



WWF

ANNUAL  
REVIEW

UK

2011

Conservation

Climate Change

Sustainability

# WWF-UK Annual Review 2011

How we've helped to protect our brilliant planet



# IN AT THE SHARP END

It all gets dramatic very quickly. A spotter plane pinpoints our quarry. A helicopter sweeps in to prevent it from taking cover. Then a precisely-aimed dart injects it with a powerful tranquilliser.

Thankfully, our target is a bull black rhino, which is merely sedated by it. But as we wait for the rhino to go down, he turns and runs straight at us. And despite weighing more than a tonne, a black rhino is pretty fleet of foot – it can hit 40mph. We move almost as fast, to safety. ▶





*“It’s an incredibly inspiring opportunity to see first-hand how we continue to make a difference, 50 years on.”*

Jo Sargent,  
senior press officer

It’s shaping up to be an eventful day. We’ve been in the park for 10 minutes, and already we’ve darted the first of the day’s four black rhinos that we’ll transport later from Kenya’s Lake Nakuru National Park to increase the breeding population in the under-populated Tsavo West National Park – a 12-hour drive to the south-east.

Rhino conservation was one of the first issues we began working on when WWF was founded 50 years ago. Half a century on, I’m lucky enough to be in Kenya to see how our work continues to help boost black rhino numbers and improve the survival prospects of this critically-endangered species.

Working with the Kenya Wildlife Service, we’re determined to help black rhino numbers in the country reach 2,000 by 2034. Today, the figure is close to 600 – higher than it’s been for 20 years. But across Africa it’s a perilous business trying to safeguard both black and white rhinos against international criminals meeting the ever-growing demand for their horn, particularly for use in traditional Asian medicines. A surge in illegal trade in rhino horn has seen over 400 rhinos poached in Africa in the last year alone.

Back in Nakuru, there’s much to be done with our rhino before it can be transported. Once the rhino succumbs to the tranquilliser, a 30-strong team runs in to get a number of tasks done before it wakes up.

They resemble a Formula One pit crew in action: one notches an ear with a pattern to make it easy to identify. Another cuts the tip off the horn so a transmitter chip can be fitted. Some monitor its temperature and other vital signs. Others attach a rope to it, leading to a rhino-sized crate.

Seeing this animal so close up, I’m struck by how huge it is. And it looks truly prehistoric. It’s a humbling experience to see an animal that hasn’t changed for many thousands of years, and realise it’s facing extinction purely because of human activity.

Little time for contemplation though. Next up is another adrenaline moment – this time for the rhino. It’s given an injection, and within 30 seconds it’s up and cajoled into the crate.

For our rhino, it’s the beginning of a new adventure, with a new home on the horizon, and a chance to help increase a vital separate population.

For me, it’s an incredibly inspiring opportunity to see first-hand what WWF can accomplish and how we continue to make a difference, 50 years on.

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In 1961, the *Mirror*'s 'shock issue' helped to launch WWF. Its public appeal for funds highlighted the threat that poaching posed to the rhino



**30**

TODAY WE FUND MORE THAN 30 RHINO PROJECTS - FROM NEPAL'S LOWLANDS AND THE JUNGLES OF BORNEO, TO THE DESERTS OF NAMIBIA AND KENYAN SAVANNAHS



**30,000**

WE SUPPORTED CITES, THE FIRST GLOBAL AGREEMENT REGULATING INTERNATIONAL TRADE IN ABOUT 30,000 WILD ANIMALS AND PLANTS. IT'S VITAL IN OUR FIGHT AGAINST ILLEGAL AND UNSUSTAINABLE TRADE IN ITEMS INCLUDING RHINO HORN



**2,000**

WITH THE KENYAN WILDLIFE SERVICE, WE AIM TO HELP BLACK RHINO NUMBERS IN KENYA REACH 2,000 BY 2034 - THE MINIMUM NEEDED TO ENSURE ITS SURVIVAL



© JON AARS / NORWEGIAN POLAR INSTITUTE / WWF-CANON



For our 50th anniversary we made a stunning short film, *A Day in the Life*, which shows the breadth of our work across the planet. The film celebrates the beauty, fragility and resilience of the natural world – and the people whose lives depend on it.

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# OUR WORLD, OUR FUTURE

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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.

We're tackling three really big challenges:

## 1. Conservation

Safeguarding the natural world has been close to our hearts throughout our 50-year history. 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

Globally each year we're using 50% more of the Earth's natural resources than the planet can regenerate. They're resources that wildlife rely on too. So it's vital we all learn to use less stuff. That's why WWF's determined to find and promote more sustainable ways to share the world's resources.

These challenges are tough. But they're not insurmountable. We've got 50 years of experience, and we've got 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.

50%  
GLOBALLY EACH  
YEAR WE'RE  
USING 50% MORE  
OF THE EARTH'S  
NATURAL  
RESOURCES THAN  
THE PLANET CAN  
REGENERATE

---



50

WE'VE MET OUR TARGET TO RECONNECT 50 LAKES TO THE YANGTZE RIVER. IT'S IMPROVED WATER QUALITY IN THE LAKES AND CUT THE RISK OF FLOODING IN THE RIVER BASIN'S MANY CITIES

100%

30,000 OF OUR CAMPAIGNERS CALLED ON UK SUPERMARKETS TO COMMIT TO 100% SUSTAINABLE SOYA BY 2015. WAITROSE MADE THE COMMITMENT THE DAY AFTER WE LAUNCHED OUR CAMPAIGN

33,000

THE MEMBERS OF OUR ONE IN FIVE CHALLENGE HAVE ALREADY CUT 33,000 FLIGHTS, SAVING 6,000 TONNES OF CO<sub>2</sub> EMISSIONS, AND £6M



# CONSERVATION

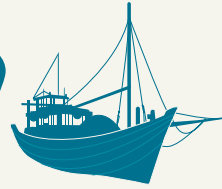
Everything we do is connected. Lose a habitat and the animals it supports go too. Cut down a forest and the threat of climate change grows. Leave people in poverty and they may destroy the local habitat to survive. Nearly a quarter of all mammal species and a third of amphibians are threatened with extinction. 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're still determined to change things for the better. 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

2



**ZERO**

Our lobbying has been followed by such success in tackling illegal fishing in the Barents Sea that it's been announced that such fishing has been eliminated



9

**2 YEARS**

Our campaign to prevent the closure of the UK's National Wildlife Crime Unit has helped ensure government funding for the next two years

4

**500**



Around 500 families have joined the land certification scheme we're supporting as part of our efforts to save a billion trees in the Amazon rainforest, with Sky Rainforest Rescue

10

**+26%**

The latest census of mountain gorillas shows a 26.3% population increase in the Virunga Massif. There are now an estimated 786 mountain gorillas in the wild



Keep updated about what we're fighting for.  
Visit [wwf.org.uk/news](http://wwf.org.uk/news)

3,800 SQ KM

1



We've successfully pressed for a doubling of protected habitat for Amur leopards in the far east of Russia. The result will cover 3,800 sq km

50

3



We've supported the Chinese government to reconnect 50 lakes to the Yangtze river. This improves water quality, replenishes fish stocks from the main river, and boosts flood water retention



534

5

Our efforts to improve protection for the greater one-horned rhino are paying off: the population in Nepal has grown from 435 to 534 since 2008

1,700

6

A tiger survey we supported in India estimates a rise of 20% – to around 1,700 tigers – since 2006. However, this figure includes areas not surveyed before



138

8

138 of the critically-endangered crocodiles – or gharials – we've jointly released along the River Ganges since 2009 were found again this year. It's a success that offers real hope for the species



2 TO 10

7

We've funded work to identify areas needing turtle protection across Fiji. Our work has increased community-monitored sites from two to 10 in a key nesting area



# BITTER-SWEET DISCOVERIES

Fanged dracula fish in the Mekong. A bald-headed parrot in the Amazon. A magnificent pink orchid in New Guinea. Mark Wright uncovers new species that remind us of nature's treasures – and the threats they face.



*“It’s nice to be reminded that the world is full of fantastic and fantastical creatures. We’re working on the front line to conserve what we’ve found and what’s yet to be discovered.”*

Mark Wright

This year, we’ve reported on the discovery in the past decade of thousands of new species in the Amazon, the greater Mekong and New Guinea – some of nature’s prize assets that we’re striving to protect. A cause for joy? Of course. It’s nice to be reminded that the world is full of fantastic and fantastical creatures, with quirky and improbable lifestyles. And the more we look, the more we find.

Yet the joy is tinged with sadness. In these and other regions, many species – known and unknown to us – now face extinction or have already become extinct. Globally, one in four mammals, one in eight birds and one in three amphibians are threatened. Extinction is taking place at a rate between 100 and 1,000 times faster than we should expect.

WWF cares – partly because we know what’s happening on the ground. We’re working on the front line to conserve what we’ve found and what’s yet to be discovered. For example, we’re currently facing down threats posed by dams, overfishing and climate change along the entire length of the Mekong. Threatened species such as the Irrawaddy dolphin need us to find the right solutions quickly.

But also we care because of what we don’t know yet. What effect will the extinction of just one species have on its environment – and on us? In many cases, we just can’t say.

We believe that leaving our future to chance is not an option.

After nine proud years as WWF’s lead conservation scientist, it’s now my privilege to take on a new challenge for the organisation I care so much about – managing two large protected areas on the border between Cambodia and Vietnam. I’ll be helping to safeguard locally important and threatened species such as the Eld’s deer and sun bear. And, who knows – perhaps I may even get to spot a new species or two?



© WWF / LUTZ OBELGONNER

New species discoveries highlight how much we stand to lose if we fail to protect the natural world. In New Guinea alone, an incredible 1,060 new species were discovered between 1998 and 2008. Among the 43 new reptile species found there was this metre-long, strikingly-patterned monitor lizard, *Varanus macraei*. Read more at [wwf.org.uk/finalfrontier](http://wwf.org.uk/finalfrontier)

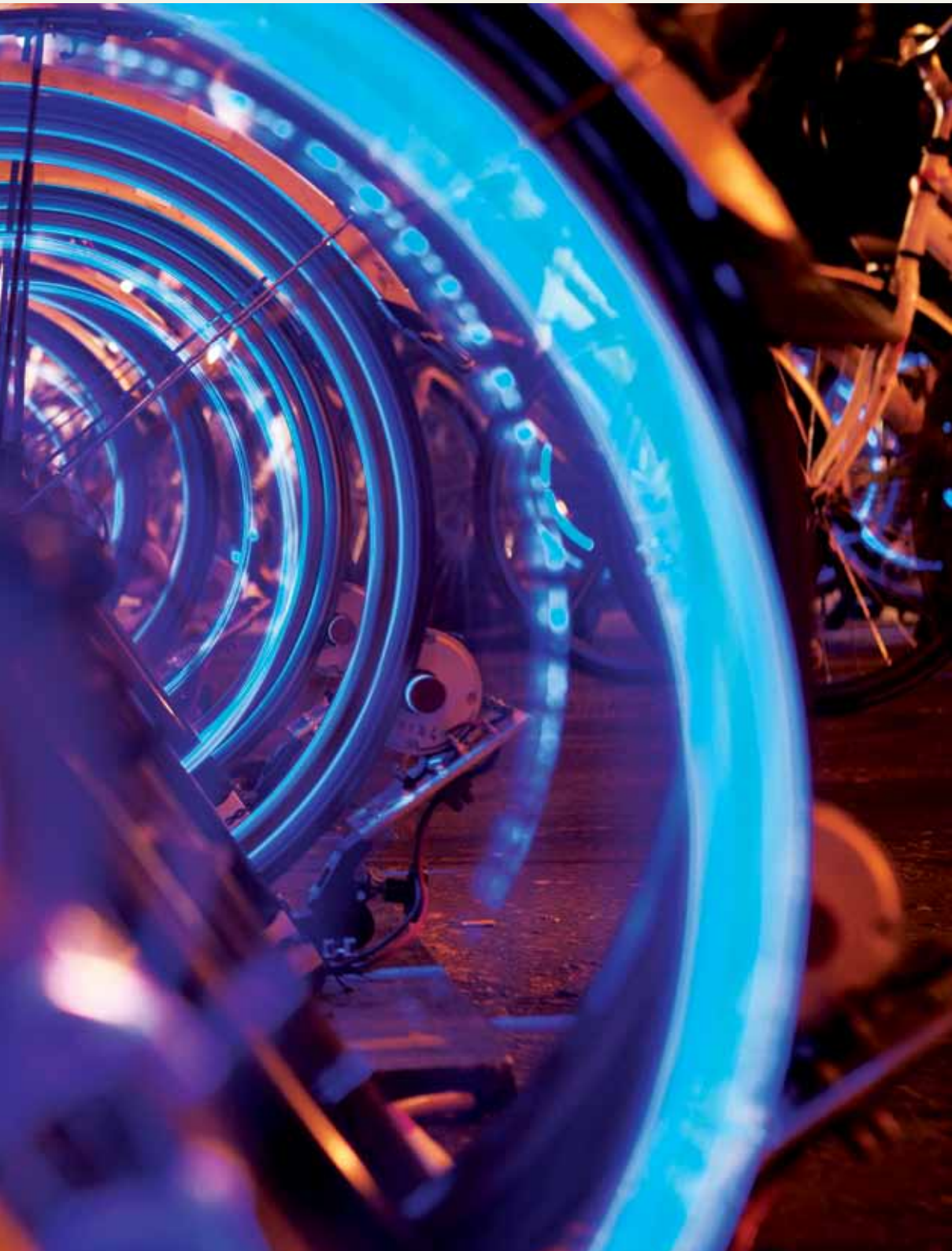
# CLIMATE CHANGE

Climate change threatens the places and animals we've done so much to care for – as well as millions of people worldwide.

We need to keep the rise in global temperatures below 1.5°C to avoid the worst impacts of climate change. To do this, we need to cut the world's greenhouse gas emissions by 80% before 2050. We need to end our reliance on fossil fuels. We need to stop destroying tropical forests. And we need to find new ways to deal with the changes we're already starting to see.

How is WWF helping? By spurring on like-minded people. By convincing world leaders and big businesses to commit to the right actions. And through tireless campaigning and awareness raising – including our annual Earth Hour event (cyclists taking part in this year's event are pictured here). We're also taking steps to safeguard our conservation achievements, by making sure all our work includes strategies for adapting to climate change.





# CLIMATE CHANGE SUCCESSSES

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## Overcoming offshore barriers

Our high-profile media story was the “single biggest contributor” to overcoming a barrier to investment in UK renewable energy. The particular concern was that the government could terminate offshore wind farm leases if oil and gas are discovered where marine

renewables have been sited – and developers weren’t even entitled to compensation. Not only did this cause great uncertainty among potential investors, it also posed a genuine threat to the UK’s ability to meet its binding targets to produce 15% of its energy from renewable sources by 2020. We discussed the issue with the industry and investors, then outlined our findings to the *Financial Times* – which led to a front-page article. The result? After two years of stalemate, the government finally agreed a guarantee that if leases are terminated, offshore wind developers would recover their capital costs and be compensated for future lost profits.

**1.7  
MILLION**

WE’LL NEED AT  
LEAST 1.7 MILLION  
ELECTRIC VEHICLES  
BY 2020 AND 6.4  
MILLION BY 2030



## Cars needed faster

Speed is of the essence if the UK is to achieve its climate targets. Our *Electric avenues* report revealed that a rapid introduction of electric vehicles is needed if we’re to meet our commitments to cut greenhouse gas emissions: we’ll need at least 1.7 million electric vehicles by 2020 and 6.4 million by 2030. Road transport accounts for around 40% of petroleum products consumed in the UK, so a switch from conventional cars would have a much-needed impact on reducing fuel demand. We calculated that the combination of extensive uptake of electric vehicles powered by renewable energy, driving less and improving internal combustion engine vehicles could reduce UK fuel demand by 80% and deliver a 75% reduction in car emissions by 2030. But it’ll require government subsidies and other incentives to get the necessary number of electric vehicles on the road. We also believe electric vehicles won’t require too much extra electricity from the grid if they’re charged late at night, when demand for electricity is low.

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

# 134



134 countries took part in WWF's Earth Hour 2011. The next Earth Hour is on Saturday 31 March 2012 at 8.30pm

## Light bulb moment

“A huge symbol of global solidarity... An inspiring display of international commitment...” That’s how prime minister David Cameron described WWF’s Earth Hour, which this year took place in a record 134 countries. Our annual event helps people to demonstrate their commitment to tackling climate change and creating a sustainable future for the planet – and to gain new insights as to how they can help to achieve this. In the UK, iconic landmarks switched off their lights for one hour across the UK including Big Ben, Edinburgh Castle, the Senedd building in Cardiff, and the Stormont in Belfast. And, pedalling furiously, our chief executive David Nussbaum and about 60 other cyclists powered the projection of images of endangered species onto the Royal Albert Hall.

*Sign up and take part in WWF's Earth Hour at 8.30pm on 31 March 2012. Visit [wwf.org.uk/earthhour](http://wwf.org.uk/earthhour)*

**2030**  
**WE'RE NOW**  
**CAMPAIGNING**  
**FOR SCOTLAND'S**  
**TARGET OF TOTAL**  
**ENERGY FROM**  
**RENEWABLES TO**  
**BE 50% BY 2030**

## 100% commitment

We’ve campaigned successfully for a world-leading commitment by the Scottish government – that electricity consumption in Scotland will be from 100% renewable sources by 2020. But the electricity sector only accounts for about a fifth of energy demand, so we’re also calling for much stronger targets for Scotland to reduce its heat and transport energy demand, to meet its commitments for cutting greenhouse gas emissions. We’re now campaigning for Scotland’s target of total energy from renewables to be 50% by 2030. We believe the transformation of the energy sector offers huge opportunities to Scotland – building an indigenous energy supply, creating green jobs and protecting homes from rising fuel prices.

*[scotland.wwf.org.uk/renewablefuture](http://scotland.wwf.org.uk/renewablefuture)*

## Award-winning impact

Our Save Water Swindon project has shown how a combination of awareness raising activities and water-saving devices can significantly reduce water use. In its first year, the project’s helped reduce water use in Swindon, which is classed as ‘seriously water stressed’ by the Environment Agency, by 130,000 litres a day. And it’s won a climate change impact award from the Wiltshire Wildlife Trust. Using less water curbs greenhouse gas emissions through reductions in pumping, treating and heating water.

### **Thriving vision**

Brazil is one of the world's fastest-growing economies. It's also a major emitter of greenhouse gases, but Brazil's government has set itself ambitious targets for reducing carbon emissions. This year we've been working closely with our colleagues in Brazil to engage with the government as it develops its plans to achieve this. We're lobbying for ambitious plans that protect vulnerable people and places in Brazil and worldwide. And we're acting as trusted advisers to show the government how it can meet these challenges, with a vision of development in which people and nature really do thrive. We're also campaigning hard against recent proposals to make destructive changes to Brazil's Forest Code, which could jeopardise the country's efforts to meet its climate targets.

*[Read more about the Forest Code at wwf.org.uk/brazilforestcode](http://wwf.org.uk/brazilforestcode)*

### **Powerful ambition**

The South African government is now developing an ambitious strategy for investment in renewable energy thanks to our support. We worked with WWF-South Africa, which advised the government on creating the South Africa Renewables Initiative. This identifies key economic gains that renewables can bring – such as opportunities for developing new energy technologies and increasing the export competitiveness of key industries. However, it recognises that domestic funding alone can't deliver the financing required to deliver large-scale investment in renewables; and so it seeks ways to provide alternative financing arrangements through international loans and grants.

### **A natural partnership**

Our work in South Africa 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. In the first year of our latest three-year partnership, DFID is funding £3.1 million of our work. To find out more about other WWF projects funded by DFID, visit:

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

**£3.1M**  
**IN THE FIRST YEAR**  
**OF OUR LATEST**  
**PARTNERSHIP, DFID**  
**IS FUNDING**  
**£3.1 MILLION OF**  
**OUR WORK**



© ISTOCKPHOTO.COM

Energy use contributes almost two thirds of the world's greenhouse gas emissions, and these emissions are rising. We're working with governments, businesses and local communities to achieve our vision of 100% renewable energy by 2050. Find out more about our work to tackle climate change at [wwf.org.uk/climate](https://www.wwf.org.uk/climate)

# POSITIVE ENERGY

Our energy expert Nick Molho believes we're helping the UK make real progress towards a low-carbon energy future.

A 100% renewable energy future is possible. If we use all available renewable technologies. And if we introduce greater energy efficiency measures and a more regional approach to energy needs.



*"I'm driven by the knowledge that the energy sector offers the greatest potential to make radical and beneficial changes to the way we live."*

Nick Molho,  
head of energy policy

Our new *Positive Energy* report shows that renewables could provide the vast majority of the UK's renewable electricity by 2030. Affordably, too. And it could provide great benefit to the UK economy. But only if the government offers long-term certainty to the renewable energy and energy efficiency industries. Lots of 'ifs' for the government to do something about before they become 'if only's'.

We've been encouraging leadership on climate change issues from members of the new government since we took David Cameron to the Arctic in 2006 – a trip that helped lay the foundations for his "greenest government ever" commitment.

I'm proud of the results we've achieved so far. For example, in the past year our determination has led to positive changes to consultation feeding into the government's upcoming Energy Bill – a key opportunity to transform the UK's electricity system from fossil fuel power to renewable energy.

At first, the government focused heavily on incentives for new nuclear power. But we gathered a coalition of energy companies, NGOs, insurers and manufacturers who wanted the government to provide a clearer green light on renewables. With their support, we convinced the government that it should introduce incentives designed specifically to support renewables, that'll provide investors with certainty that the UK is committed to the sector.

We also wouldn't take 'no' for an answer about our requests to introduce energy efficiency measures that would help meet UK carbon commitments. It'll help ensure 'decarbonisation' costs as little as possible, and reduce the impact on the environment even further. At first, we were faced with absolute rejection of all our requests. But thanks to tireless lobbying we've made considerable progress: recent legislation now includes an energy efficiency aim that's linked to the UK's 2050 carbon reduction target.

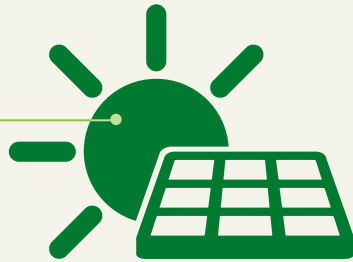
It hasn't all been progress though. This year we reluctantly resigned from the government's Zero Carbon Task Force, after discovering the government had changed its definition of zero carbon homes in a way that watered down its targets by a third. Our *Plugging the Gap* report this year revealed that such negative thinking must be challenged. It shows that the world is currently set to overshoot, by a third, the volume of carbon emissions that climate science says we need to keep to by 2020 if we're to avoid the worst impacts of climate change.

Yet I remain positive. I'm driven by the knowledge that the energy sector offers the greatest potential to make radical and beneficial changes to the way we live. Now is the time to act.

*Read our Positive Energy report at [wwf.org.uk/positiveenergy](http://wwf.org.uk/positiveenergy)*

**60-90%**

We've shown that renewable sources can meet 60-90% of the UK's electricity demand, sustainably and affordably, by 2030



**-£40BN**

Ambitious demand reduction measures could cut capital costs of electricity generation in the UK by £40bn

**>100%**

In the UK, we're sitting on a goldmine of renewable energy resources, both onshore and offshore, which exceed our demands





# 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

## Imagination captured

Young people are central to our vision of a world where humans live in harmony with nature. Nurturing what our ambassador Sir David Attenborough calls their “instinctive love of the natural world” is fundamental if we’re to reduce people’s impact on the environment. As part of our

50th anniversary celebrations, we launched a competition to capture the imagination of the next generation. My True Nature invited young people, aged 7-16, to share their love of nature through the arts – including film, photography, music, painting, poetry and dance. Hundreds of individuals, schools and youth groups entered.

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

## Good food

What we choose to eat doesn’t just affect our own health: it’s also critically important to the health of the planet. Luckily, what’s good for us is also good for nature – as we showed in our *Livewell* report. We worked with nutritionists from Aberdeen University to come up with a diet that’s great for body and planet alike. The result – the Livewell diet – favours healthy fruit and veg over resource-intensive meat and processed foods. It’s been welcomed by nutrition experts, retailers, government officials and members of the public. It’s a significant step forward in a debate that’s becoming increasingly urgent as the world’s population grows and diets change.

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



86%

WE INTERVIEWED  
158 PEOPLE FROM  
THE UK’S 500 LARGEST  
COMPANIES. 86%  
OF THEM HAVE  
REDUCED THEIR  
EMISSIONS FROM  
BUSINESS TRAVEL, OR  
INTEND TO DO SO

## Travel trends

Can flying less be good for business? We think so – and so do members of our One in Five challenge. They’ve all committed to cutting 20% of their business flights within five years by using lower-carbon ways of staying connected – and six have already met the target. Challenge members have cut 33,000 flights – saving 6,000 tonnes of CO2 emissions, and £6 million. Other businesses are following their lead, as our *Moving On* report showed. We interviewed 158 people from the UK’s 500 largest companies, and found that 86% have reduced their emissions from business travel, or intend to do so. Almost half have reduced the number of business flights they’ve taken in the last two years; and the vast majority of

these say they're as profitable and competitive as ever. Transport minister Norman Baker – who called himself “the first ever transport minister to have official responsibility for alternatives to travel” – spoke at the launch of our report, just days before the government announced that by 2015 it would cut domestic flights for ministers and civil servants by 20%.

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

**1,000S**  
THOUSANDS OF  
PEOPLE HAVE SIGNED  
OUR PETITIONS  
CALLING FOR THE EU  
TO CLAMP DOWN ON  
FUEL DERIVED FROM  
TAR SANDS

### **Devastating exhibition**

All fossil fuels are bad news for the environment – but tar sands are among the worst. They produce huge volumes of carbon emissions and drain enormous quantities of water from local rivers. Through a series of powerful photographs, our Tarnished Earth street exhibition brought home the devastation that extracting oil from tar sands is causing in Canada. The exhibition, which we're running with The Co-operative and Greenpeace, opened in September 2010. It was so successful that it was still touring UK cities a year later – six months after it was originally scheduled to close. As a result, thousands of people have signed our petitions calling for the EU to clamp down on fuel derived from tar sands and for the UK government to back clean energy alternatives.

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



**50**

We asked 50 business leaders and thinkers to share their opinions on how business can play a role in creating a sustainable future

### **Transforming business**

Humanity's using more resources than the planet can provide, so we need some radical changes to the way we produce and consume things. We asked 50 business leaders and thinkers to share their opinions on how business can play a role in creating a sustainable future. Contributors to our Talking Transformations video series include CEOs of Google, Unilever, National Grid, O2 and Sainsbury's. New thinking was also in evidence at our World with a Future conference at The Royal Society in London, which explored themes such as limits to growth and creating a new economy that prioritises social well-being and a thriving environment. As well as looking at the big ideas, we're seeking out practical solutions: our 'green game-changers' website showcases ground-breaking inventions, business models and other innovations that can help reduce our impact on the world's natural resources.

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



50,000

Our More Fish campaign has had tremendous public support: more than 50,000 people have signed our petition

### Deep commitment

We've been racking up the pressure in our campaign to transform Europe's failing fishing policy, which has permitted catastrophic waste and overfishing. MEPs are due to vote on the future of the EU's Common Fisheries Policy early in 2012, and many of the solutions we've put forward are now in the proposals for reform. We want long-term regional management plans for all fisheries, a coherent set of rules so fishermen only catch what's needed when it's needed, and the same principles to apply to all European boats wherever they operate in the world. Our More Fish campaign has had tremendous public support: more than 50,000 people have signed our petition. We've also won business backing from trade bodies and leading companies; and fisheries minister Richard Benyon also publicly endorsed our proposals.

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

1,000S

THOUSANDS OF  
CAMPAIGNERS  
EMAILED THEIR  
LOCAL AUTHORITY  
TO ASK THEM TO  
COMMIT TO USING  
ONLY SUSTAINABLE  
TIMBER. TO DATE,  
44 COUNCILS  
HAVE PLEDGED TO  
IMPROVE THEIR  
SOURCING

### Wood work

During the UN's International Year of Forests, our What Wood You Choose campaign has been turning the spotlight on illegal and unsustainable logging. Our report tracking several forest products to their source showed that many UK retailers don't properly check the origin of the wood they use. But our campaigning has helped lead to a new EU regulation that should help stop timber products from illegal sources being sold in the UK.

We've also been working with local authorities to get them to commit to sourcing all their wood and paper products from responsibly-managed forests. The public sector is responsible for up to a quarter of all the wood used in the UK – yet very few local councils have systems in place to verify where it comes from. Thousands of campaigners emailed their local authority to ask them to commit to using only sustainable timber. This has had a real impact – to date, 44 councils have pledged to improve their sourcing.

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



© JIRI REZAC / WWF-UK

We're campaigning to transform Europe's failing fishing policy. Many of the solutions we've put forward are now in the proposals for reform, which will be voted on early in 2012. Our efforts have been boosted by more than 50,000 people signing our petition, at [wwf.org.uk/morefish](http://wwf.org.uk/morefish)

# SOY SOURCING TO SAVE THE CERRADO

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Everyone knows about the Amazon, but this year we turned the spotlight on its neighbour – the Cerrado. Liz Callegari explains how the threats to this remarkable region are closer to home than you might think.

‘Save the Cerrado’ probably isn’t a slogan you’d have heard before this year. The Cerrado’s not as glamorous as its neighbour the Amazon.

But it’s equally amazing. It’s a fantastic patchwork of rivers, forests and savannah that covers a quarter of Brazil. It’s full of incredible, quirky creatures like armadillos, anteaters and toucans. Some 5% of life on Earth is there – but few people know about it!

It’s also incredibly important for carbon emissions – it’s been called ‘the upside-down forest’ for the huge amount of carbon locked up in the extensive root systems of its plants. The more I’ve learned about the Cerrado, the more I’ve wanted to protect it.

But in just a few decades over half of it has been lost, largely due to agriculture. And one of the main culprits is soya. You might not think you eat much soya – but if you eat meat, eggs or cheese then in effect you do. Most soya is fed to animals, especially chickens – and it takes an area the size of Yorkshire to grow the soya we use in the UK.

We’re trying to get this soya grown in a way that doesn’t destroy places like the Cerrado. We’re part of the Round Table on Responsible Soy (RTRS) – which ensures soya is produced without causing deforestation, and helps protect other vital habitats.

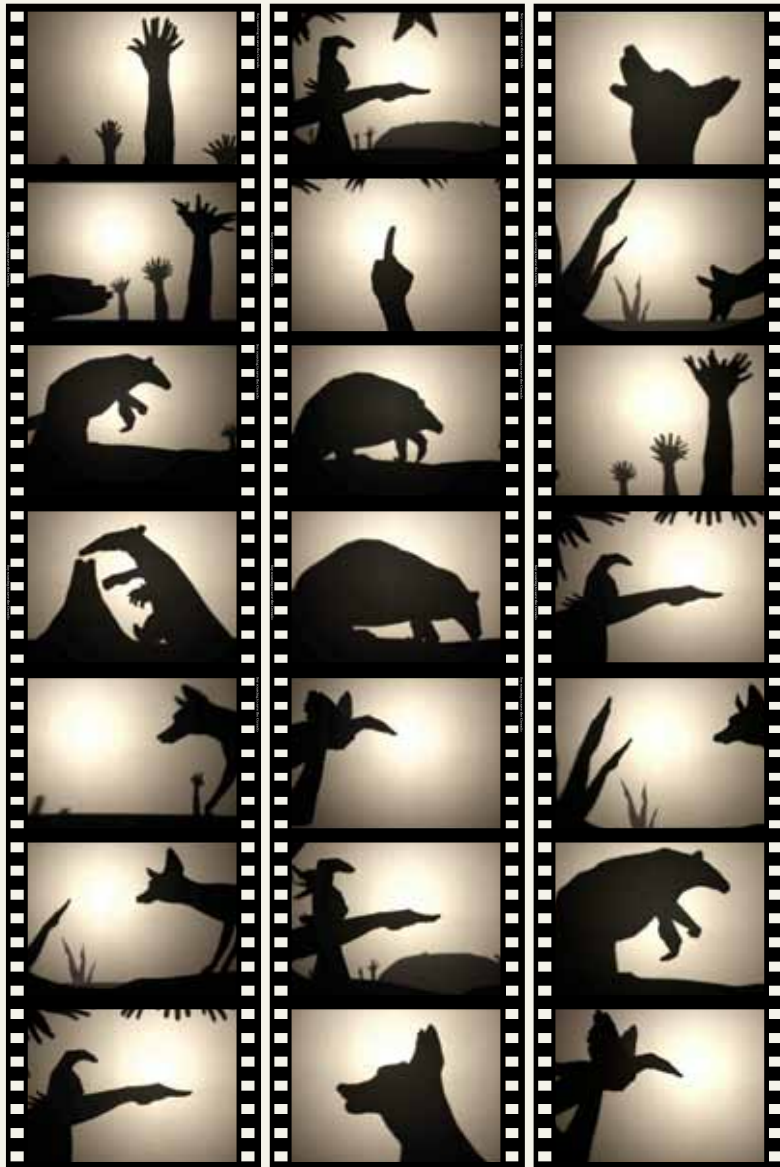
Over the winter, we met the big seven UK supermarkets, asking them to commit to buying 100% RTRS soya by 2015. When the campaign launched in April, our campaigners bombarded them with nearly 30,000 emails. Waitrose made the commitment the very next day. Several others have now become members of the RTRS and are taking steps to improve their soya sourcing.

And there’s more good news: the Brazilian government has announced plans to create new national parks and protected areas covering an area of the Cerrado that’s larger than Wales. Although recent proposals to change Brazil’s Forest Code could jeopardise this plan, it seems that, with our support, at long last this wonderful place is getting the attention it deserves.



*“The Cerrado is full of quirky creatures. It’s also incredibly important for carbon emissions. The more I’ve learned about it, the more I’ve wanted to protect it.”*

Liz Callegari,  
food campaign  
manager



© WWF-UK

Please take a look at our unique and beautiful short film – about the many treasures of the Cerrado, and the threats to them. The film features some wonderful shadow artists, and it's really taken off: it's had nearly 160,000 views online.

# ASTONISH ME

Incredible new species discoveries provided the inspiration for WWF ambassador Stephen Poliakoff to create a compelling 50th anniversary film for us.



*“To do something major for WWF was great – I’m really pleased that we managed to do it.”*

Stephen Poliakoff

“If I was told I couldn’t write another word, I’d throw myself lustily into conservation – because it’s one of my great passions in life.” After the acclaimed scriptwriter, playwright and director Stephen Poliakoff uttered these words on *Desert Island Discs* in 2005, he was approached by many conservation groups. “WWF seemed the most important, so that’s why I became a WWF ambassador,” he notes.

This year, as a central part of our 50th anniversary, Poliakoff combined these two passions – writing and conservation – to create a compelling short film for us.

“WWF didn’t just want to make a sort of advert about the organisation, but wanted a drama that audiences could lose themselves in and be surprised by,” Poliakoff recalls.

The result, *Astonish Me* – written by Poliakoff and directed by Charles Sturridge – is a fabulous tale of adventure and discovery that showcases some of the many remarkable species recently found around the world. “That seemed like a great way to celebrate the 50th anniversary, with a film that would make people feel excited and want to be part of saving species,” says Poliakoff.

“I think it’s extraordinary and magical that there are these things out there. Some of them, like the barreleye fish with its transparent head and rotating eyes that we feature in *Astonish Me*, are quite as extraordinary as any special effect Hollywood has ever dreamed up.”

At the heart of the project was an inspirational message of hope – that people can help protect our natural wonders. “One of the things that’s really hit me as an ambassador for WWF is how relatively small sums of money can achieve huge things – stabilising populations of incredibly endangered species or an environment. Just a few million can make a colossal difference.”

And thanks to Poliakoff’s connections, we’ve been able to show the film to huge audiences – before the main feature at Odeon cinemas.

“To do something major for WWF was great – I’m really pleased that we managed to do it.”



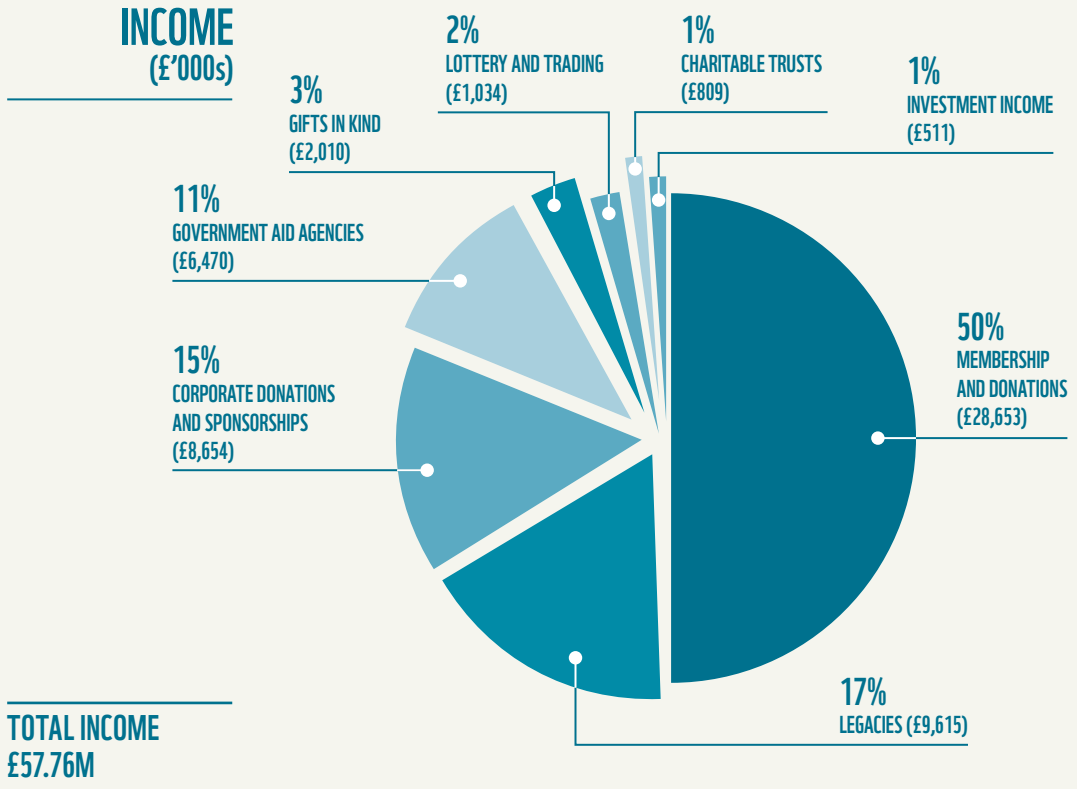
© EMMA LEWIS / WWF-UK

“I hope that people seeing *Astonish Me* at the cinema or on the website will be entranced into thinking about WWF, and what the environment and the world of conservation would look like without the effort that’s gone into those first 50 years.” Stephen Poliakoff.

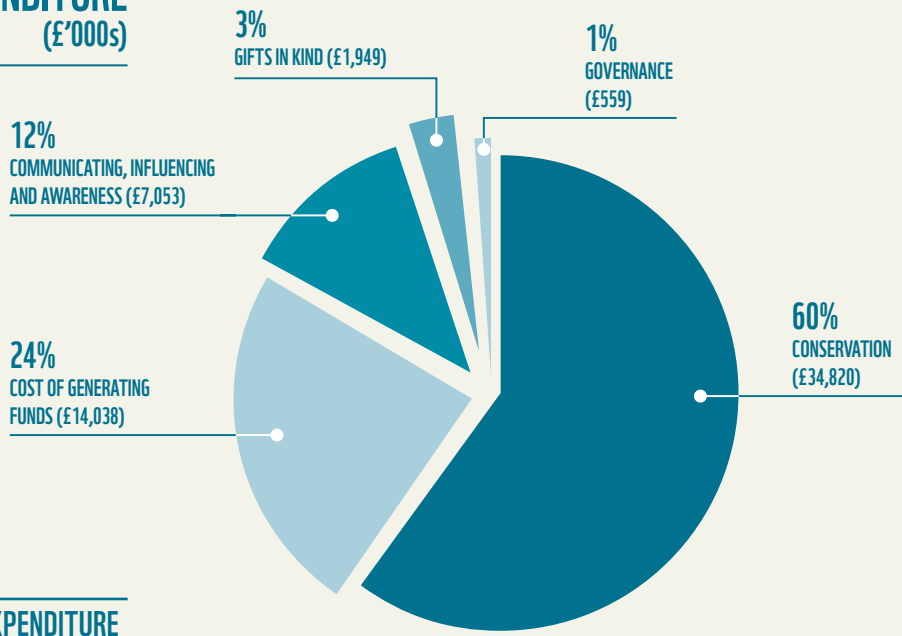
## RAISING SUPPORT

Thanks to the commitment and generosity of our supporters, we've continued to make good progress in raising funds despite an increasingly tough economic climate. Our investment in boosting long-term fundraising income continues to bear fruit. It's led to a 15% rise in donations from individuals this year. More than 340,000 people now give us a regular gift, which is again a new record.

Our Sky Rainforest Rescue partnership to preserve the Amazon continues to be extremely successful, with well over £2 million raised to date. Sky Rainforest Rescue's sponsorship of the Sky professional cycling team in the 2011 Tour de France gave the partnership extraordinary visibility and raised over £300,000. ▶



## EXPENDITURE (£'000s)



**TOTAL EXPENDITURE**  
**£58.42M**

Our fundraising and communications campaigns around the Year of the Tiger were also very encouraging: 132,000 people signed our tiger petition; 27,000 new people became tiger adopters; and we raised over £1.5m in total for tiger conservation.

**Notes** These diagrams are an illustration of WWF-UK's income and expenditure for the year ending 30 June 2011. A copy of the full audited accounts which contain the detailed information required by law can be obtained by writing to our supporter care team, or by visiting [wwf.org.uk/annualreport2011](http://wwf.org.uk/annualreport2011)

## OUR SUPPORTERS

The work we do to safeguard endangered species and 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're 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.

*To become a WWF Guardian or a WWF member, to make a donation, or to adopt a wild animal, please call us on 01483 426333 or email [supportercare@wwf.org.uk](mailto:supportercare@wwf.org.uk)*

### WWF Guardians

This is a dedicated group of supporters who have collectively contributed more than £3.5 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.

### Conservation Champions

These are individuals who donate a significant amount to help us address the world's most serious environmental problems. We offer our sincere thanks to:

*To become a Conservation Champion contact our director of development on 01483 412408*

*Mrs Caroline Adams, Ms Lucy Alexander, Mr & Mrs Richard and Diana Allan, Mr Andrew Beckingham, Mr & Mrs Patrick and Valerie Degorce, Mr David Forster, Mr & Mrs Mario and Paula Frering, Mr & Mrs David and Renee Gregson, Mr & Mrs Mark and Fatima Grizzelle, Dr Nick Harrison and Dr Sarah Greaves, Mr & Mrs Oliver and Patricia Heathcote, Mr Roger Hooper, Mr Samuel Joab, Ms Carol Kemm, Sir Martin Laing, Ms Deborah Meaden, Mr R & Mrs L Norton, Ms Anne Reece, Sir Alec Reed CBE (The Big Give), 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, Gemma Arterton, Steve Backshall, Lily Cole, Hugh Fearnley-Whittingstall, Kirsty Gallacher, Wayne Hemingway, Amanda Holden, Tom Jones, Lorraine Kelly, Tom Kitchin, Graeme Le Saux, Danielle Lineker, Gary Neville, Bill Nighy, Iwan Thomas, Alan Titchmarsh, KT Tunstall, Valentine Warner, Jo Wood, Tyrone Wood*

## WWF ambassadors

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, Simon Burrell, Field Marshal Sir John Chapple GCB CBE DL, Jane Davidson, Will Day, Bernard Donoghue, 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 OBE, 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, Simon Reeve, Miranda Richardson, Professor Callum Roberts, Sir Stuart Rose*



© PRETZEL / WWF-UK

*Our ambassador Sir David Attenborough reflects on the early days of conservation, and highlights the ongoing need to support WWF, in a special interview to celebrate our 50th anniversary*

## 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:

*Miss PM Arnold, Dr MM Brain, Mrs E Brunton, Miss LJ Chapman, Miss JW Charleton, Miss JE Cheese, Miss HC Church, Miss CE Clark, Miss GM Clenaghan, Mrs ME Conlon, Miss MJ Cotton, Miss JM Crouch, Mr RDM Darling, Miss WE Davison, Mrs J Elliott, Mrs KB Fyfe, Mr FW Gardiner, Ms N Grohs, Mr DH Hamlyn, Mrs J Harding, Miss JM Haywood, Mr & Mrs P Hodgkinson, Miss RJ Hollins, Miss M Hunt,*

*If you'd like to leave your own lasting legacy that will help to fund our work, please contact [legacy@wwf.org.uk](mailto:legacy@wwf.org.uk)*

*For information about becoming a corporate partner or joining our Business Club, please contact our director of corporate partnerships on 01483 412320; or our new business executive on 01483 412369*

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

*Miss AB Hurt, Mr RM Lee, Dr GM Lewis, Mr HJ Mack, Mr KW McLellan, Mrs J Nimmo-Smith, Mr BA North, Mr AJ Obrist, Miss J Oxley, Mrs AG Pendlebury, Miss J Pillman, Miss MD Plowe, Miss GM Powell, Miss M Quant, Miss FA Rigg, Miss EM Sage, Miss C Shepherd, Mrs JL Silk, Mrs PE Slingerland, Dr CED Smith, Mr DL Stewart, Ms J Sykes, Mrs SV Toller, Mrs IJL Watts, Mrs DM Whiffin, Mrs JDC Whitehead*

### **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 our corporate partners for generously supporting our work this year:

*Barclays Bank, BGL Group, BT, Coca-Cola GB, Credit Suisse, Doughty Hanson & Co, Ecover, Fellowes UK, HSBC, Local Community Recycling Services Ltd, Marks & Spencer, MBNA, RSA Insurance, SABMiller, Sky, Tetra Pak UK, Cadbury's and The Cadbury Foundation, The Co-operative Group, United Biscuits, Vodafone*

And we'd like to thank all members of our Business Club – our new programme for small and medium-sized businesses.

### **Trusts and foundations**

We receive generous support from many trusts and foundations. We're very grateful to them all. We list a selection of them here:

*The Ashden Trust, BBC Wildlife Fund, Cadogan Charity, Calouste Gulbenkian Foundation, Ernest Cook Trust, Ernest Kleinwort Charitable Trust, The Esmee Fairbairn Foundation, The European Climate Foundation, Herd & Muriel Lawson Charitable Trust, IFG Trust (Jersey), The Ingram Trust, The Iris Darnton Foundation, Kirby Laing Foundation, Marjorie Coote Animal Charity Trust, Ofenheim Charitable Trust, The Rufford Maurice Laing Foundation, Sanne Charitable Trust, Shears Foundation, Tellus Mater Foundation, The Waterloo Foundation*

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**WWF-UK trustees  
and principal officers**

**President**

HRH The Prince of Wales KG, KT, GCB, OM

As at

31 December 2011

**Trustees Emeriti**

Sir Martin Laing CBE, The Hon Mrs Sara Morrison

**Trustees**

Ed Smith (*Chair*), David Bryer, Mark Chambers,  
Rita Clifton, Ian Diamond, David Gregson,  
David Macdonald, David Phillips, Bert Piedra (*Treasurer*),  
Valentin von Massow, 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, Robert Hardy

**Royal appointment**

HRH The Prince of Wales accepted our invitation to become President of WWF-UK. He succeeds HRH Princess Alexandra, the Hon Lady Ogilvy, who has retired from the position after 29 years. We pay tribute to Princess Alexandra, who has so strongly supported our work over the decades.

The Prince of Wales has long been an advocate of environmental issues and has worked with WWF and other organisations over the years to help protect and preserve some of the planet's most fragile ecosystems and habitats. We look forward to developing our shared commitments in the years ahead.

**Sir Arthur Norman – Trustee Emeritus of WWF**

Sir Arthur Gordon Norman has died at the age of 94. He was a committed conservationist who was twice chairman of the Trustees of WWF-UK, a successful businessman, and a World War II flying ace.

“We're particularly grateful for his unstinting work over 10 years as our chairman,” said our chief executive, David Nussbaum.





# THANK YOU

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, back our campaigns, or take part in one of our events, such as the Blue Mile (pictured).

If you'd like to find out how you can support us, please visit [wwf.org.uk/howyoucanhelp](http://wwf.org.uk/howyoucanhelp)

# 'SMARTENING' UP OUR ACT

From installing smart meters to selling our anniversary garden – we've continued to find new ways to cut the environmental impact of our day-to-day work.

**4%**  
**WE'VE CUT  
OUR USE OF  
ELECTRICITY  
BY 4% SINCE  
LAST YEAR**



Reading this annual review, you'll see how we've done our utmost this year to build on the successes we've been renowned for during our 50-year history – such as boosting prospects for Kenya's black rhinos. And that we're encouraging new ideas: for example, by showcasing inventions that have the potential to reduce humanity's impact on the world's natural wonders.

We've also taken every opportunity during our anniversary year to reduce any harmful impact that our day-to-day work has on the environment. It's led us to drum up innovative solutions of our own.

A case in point was our 50th anniversary chalk stream garden at the Hampton Court Flower Show. We used reclaimed materials and predominantly native species to construct the garden. And when disposing of the exhibit, we were thrilled to be able to sell almost every single element of it.

We sought to source the food and drink consumed at our anniversary events locally and sustainably. And we were very pleased that our 50th anniversary endangered wildlife stamps were printed on paper with Forest Stewardship Council (FSC) certification. The Royal Mail has now committed to printing all its stamps on FSC paper.

At our offices, we remain keenly aware of the need to reduce our use of energy and water, our waste and our business travel. So we monitor all of these things. This year we reduced our electricity use, and we installed smart meters that'll provide live information to help us cut it even further. But we increased our gas use, partly owing to the coldest winter in 30 years.

We reduced the amount of waste we sent to landfill. Our efforts to 'declutter', in anticipation of moving our office headquarters in 2013, are likely to temporarily raise the volume of stuff we recycle and bin. But we hope that our new 'green HQ' will enable us to vastly improve our environmental performance, and inspire others to commit to positive changes to their ways of life.

*For full details on our environmental performance this year, read our [Environmental Report](http://www.org.uk/environmentalreport) at: [www.org.uk/environmentalreport](http://www.org.uk/environmentalreport)*



## 50TH

OUR 50TH ANNIVERSARY ENDANGERED WILDLIFE STAMPS WERE PRINTED ON FSC-CERTIFIED PAPER. THE ROYAL MAIL HAS NOW COMMITTED TO PRINTING ALL ITS STAMPS AND COLLECTABLE STAMP PRODUCTS ON FSC MATERIALS

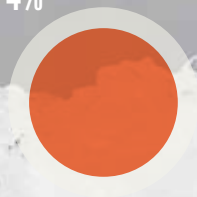
## 2013

A MOVE TO OUR NEW 'GREEN' HQ OFFERS HOPE OF HUGE IMPROVEMENTS IN OUR ENVIRONMENTAL PERFORMANCE



-4%

WE'VE CUT THE AMOUNT OF WASTE WE SEND TO LANDFILL BY 4%



# THE PANDA MADE ME DO IT

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A soaking in a reservoir. Cycling nowhere for an hour. Our chief executive, David Nussbaum, reflects on the things WWF has inspired him to do during our 50th anniversary.



*“The Panda’s certainly made me do a lot of fun things, and encounter a lot of inspiring people in the process.”*

David Nussbaum,  
chief executive

During our 50th anniversary year we took every opportunity to develop people’s sense of connection with us. We’ve been challenging people to think up ways to get involved, under the banner of ‘the Panda made me do it’. The Panda’s certainly made me do a lot of fun things, and encounter a lot of inspiring people in the process.

For instance, I found myself among an impressive number of hardy souls taking on the challenge of completing a ‘Blue Mile’. Rather than swimming the distance, I chose a drier option – in a kayak. But the skies opened, and we were all given a thorough drenching.

Water was the theme for another event: a chalk stream garden we took to the Hampton Court flower show. I was really impressed with the way its designer, Fiona Stephenson, had created something that felt like part of the natural world, rather than a plot at a show. Giant water droplets in the garden represented people’s many uses of fresh water. The stream itself disappeared down a huge plughole. The garden helped us to engage many visitors with the topic of how we all use – and waste – water that’s taken from our natural environment.

Firmly on dry land, I ‘pedalled’ our vital message about the need to tackle climate change – on a bike for 60 minutes during WWF’s Earth Hour. Despite my efforts, I didn’t go anywhere... because my bike and those of 59 others including TV presenter Kirsty Gallacher were powering a projector to beam images of endangered species onto the Royal Albert Hall. This was just one element of an inspirational global event that helps us connect with millions of participants, and many more online.

Finally, I’m thrilled that during our anniversary year, HRH The Prince of Wales has taken up our invitation to become President of WWF-UK. Prince Charles has been a champion of environmental concerns for about as long as WWF’s been around, and I’m sure he’ll challenge as well as inspire our thinking.



© GREG ARMFIELD / WWF-UK

Our 50th anniversary garden at the Hampton Court flower show enabled us to engage many visitors with the topic of how we all use – and waste – water that’s taken from our natural environment. Watch more videos about the garden at [wwf.org.uk/hamptoncourt](http://wwf.org.uk/hamptoncourt)



# LOOKING FORWARD

2012: it'll be a big year for people and planet. While economic concerns will continue to be headline news, none of us can afford to forget the future of our brilliant planet. So we'll be taking every opportunity to help people connect with the natural world and appreciate its vital importance for our future well-being.

During the Olympics, we'll be highlighting the strong links between people's love of sport and the environment. And we'll be speaking out at the Rio+20 summit where government leaders have a chance to set the world on a path towards sustainable development. We don't have all the answers, but our 50 years of experience mean we can offer some solutions.

We need you to add your voice too. It's your support that helps us make a difference. Whether you take part in WWF's Earth Hour, support our campaigns, or find your own way to make positive changes.

*Please help protect our brilliant planet. Join us at [wwf.org.uk/do-it](http://wwf.org.uk/do-it)*

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A WWF-UK production  
Edited by Guy Jowett

Design by Cliff Lee & Lou Clements  
[fruitcakedesign.com](http://fruitcakedesign.com)

Picture research by Kate Foreshew

With thanks to Greg Armfield,  
Georgina Bridge, Jacqueline Dragon,  
Anne Gawlik, Neil Gunn,  
Barney Jeffries, Martin O'Halloran

Design concept by  
ArthurSteenHorneAdamson

Printed by etrinsic

This digital version of our annual  
review has been developed by  
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# WWF-UK in numbers

>50,000

More than 50,000 people joined our call for strong measures to transform Europe's failing fisheries policy

3,800 SQ KM

We've successfully pressed for a doubling of protected habitat for Amur leopards in the far east of Russia. The result will cover 3,800 sq km




134

WWF's Earth Hour took place in a record 134 countries. David Cameron described it as "a huge symbol of global solidarity"

£1.5M

Last year 132,000 people signed our tiger petition and we raised over £1.5m for urgent tiger conservation

	<p><b>Why we are here</b> To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.</p> <p><a href="http://wwf.org.uk">wwf.org.uk</a></p>
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