forster, Mr & Mrs Mario and Paula Frering, Mr and Mrs David and Renee Gregson, Mr & Mrs Mark & Fatima Grizzelle, Mr & Mrs Oliver & Patricia Heathcote, Mr Roger Hooper, Mr Samuel Joab, Ms Carol Kemm, Sir Martin Laing, Mrs Clare and Miss Sassy Mathias, Mr R & Mrs L Norton, Mr Alberto Piedra, Ms Anne Reece, Sir Alec Reed OBE, Ms Miranda Richardson, Mr Ed Smith, Mr & Mrs Andreas and Claudia Utermann, Mr Charles Williams

High-profile people

We gain strong support from a number of people who use their high profile to promote us. We greatly appreciate their participation in our work, which allows us to reach even more people across the world.

Tom Aikens, Lily Allen, Steve Backshall, Blake, Alexandra Burke, Darius Campbell, Coldplay, Lily Cole, Diversity, Colin and Livia Firth, Nicola Giuggioli and the entire team at Eco Age, Goldie Lookin Chain, Amanda Holden, Kelly Hoppen MBE, Darren Jeffries, Sir Tom Jones, Graeme Le Saux, Leona Lewis, Danielle Lineker, Matt Littler, Marina and the Diamonds, Stephen Merchant, Paul O'Grady MBE, Jonny Owen, Lisa Rogers and Cycle Maximus, Zoe Salmon, Stereophonics, Iwan Thomas MBE, Jo Wood

If you'd like to leave your own lasting legacy that will help to fund our work, please contact legacy@wwf.org.uk

Leaving a lasting legacy

We would like to pay tribute to everyone who remembered us in their wills, and to friends and relatives who made memorial donations. Every legacy is of great value to our work. The following people left especially generous bequests during the year:

Mrs MA Allen, Mrs PB Bonnard, Miss JA Bowen, Mrs ME Broadbent, Mrs A Burnett, Mrs BI Chapman, Miss HC Church, Mr TWE Craddock, Miss AE Crockford, Dr P Crossley, Mr FA Elliott, Mr PD Freeman, Dr EI Garvie, Miss M Haddon, Mrs PS Hall, Mr DV Hands, Mrs GE Hardwell, Mrs JEI Hasted, Mrs AR Higginson, Mr JR Hurst, Mrs IG Jennings, Mr H Kollmann, Mrs JA Langridge, Mrs PD Lee, Mrs IB Lewis, Mr EH Longland, Ms J Lynch, Mrs JE Mackay, Mr RAM MacKenzie, Mr HIG Mansfield, Mr JA Messenger, Miss AC Nowill, Mrs JM Pemberton, Mrs REF Perry, Miss SA Rayner, Mrs DL Real, Miss BH Rhodes, Mr JM Richards, Miss S Ross, Mrs GM Ruiz, Mrs GG Scott, Mrs VA Simpson, Dr CED Smith, Miss J Spencer, Mrs HM Stewart, Mr M Surtees, Mr WT Taylor, Mrs DLE Turnbull, Mr GWC Turner, Mr JA Whitehouse, Mrs BE Willis, Mrs LM Wishart

WWF-UK trustees and principal officers

As at 30 June 2010

President

HRH Princess Alexandra, The Hon Lady Ogilvy KG, GCVO

Trustees Emeriti

Sir Martin Laing CBE, The Hon Mrs Sara Morrison, Sir Arthur G Norman KBE, DFC

Trustees

Ed Smith (*Chair*), Dr David Bryer, Mark Chambers, Rita Clifton, Colin Day, Professor Ian Diamond, David Gregson, John Manktelow, Professor David Macdonald, Bert Piedra (*Treasurer*), David Taylor-Smith, Dr Valentin von Massow, Professor Kathy Willis

Principal officers

Chief executive, David Nussbaum
Director of campaigns, David Norman
Director of communications, Winnie De'Ath
Director of fundraising, Tobin Aldrich
Director of programmes, Glyn Davies
Deputy director of programmes, Oliver Smith
Director of resources, Dermot Heffernan

CHALLENGING OURSELVES

Limiting our air travel. Cutting back on air con. And feeding worms. It's all helping us reduce the environmental impact of our day-to-day work.

-5.7%
OUR BIGGEST
IMPACTS ARE FROM
BUSINESS TRAVEL
AND ENERGY USE.
THIS YEAR WE'VE
REDUCED THESE
BY 5.7%



From protecting seas that are essential to humpback whales, to challenging pension companies' investments

in toxic fuel projects, you'll see in this review that we're doing our utmost to safeguard the planet and its natural wonders.

Our latest *Living Planet Report* also highlights how important it is that we all take steps to reduce our energy and water use, and our waste. So we work with businesses and governments to encourage this. We also challenge ourselves to find new ways to cut any harmful impacts we have on the environment.

We monitor our energy consumption, water use, waste, business travel and what we buy. And we set targets to improve our performance.

Our biggest impacts are from our business travel and our energy use. This year we reduced these by more than 5%. We still have to visit our field projects and lobby at international meetings, but we've managed to cut our flights significantly. We've done this by setting carbon budgets for staff travel, and by promoting rail over air to European destinations.

This year we've installed high-definition videoconferencing cameras. It's encouraged even wider use of this alternative to travelling to meetings. Especially between our offices across the UK. That saves carbon. It also saves the cost and time involved in travel.

We've made further energy savings in our IT. We've switched off air-conditioning units in our computer server rooms and switched off two servers. Simple measures like these have helped us cut our electricity use by nearly 6% since last year.

We've cut back on waste, too. Using a company to manage our print materials, and replacing paper towels with Bio-dryers in our washrooms have meant we've reduced the amount of paper we use by an impressive 38% this year. Our new wormery has helped us reduce the amount of waste we send to landfill – by 4% on the previous year.

By challenging ourselves in these and many other ways, we hope we'll be even better placed to inspire others to make positive changes to their ways of life.

-38%

**WE'VE CUT OUR
USE OF PAPER
BY 38%**



-5.8%

**WE'VE REDUCED
OUR ELECTRICITY
USE BY 5.8%**



-34%

**SINCE 2004,
WE'VE CUT OUR
BUSINESS TRAVEL
EMISSIONS BY 34%**



FIFTY YEARS OF INSPIRING POSITIVE CHANGE

In 2011, we're celebrating 50 years of helping people and nature to thrive. And we're gearing up to meet the challenges that lie ahead. Our chief executive, David Nussbaum, highlights some of our successes, and explains why we need ongoing support.



"With the generosity of our many supporters, we've achieved many remarkable successes in the last 50 years."

David Nussbaum,
chief executive

Back in 1961, when WWF was formed, the world looked a different place. Few understood that unchecked habitat destruction and poaching could threaten many wild animals with extinction. Or that this would jeopardise the livelihoods of many vulnerable people.

It took a very special group of far-sighted conservationists – Sir Peter Scott, Sir Julian Huxley, Guy Mountfort and Max Nicholson among others – to do something about it. Their influence and determination helped to establish an international fund – the World Wildlife Fund, as it was then called – that supported conservation programmes across the world.

Our continuing dedication and growing expertise has enabled us to work closely and constructively over the years with communities, business and government. This, together with the generosity of our many supporters, has paid off. We've achieved many remarkable successes in the last 50 years.

For example, in 1973, we helped the Indian government launch a six-year plan that led to nine tiger reserves being established.

We were the first international conservation organisation to work in China. In 1980, we were invited to assist efforts to safeguard giant pandas. Thirty years on, with support from HSBC, we're helping China develop a network of protected freshwater areas along the entire Yangtze river.

Later in the 1980s, we helped bring about an international moratorium on whaling, and a ban on ivory trade.

More recently, we've convinced Borneo's three governments to commit to preserving 220,000 sq km of threatened forests, home to some of the last remaining orang-utans. We've strengthened

1980

**WE WERE THE FIRST
INTERNATIONAL
CONSERVATION
CHARITY INVITED TO
WORK IN CHINA**

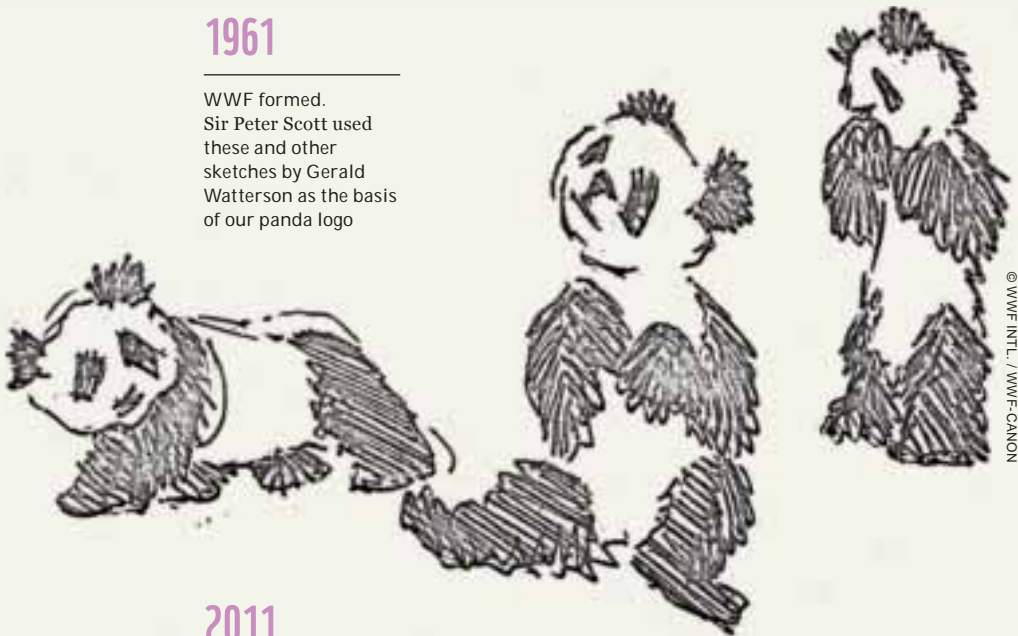
EU legislation on hazardous chemicals. And we've helped to develop minimum standards for energy and water efficiency in all new homes in England. Our campaigns have also contributed to protection for UK seas that's among the most comprehensive in the world.

We're proud of the impact we've had. But we're aware that 50 years on, we still face many challenges – such as tackling global climate change and finding ways to share the planet's natural resources sustainably.

We know that none of our achievements would have been possible without the generosity of many, many people. With your ongoing support, we're confident that we're well placed to give the world a brighter future.

1961

WWF formed.
Sir Peter Scott used these and other sketches by Gerald Watterson as the basis of our panda logo



© WWF INTL. / WWF-CANON

2011

WWF now works in over 100 countries, safeguarding the natural world, tackling climate change and finding ways to share the planet's natural resources sustainably

LOOKING FORWARD

It's our 50th anniversary in 2011. We'd love you to help us celebrate – so we've come up with more ways than ever for you to get involved. For example, you can join WWF's Earth Hour, swim in the Blue Mile event or attend one of our *One Sun, One World* concerts. And there's even a chance to contribute to an exciting new film by our ambassador Stephen Poliakoff. For full details, keep an eye on the 50th anniversary section of our website.

Our world. Our future. Join in at wwf.org.uk/50





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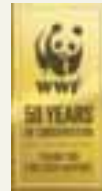
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fruitcakedesign.com

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Greg Armfield, Kate Foreshew

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With thanks to Martin O'Halloran,
Georgina Bridge



WWF-UK in numbers

100%
RECYCLED



>300,000 PEOPLE

give us a regular gift. It's the highest figure we've achieved to date. It helps us plan our work effectively. Thank you

16,500 SQ KM

Area of protected zones we've helped to establish along the Yangtze. It's resulted in population numbers of many threatened species improving here



2013

Our years of lobbying were pivotal in convincing the EU to agree on a new law to tackle illegal logging. It'll keep illegal wood products out of the European market from 2013

750,000

UK students took part in WWF's Earth Hour – our global event which called on world leaders to take action to tackle climate change



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.

wwf.org.uk

