



Strengthen the  
Climate Change Bill

# All About WWF-UK 2008

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The mission of WWF 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
- reducing pollution and wasteful consumption

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

**for a living planet**

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WWF-UK is a charity that relies on its many supporters, campaigners and partners to help us tackle global threats and make a positive impact on the environment. This publication provides a brief overview of the extraordinary breadth of work, both global and local, that this support enables us to undertake.

## WWF's global mission

The mission of WWF 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
- reducing pollution and wasteful consumption

WWF is a global network covering more than 90 countries, including the UK. In 2007, WWF spent more than £202 million on conservation, policy, education and awareness programmes around the world.

WWF-UK directs around three-quarters of its conservation expenditure towards its global programmes in Africa, Latin America, the Asia-Pacific region and Europe. We also seek to influence global environmental issues through changing the behaviour of business and government in the UK.

In particular, we are lobbying industry and government to reduce CO<sub>2</sub> emissions, and we are ensuring that our own programmes include strategies to minimise the negative impacts of climate change.

With nearly 50 years of conservation work behind us, WWF is one of the most experienced environmental organisations in the world.

Through our programmes, we strive to be credible, challenging and effective, and to bring inspiration and optimism to the people whose lives we touch.

WWF-UK has offices in England, Northern Ireland, Scotland and Wales and is therefore able to work on global issues at the local level – not only through central government but also through engaging with and influencing political administrations throughout the UK.

## For a living planet

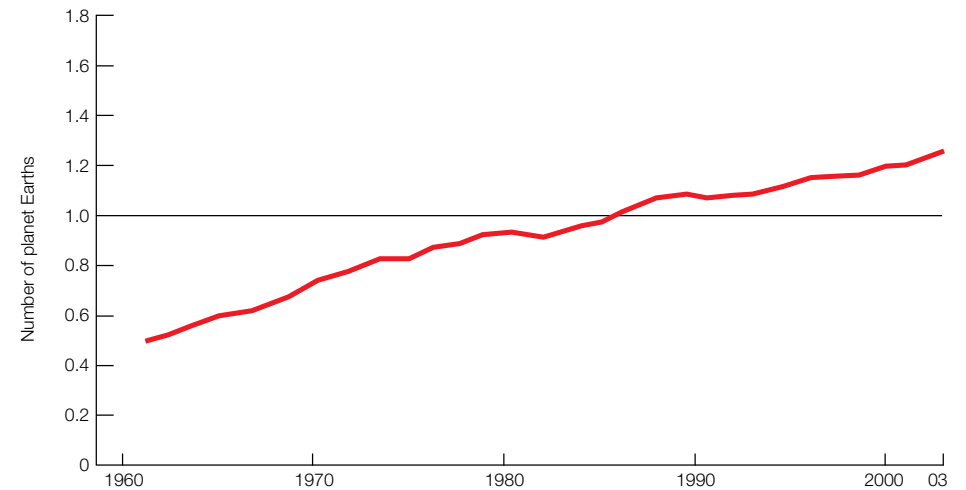
WWF's *Living Planet Report* includes two key measurements: an index of changes in the status of 1,313 freshwater, marine and terrestrial species; and a gauge of humanity's ecological footprint – the demands we make on the planet's natural resources.

The latest *Living Planet Report* shows that our footprint has more than tripled since 1961 and that, between 1970 and 2003, populations of vertebrate species fell by 29%.

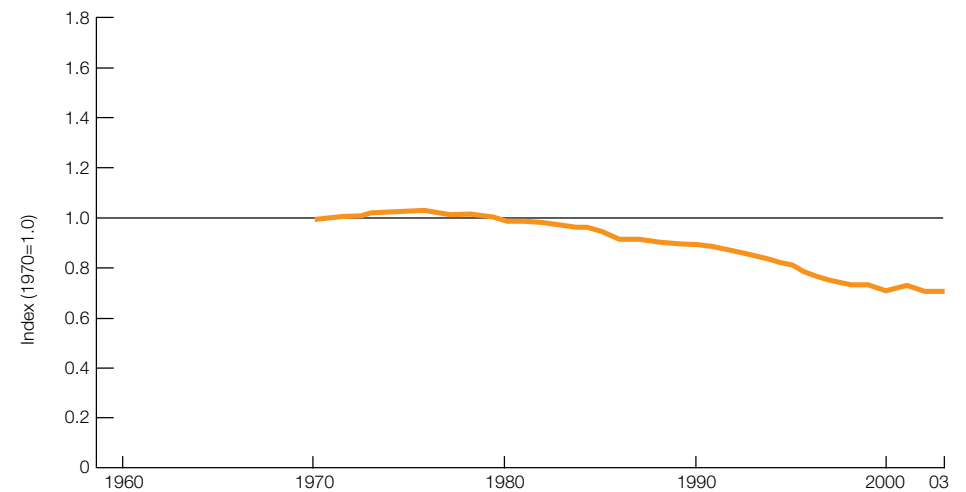
Uniquely, WWF works to reverse both of these trends: our global network of offices is working together to help ensure that, by 2050, humanity's global footprint stays within the Earth's capacity to sustain life, and that the natural resources of our planet are equitably shared. And by the same date, we aim to have conserved the integrity of the world's most outstanding natural places, contributing to a more secure and sustainable future for all.

To download the full *Living Planet Report 2006*, visit [wwf.org.uk/livingplanet](http://wwf.org.uk/livingplanet)

**HUMANITY'S ECOLOGICAL FOOTPRINT 1961-2003**



**LIVING PLANET INDEX 1970-2003**



## Reducing our footprint

Our latest research shows that if everyone in the world lived as we do in the UK, we would need three planets to support us. WWF works for a world where everyone thrives within their fair share of the Earth's resources, while leaving space for wilderness and wildlife.

To help address this issue, WWF has developed a way of calculating our 'ecological footprint' – the amount of productive land and sea that we need to feed us and produce all the energy, water and materials we use in our everyday lives.

Such a measure provides evidence which, in the UK, will give national, regional and local governments, as well as businesses and communities a full understanding of their total resource use. This can help decision-makers prioritise ways in which we can reduce our impact on the global environment and, in turn, they can use this learning in their future planning.

To measure your own ecological footprint and read tips on how to reduce it, go online to: [wwf.org.uk/footprint](http://wwf.org.uk/footprint)

[wwf.org.uk/oneplanet](http://wwf.org.uk/oneplanet)



## Climate change

### WWF works to...

Persuade the UK government to set strict carbon dioxide (CO<sub>2</sub>) emission limits on the power sector and industry, improve the energy efficiency of buildings and appliances, and increase renewable energy capacity, in line with domestic and international CO<sub>2</sub> reduction targets for 2010, 2020 and 2050.

Transform energy markets and bring about a rapid shift to clean power worldwide.

Bring together businesses, NGOs and governments, all committed to reducing CO<sub>2</sub> emissions, through coalitions such as the WWF-supported Stop Climate Chaos movement, which is mobilising public concern and action.

Support the world's most vulnerable places, species and people to adapt to the impacts of climate change.

Call on governments negotiating a post-2012 Kyoto Protocol to set greenhouse gas emissions targets that keep global warming to less than 2°C above pre-industrial levels, and ensure a UN treaty enters in to force by 2013.

Tackling the causes of climate change is a top priority of our One Planet Future campaign (see page 20) and we need your help to ensure the UK Climate Change Bill is as robust as possible. Find out more by visiting [wwf.org.uk/getonboard](http://wwf.org.uk/getonboard)

[wwf.org.uk/climatechange](http://wwf.org.uk/climatechange)



## Species

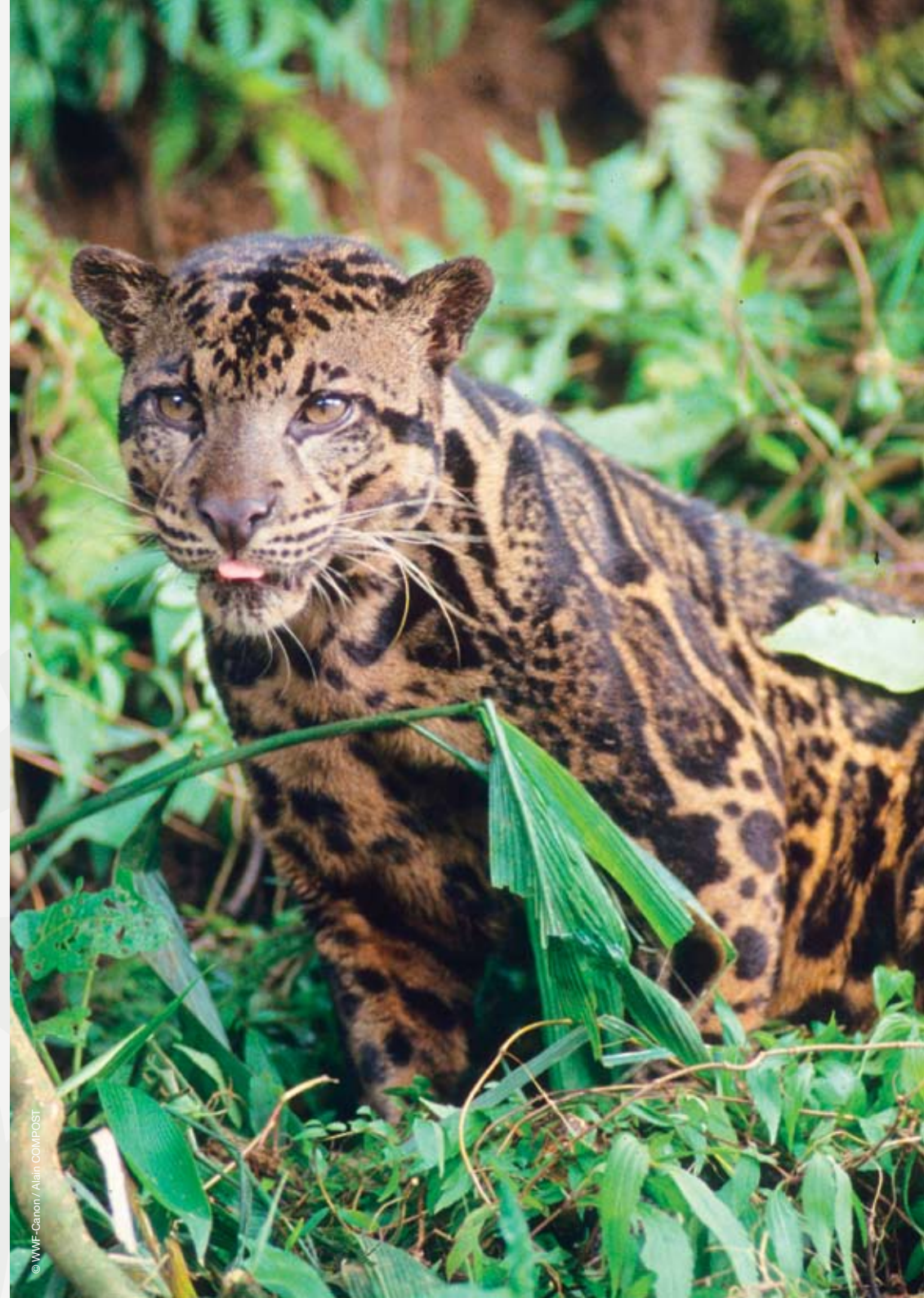
### WWF works to...

Protect the world's endangered species and their habitats – including great apes, elephants, giant pandas, tigers, snow leopards, rhinos, whales, dolphins and marine turtles.

Eliminate illegal trade in the world's endangered species.

Reduce the conflict between wild species and humans who share the same areas.

[www.org.uk/rare-species](http://www.org.uk/rare-species)



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# Forests

## WWF works to...

Secure the future of some of the world's most important forests – in the Amazon, Papua New Guinea, Congo Basin, east Africa, Borneo, the Himalayas and Colombia – through protection, restoration and management; and to improve the livelihoods of people who depend on these forests.

Press the EU member states to support legislation making it unlawful to import timber from illegally logged sources into the EU.

Support credible independent certification of forests as the best guarantee that timber and other wood products come from well managed forests, and encourage companies trading in timber and wood products to purchase them responsibly.

Combat deforestation, which is responsible for releasing greenhouse gases. We promote initiatives that reduce emissions from forests and that also benefit communities and biodiversity conservation.

Encourage sustainable production of agricultural commodities, such as soy and palm oil, to prevent conversion of forests into agricultural land, a process that is destroying habitat on which endangered species depend.

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



**To promote the responsible management of the world's forests, WWF-UK has developed a partnership with 46 UK-based companies – known collectively as the WWF-UK Forest & Trade Network.**

**Members include B&Q, Marks & Spencer, Redrow Group, Sainsbury's and Travis Perkins. Each member is committed to tracing its timber and paper products back to the forest source. The companies use their purchasing power to ensure that increasing amounts of their supplies come from well managed forests, and do not contribute to forest destruction or illegal logging practices.**



# Freshwater

## WWF works to...

Help protect some of the world's major rivers – the Yangtze in China, the Amazon in Brazil, the Ganges in India and our own River Thames – from the impacts of climate change, as part of the HSBC Climate Partnership.

Influence river and wetland management policy and legislation, and demonstrate best practice in restoring and managing important habitats along the Ballinderry River in Northern Ireland, the River Devon in Scotland and at Potteric Carr, a wetland creation project in Yorkshire.

Ensure that thirsty crops such as sugar and cotton are grown in ways that minimise damage to rivers and wetlands in Pakistan, India and elsewhere.

Restore year-round flow to Tanzania's Great Ruaha River, and ensure people and wildlife benefit from improved management of the lakes in the East African Rift Valley.

Ensure that companies and government are aware of the impact that their policies and practices have on rivers and wetlands, and encourage them to take action to minimise this impact where it is harmful to the environment or to local communities.

[wwf.org.uk/freshwater](http://wwf.org.uk/freshwater)



# Marine

## WWF works to...

Promote new marine legislation that will improve the management of the UK's seas, to help safeguard marine wildlife and habitats, maritime resources, and the livelihoods of people who rely on them.

Achieve sustainable management of fish stocks through partnerships with stakeholders and decision-makers, from fishermen to retailers, and to promote the benefits of Marine Stewardship Council certification of sustainable fisheries.

Promote sound development of marine technologies that help reduce climate change, such as wind, wave and tidal and the capture and storage of carbon in sub-seabed formations.

Increase understanding of the impacts of climate change on the marine environment, reduce those impacts and help the seas and their wildlife adapt to them as naturally as possible.

Promote ways of managing human activities within the limits of the natural marine ecosystem in regions including the north-east Atlantic, Arctic, east Africa, South Pacific and Southern Ocean.

[wwf.org.uk/marine](http://wwf.org.uk/marine)



# Sustainable consumption

## WWF works to...

Bring about change in how people and organisations think, learn and act in relation to the world around us and what we consume.

Address sustainability issues with business and industry, and engage with them in developing their own solutions.

Achieve an economy that respects environmental limits, while being socially and economically sustainable.

Build an education system that prepares all students to participate in a just and sustainable future by placing sustainability at the centre of school development and improvement.

Ensure that better governance of natural resources becomes central to national and global poverty reduction strategies, and that trade and investment flows, especially involving rapidly emerging economies, promote a reduction in our global footprint.

Strengthen the ability of citizens, organisations and local authorities to measure and reduce their footprint, and to engage in decision-making for a sustainable future.

We also strive to minimise the environmental impact caused by WWF-UK's working activities – such as our energy consumption, purchasing, waste, CO<sub>2</sub> emissions from travel, and corporate investment policies.



## Campaigning

Campaigns play a central role in achieving our mission, and frequently deliver strong results – even changes in the law.

Nobody in the UK gets up in the morning and decides to contribute to climate change, to help cut down a tropical rainforest, or to deprive people in other parts of the world of a decent standard of living. But all too often our apparently innocent daily decisions have these hidden impacts.

Indeed, if everyone in the world lived as we do in the UK, we would need three planets to support us. WWF's One Planet Future campaign aims to bring people together to make changes in our lives, moving us towards a lifestyle that is within the means of our one planet. These changes will be magnified by sending a clear message to government and business: we will only vote for and buy from those who also commit to meaningful change.

The One Planet Future campaign is focusing on reducing the impact of our homes, power generation, transport and food. A central message of the campaign is that these changes can improve the quality of our lives. We can benefit by having well-insulated homes and lower energy bills, spending less time in traffic jams and eating less processed food. What's more, by making the right changes in the UK we can also increase the opportunities for people in poorer countries to improve their livelihoods.

[wwf.org.uk/oneplanetfuture](http://wwf.org.uk/oneplanetfuture)



## Around the world

WWF-UK's worldwide conservation work focuses on long-term, large-scale programmes that are designed to counter biodiversity loss and provide solutions to the challenges facing the natural world.

WWF-UK's global conservation programmes include the following:



### Amazon

WWF is developing an initiative to work in all nine Amazon countries – Brazil, Bolivia, Colombia, Ecuador, French Guiana, Guyana, Peru, Suriname and Venezuela – to help maintain the environmental and cultural contribution of the Amazon to local peoples, the countries of the region, and the world. WWF-UK is working to ensure that fast-expanding infrastructure developments in the Amazon – including roads and dams – are planned, designed and implemented in a way that brings economic benefits to the region while minimising environmental and social impacts.

### Amur-Heilong

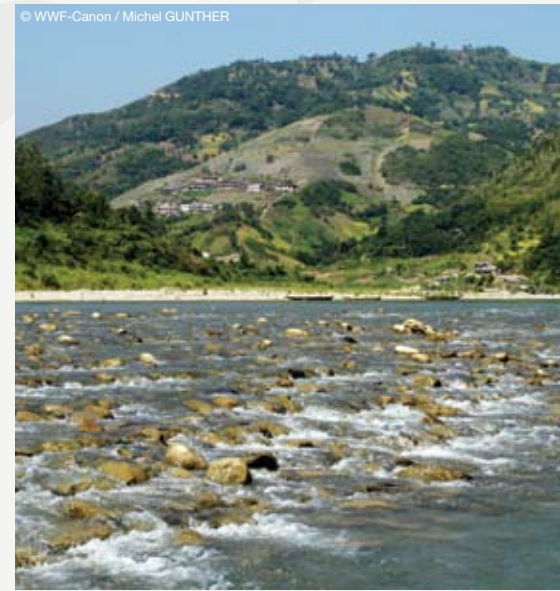
The Amur-Heilong region, which spans part of Mongolia, the Russian Far East and eastern China, is home to the world's most biologically diverse temperate forests. WWF supports work here to improve habitat, increase vital prey species and set up anti-poaching brigades. This has led to a significant recovery in Amur tiger numbers, from a low of 40 to around 450. We are also working to increase numbers of the Amur leopard and oriental stork by establishing large areas of protected wetlands, forest and wildlife corridors. In addition, we are working to combat illegal logging, and to protect the Amur-Heilong river headwaters in Mongolia to ensure the river's natural flow.

### China

WWF is working in the central Yangtze river basin to re-link disconnected lakes, to provide vital flood protection. We are promoting new sustainable farming methods in the region, and creating a network of protected areas. Our programme is being conducted in partnership with local governments and is supported by HSBC.

### Colombia

WWF-UK's programme focuses on the conservation, management and restoration of forests in the northern Andes, the Choco region on the Pacific coast, and the upper Amazon. We work to increase the ability of local communities to protect their land and rights and to sustainably manage natural resources. We provide them with information and skills to boost sustainable agriculture, promote their access to local markets, help them certify timber, and aid protection of these forests and the many species that inhabit them. We also promote initiatives to protect endangered marine species such as the humpback whale and leatherback turtle that visit the Pacific coast of Colombia to breed.



### East Africa coastal forests

The region's coastal forests are an important reservoir of biological diversity, hosting some of the highest concentrations of endemic plant species in the world. The forests are also critically important to more than 30 million people who depend on their natural riches for fuel, water, medicines and building materials. WWF's programme seeks to conserve and restore these forests by working closely with local people to provide long-term solutions to the environmental problems while also meeting community needs.



### Eastern Himalayas

WWF is working in Nepal, Bhutan and India to tackle environmental degradation in the eastern Himalayas. We are doing this by targeting causes of habitat fragmentation, involving local people in forest management, and developing wildlife corridors between the region's protected landscapes – for the benefit of the tigers, elephants and rhinos that coexist here. These fragile landscapes are particularly vulnerable to climate change and we are developing programmes to support communities in responding to these threats while helping them meet their energy needs in an environmentally sensitive way.

### Fiji

WWF is working with local people and organisations in Fiji to find ways they can better manage their marine environment. We are helping to implement a commitment from the Fiji government to protect 30% of its seas; these protected areas will include zones where fishing and harvesting of other marine resources are prohibited. As a first step towards this commitment, the waters around Fiji's Great Sea Reef – the world's third longest barrier reef – were recently declared community-managed protected areas.

### Forests of New Guinea

New Guinea contains the largest block of tropical forest remaining in the Asia-Pacific region, but the majority of the island's population depends almost entirely on forest resources for a largely subsistence lifestyle. WWF's programme is encouraging more sustainable forest management practices, increasing the proportion of forest within protected areas, and influencing improved land use and development planning – for the long-term benefit of people, as well as the island's remarkable array of species.

### Heart of Borneo

Borneo is one of the richest centres of biological diversity in the world: more than 50 new species of animals and plants have been discovered there in the past year alone. But the island is at risk from rampant logging, forest fires and conversion to plantations. In 2007, following a three-year campaign by WWF, an historic declaration was signed by the three governments of Borneo – Brunei, Indonesia and Malaysia – to conserve rainforests equivalent to an area the size of the UK in the Heart of Borneo. We are now working to ensure support for the successful implementation of the agreement.

### India and Pakistan

In Pakistan and India, freshwater resources are stretched to their limits. WWF is working to reduce the use of water and pesticides in the production of sugar, cotton and rice, to improve the lives and livelihoods of farming communities and the environment. We are strengthening farmer organisations, helping governments reform their water policies, and working with businesses to develop markets for sugar and cotton products made via improved practices. In Pakistan, WWF has established 32 field schools to teach farmers about better agricultural practices. In India, we are promoting a way of growing rice that can increase yields by over 30% and use 40% less water.





© WWF-Canon / Folke Wulff

**Growing chilli peppers around farmland in Namibia is a simple and effective way of keeping elephants away from farm crops, and thus helps to reduce conflict between villagers and elephants.**



© WWF-Canon / WWF-Norway/Frode Johansen

## Namibia

WWF's work in Namibia links sustainable, social and economic development to the conservation and community management of wildlife and other natural resources, for the benefit of people and nature. The past few years have seen continued increases in wildlife numbers, and a dramatic growth in earned income coming to the communities – a testament to the success of the programme. Conservancies now cover almost 10% of the country, and both government support and community belief in them remain undiminished.

## North-east Atlantic marine ecoregion

We're working to reduce the effects of climate change on the marine environment, and calling for new marine legislation to better manage UK seas through tools such as protected areas. To ensure the recovery and sustainable management of commercial fish stocks, we are lobbying for robust implementation of the EU's Common Fisheries Policy and an ecosystem approach to how we manage EU fisheries. We're demonstrating solutions such as a partnership that's bringing together stakeholders including retailers, restaurateurs, the fishing industry and anglers to tackle the depletion of fish stocks; and we're promoting sustainable fish products certified by the Marine Stewardship Council.

## Polar seas

WWF is working to develop a network of marine protected areas in the seas around Antarctica. We are promoting conservation and sustainable management of fisheries in the Southern Ocean – particularly to reduce bycatch and illegal fishing – and actions to reduce the impact of climate change. In the Barents Sea around Norway and Russia, levels of illegal fishing, oil and gas development, shipping and most significantly the impact of climate change pose serious threats. WWF has helped to protect key habitats for fish and seabirds, closed sensitive areas to the oil and gas industry, and reduced the quota of cod taken.

## Tanzania and Kenya

WWF is working with the Tanzanian government and other associates to restore year-round flow to the Great Ruaha River, through sustainable management of water resources to improve the long-term prospects for millions of people and substantial numbers of wildlife. Careful management and support for local decision-making have already resulted in demonstrable improvements to the river flow. Similar progress has been made at Lake Bogoria in Kenya, where local groups provide a crucial element in maintaining the quality and quantity of water in the lake and along the rivers that feed into it.

[wwf.org.uk/places](http://wwf.org.uk/places)

## Our supporters



© John Cobb / WWF-UK

None of WWF's work, none of our successes, would be possible without the generosity of our supporters, who help us in many ways. They may become a member or donor, adopt a wild animal, lobby the government online, shop for our eco-friendly goods, give tax-efficiently through their company, leave us a gift in their will, or any combination of the above.

WWF-UK also engages in partnerships with business and industry, both where this can help to support conservation programmes and in order for us to promote environmental sustainability in the business community. We also receive vital funds from private trusts, and from partners such as the Department for International Development.

Every donation, from whatever source and whatever size, helps us to protect the natural world. Every action to promote our campaigns, tell others about our conservation work, or to commit to a greener lifestyle is an important and valued contribution. Thank you!

*To find out more about supporting WWF-UK, call our Supporter Relations team on 01483 426333, e-mail them at [supporterrelations@wwf.org.uk](mailto:supporterrelations@wwf.org.uk) or log on to our website – [wwf.org.uk/takeaction](http://wwf.org.uk/takeaction)*

## Reporting our achievements

To outline our successes and challenges, each year WWF-UK publishes its Annual Review, Environmental Report, and the Trustees' Annual Report and Financial Statements. These can be found on our website at [wwf.org.uk](http://wwf.org.uk) or obtained from our Supporter Relations team – e-mail [supporterrelations@wwf.org.uk](mailto:supporterrelations@wwf.org.uk) or telephone 01483 426333.



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## WWF landmarks

### 1961

WWF founded, WWF-UK launched, and Peter Scott designs a simple black and white logo.

### 1972

WWF launches Operation Tiger, which runs parallel with the Indian government's Project Tiger in 1973 – a plan to set up nine national parks as tiger reserves.

### 1975

WWF's first tropical rainforest campaign. As a result, dozens of forests in Africa, South-east Asia and Latin America are managed as national parks or reserves.

### 1976

WWF launches its first marine programme, to protect marine turtle nesting sites and establish sanctuaries for whales, dolphins and seals.

### 1976

WWF and the World Conservation Union establish TRAFFIC (Trade Records Analysis of Flora and Fauna in Commerce) to monitor wildlife trade throughout the world.

### 1979

WWF launches a fund to establish the Wolong nature reserve in China to conserve pandas, following a visit to China by Sir Peter Scott.

### 1980

WWF, the World Conservation Union and the United Nations Environmental Programme launch The World Conservation Strategy, which promotes sustainable development for the first time.

### 1990

An international ban on trade in ivory products comes into force. This is in part due to WWF's worldwide lobbying of governments and international bodies to bring about the ban.

### 1991

An international agreement bans prospecting, oil drilling and mining in Antarctica. WWF played a significant role in bringing about this agreement, which cannot be reviewed for 55 years.

### 1991

WWF launches the 1995 Group of companies dedicated to using timber products that come only from credibly certified, well-managed forests. (Its name changed in 1995 to the WWF 95+ Group.)

### 1994

The Forest Stewardship Council is founded by WWF and other organisations. Since then, more than 90 million hectares of forest throughout the world have been independently certified under the auspices of the FSC.

**1994**

The International Whaling Commission declares Antarctica a whale sanctuary. It covers 30 million sq km and links with the Indian Ocean sanctuary to create the biggest haven in the world. It is the culmination of years of vigorous lobbying by WWF and other organisations.

**1997**

The Marine Stewardship Council is founded by WWF and other organisations.

**1998**

WWF and the World Bank form an alliance to set up a worldwide network of protected areas, including 200 million hectares of well-managed forests by 2005.

**1999**

WWF plays a key role in ensuring that sustainable development is an important part of the new National Curriculum for schools in England.

**2001**

WWF celebrates the birth of the 1,000th golden lion tamarin in the wild – a recovery from a low of 200 animals recorded in Brazil in the early 1970s.

**2001**

DFID and WWF embark on major partnership to tackle problems concerning poverty and the environment.

**2002**

WWF begins its One Million Sustainable Homes campaign, working with government, industry and consumers to move sustainable homes from the fringes to the mainstream of the UK housing sector.

**2002**

WWF and HSBC begin a five-year partnership to protect freshwater habitats in the UK, Brazil, China and along the US/Mexico border.

**2003**

Launch of WWF's Chemicals and Health campaign, which influences EU legislation to ensure hazardous chemicals are substituted with safer alternatives where possible.

**2003**

The WWF 95+ Group is relaunched as the WWF-UK Forest & Trade Network.

**2003**

WWF's Wildlife Trade campaign convinces the UK government to amend the Criminal Justice Bill, making illegal trade in endangered animals and their body parts an arrestable offence in the UK.

**2004**

WWF launches its Heart of Borneo programme to preserve some 240,000 sq km of the island's threatened equatorial forests and numerous wildlife species.

**2007**

WWF's partnership with HSBC is renewed. Under the HSBC Climate Partnership, WWF will help protect the Yangtze, Amazon, Ganges and Thames rivers from the impacts of climate change.

