



**WWF**

*for a living planet*

WWF-UK **2008**  
Annual Review

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as at 1 December 2008

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## **About WWF-UK**

We are the UK affiliate of the WWF Network, the global environmental organisation founded in 1961 and now active in over 100 countries. Using our unique combination of practical experience, knowledge and credibility, our 300-strong staff work with governments, businesses and communities both here in the UK and around the world to ensure that people and nature thrive within their fair share of the planet's natural resources. In 2007/8 we spent £42m on our work; the single largest contribution to our income comes from our members and supporters.

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## Our vision for the future

A vision underpins all of WWF's work – of people and nature living in harmony and thriving together within the limited resources of our one planet.

WWF calls this a **One Planet Future**. Why?

There is only **one planet** to support us – a planet we must treasure not trash.

And there is only **one future** for people and nature – a future where we thrive together or decline together. People can't thrive without a flourishing natural environment. Nature can't flourish without careful stewardship by people.

The One Planet Future vision directly challenges widely-held attitudes to the environment – attitudes which encourage many people in the UK to live unsustainably.

It also shapes WWF's global priorities, focusing our work on helping nature to thrive and reducing humanity's global footprint to a sustainable level – striving to make this One Planet Future a reality.

Find out more about our One Planet Future campaign at [wwf.org.uk/oneplanet](http://wwf.org.uk/oneplanet)



**“It’s still a long road to realise our positive vision of people thriving without harming the natural world. But we believe that the work we do in the next five years could bring that so much closer.”**

David Nussbaum  
*Chief Executive, WWF-UK*

An aerial photograph of a coastal landscape. In the foreground, a small red and white lighthouse stands on a rocky outcrop. The sea is a deep greenish-blue, meeting a long, white chalk cliff that runs along the coast. Behind the cliff is a vast expanse of green fields, some with small buildings or structures. The sky is a clear, bright blue with a few wispy clouds near the horizon.

## Sea change!

A One Planet Future came one step closer in 2008 for the UK's seas. For the past 10 years, we've been calling for robust new legislation to protect this marine environment – with its diverse wildlife and habitats – and to manage better the growing demands placed on it by humans. The UK government has now announced its intention to introduce the UK Marine and Coastal Access Bill, and there are also plans for a Scottish Marine Bill. In the coming year, we will continue campaigning to ensure the resulting legislation protects the UK's marine environment and the livelihoods of those who use the seas. Find out more at [wwf.org.uk/marineact](http://wwf.org.uk/marineact)

# Meeting the challenge of a lifetime

We are at a decisive point in human history. With the environmental problems facing our planet more serious than ever before, WWF is at the heart of global efforts to create solutions for people and nature to thrive.

In a year of global financial crisis, which has caused so much worry for many of us, it's sometimes hard to think about much else. And yet, the ecological turmoil that afflicts our planet has not gone away.

Our planet – our one planet – is still under serious stress. The survival of our most special places and wildlife lie in the balance. The potential breakdown of our natural systems could result in devastation for many millions of people.

Climate change. Rampant deforestation. Illegal wildlife trading. Unsustainable fishing. Rivers running dry. The environmental challenges seem almost endless. And the time left to find the solutions are so limited.

And yet, our growing demand for natural resources – the cause of this growing destruction – shows few signs of slowing down.

Thankfully, WWF is creating solutions to many of these problems, based on our long experience in the field and our globally-renowned scientific credibility. And the launch of our new five-year strategic plan in 2008 heralded a new phase of activity at a time when environmental leadership has never been needed more.

“Knowing that WWF has a vital role to play in the future of our planet has added a sense of urgency to our customary passion and determination,” said Chief Executive, David Nussbaum. “The depth of the challenges we face means that we needed an ambitious plan with ambitious targets.”

The plan took many months to develop – involving consultation inside WWF-UK, across the WWF Network and externally as well as consideration of where our expertise could be best applied. The result is a 69-point action plan, providing a clear blueprint of how we will address the most serious environmental challenges facing our planet in the coming five years.

## Key challenges

The strategic plan focuses us on three key challenges, which we will work on with others, including government, business and communities:



## Safeguarding the natural world

Nature's most outstanding wildlife and places (on land and in our oceans, rivers and lakes) are under severe threat from habitat destruction and over-harvesting. We are working to improve their protection and governance – providing both practical support at a local level for wildlife, habitats and communities, and broader policy solutions that address the runaway demand for natural resources and help people value nature. Find out more on page 6.

## Tackling climate change

Most scientists agree that we face a high risk of severe and irreversible environmental change unless the release of greenhouse gases starts to decline in the next 10 years and is cut by around 80% by 2050.





## Why we make a difference

The Chair of WWF-UK, Ed Smith, explains why the UK arm of the world's leading environmental organisation is well equipped to meet the challenges ahead.

“At a point when humanity is facing the very real possibility of environmental catastrophe, it is reassuring to know that WWF is ready to play a key role in creating the solutions we all need.

“Here in the UK, we are determined to make the very best use of our resources. Our highly talented team, our focus on developing solutions with a global impact, and the UK's pivotal role in international trade and politics are all helping to give us a powerful international voice.

“Of course, we know that we can't do it all alone. That's why so much of our work is about bringing people together to enable change. We are highly skilled at developing working partnerships in politics, business and the wider community – building bridges between diverse interest groups although never being afraid to challenge when required.

“The growing and changing environmental crisis has affected the way we work – meaning we need to adapt quickly, focusing our resources on where they are needed most. It is a job we have already done successfully, and I am confident that we are more than ready to take even greater strides in the years to come.”

Failure to act will result in devastating consequences for people and nature. WWF is seeking cuts in emissions at a UK, EU and global level that prevent global temperatures rising dangerously. We are also developing solutions that address the unavoidable effects of climate change, helping to protect what our conservation work has already achieved. Find out more on page 14.

## Changing the way we live

Our one planet can no longer support the demands people make on its natural resources. WWF is forging solutions that help people enjoy more sustainable lifestyles, addressing humanity's global footprint through issues such as transport, food, housing and energy. Find out more on page 20.

The plan also outlines how we will work even more effectively in coming years – finding new ways to fund our work, enabling our staff to become even better at their jobs and continuing to apply the lessons learnt in the field to all our other conservation work.

“It's still a long road to realise our positive vision of people thriving without harming the natural world. But we believe that the work we do in the next five years could bring that so much closer.”

Download a summary of our strategic plan at [wwf.org.uk/strategicplan](http://wwf.org.uk/strategicplan)

Find out how you can support our work on page 44.



An aerial photograph showing a wide river winding through a landscape. In the upper portion, the river flows through a patchwork of green agricultural fields separated by dirt roads. Below this, the river enters a dense, lush green forest. In the lower foreground, a large, rectangular area of land has been cleared, showing a brown, tilled surface, indicating deforestation for agriculture. The overall scene illustrates the intersection of human agriculture and natural ecosystems.

# Safeguarding the natural world

Our planet's most outstanding wildlife and places – on land, in the oceans, and in rivers and lakes – are under severe threat from habitat destruction, illegal and unsustainable trade, and over-harvesting...



# Safeguarding the natural world



**WWF's Living Planet Report 2008 has shown average falls of nearly 30% since 1970 in populations of about 1,700 vertebrate species in terrestrial, freshwater and marine habitats.**

"The runaway demand for the world's limited natural resources is pushing many species to the brink of extinction, and making many poor people even poorer," explained Director of Programmes, Dr Glyn Davies, who is responsible for our conservation activities. "It's an ongoing battle, but our practical work and policy initiatives both in the UK and worldwide are making a real difference."

In 2008, we continued to work with governments, corporations, communities and other partners to address a variety of threats to species, such as the demand for illegal and unsustainable wildlife products and the conflict over resources between humans and wildlife.

For example, our support of anti-poaching brigades and intelligence gathering – in conjunction with the wildlife trade monitoring network, TRAFFIC – led to significant numbers of seizures of illegal wildlife products, including tiger skins, and arrests of poachers and traders in Nepal and on the border between Russia and China.

We set up community-managed compensation schemes in areas of Nepal affected by human-elephant conflict, which have helped to increase people's acceptance of wildlife. And in Africa, we have been engaged in negotiating an agreement between nine countries where gorillas are found, to improve protection of these great apes. The nine nations are now legally obliged to act against threats such as poaching.

Sadly, for one species it may be too late. The Yangtze river dolphin, or baiji, is possibly the first species of whale, dolphin or porpoise to become extinct because of human actions. A survey of the Yangtze recently, supported by WWF, failed to find a single baiji.

## Forest protection

Because animals depend on healthy environments to thrive, we have long focused on curbing deforestation – a practice which could otherwise reduce forest habitats to patchworks that can't sustain viable populations of many species. To achieve this, we're focusing on large-scale forest protection projects in key areas such as the Amazon, Borneo, Congo and New Guinea.

In 2008, for example, we took our work in Borneo a significant step forward. Further to the previous year's commitment from Borneo's three governments (Brunei, Indonesia and Malaysia) to work together to protect a vast area of the island's threatened forests, we promoted and supported the development of national plans and finance to implement the 'Heart of Borneo' initiative. The Brunei government has now recommended that the protected land within the country is increased by more than a quarter, to 74% of its land area.

Alongside our involvement in long-term projects comes the need to respond quickly to unexpected crises. In the Democratic Republic of the Congo, we helped to support thousands of people – forced to flee their homes and live in makeshift camps due to military conflict – by providing fuel-efficient stoves and plantation-sourced firewood and charcoal. This also reduced the threat to the forest that endangered mountain gorillas depend on to survive.

We also work to ensure that illegally and unsustainably harvested timber is removed from international trade. To this end, Forest Stewardship Council (FSC) certification – initially developed with WWF support to promote responsible forest management standards – now applies to more than 100 million hectares of forest worldwide.

In 2008, the area of forest with FSC certification reached 1.4 million hectares in the environmentally-important Amur-Heilong forests of east Russia. The improved forest management across such vast areas also supports our work to protect the region's freshwater habitats and threatened species such as the Amur tiger and Amur leopard.

## Water pressure

The world's rivers and seas are under increasing pressure from the demands placed on them by people.

In the UK, our long-standing campaign to manage the increasing human impact on our seas achieved a breakthrough this year, with the introduction of the UK Marine and Coastal Access Bill and the announcement of plans for a Scottish Marine Bill. Our work will continue to ensure that both these pieces of legislation, when enacted, safeguard vulnerable species and habitats, and support sustainable human activities.

Elsewhere in the world, we worked in a variety of ocean and coastal environments, ranging from the Arctic to the South Pacific. In Colombia and other eastern Pacific nations, WWF statistics revealed that our support for alternative fishing technology is benefiting conservation. A simple change from using the classic 'J' hooks to a circular hook is reducing the accidental capture of endangered turtles, without affecting fish catches.



Our activities in freshwater environments included the successful continuation of projects in regions where water extraction for agriculture is threatening river flows – from developing water user groups to help manage the demands of farmers in Kenya and Tanzania, to introducing better management practices for ‘thirsty’ crops, such as sugarcane and cotton, in India and Pakistan.

We undertook pioneering work in the last year to establish the ‘water footprint’ of the UK – a measure of the water used both direct from the tap and in the production of goods we buy. We also developed parallel initiatives to help major multinational companies assess their impacts on freshwater ecosystems.

We continued to press for the robust implementation of the EU Water Framework Directive, a landmark piece of European law that obliges the UK to have all our rivers and wetlands in a healthy condition by 2015. And internationally, we coordinated global efforts to bring the UN Convention on international rivers into force. If implemented, this will help ensure the 263 transboundary rivers around the world are shared more peacefully and used sustainably between nations for the benefit of people and wildlife.

Find out more about our work to safeguard the natural world at [wwf.org.uk/naturalworld](http://wwf.org.uk/naturalworld)

Find out how you can support our work on page 44.

## Water conflict reduction

For the past three years, Petro Masolwa has managed WWF’s programme to restore year-round flow to the Great Ruaha river. His efforts have led to measurable improvements, and in 2006 the river flowed throughout the year beyond the main rice-growing area for the first time in five years, despite a drought.

“In the Ruaha river catchment area, the problems are pretty clear – excessive extraction of water for agriculture means the river is running dry, causing acute problems for people downstream of the large private rice farms, as well as for wildlife in Ruaha National Park – Tanzania’s largest national park.

“The solutions are not so straightforward, but I’ve found that some of the simplest actions can be the most effective. We use a metal model to demonstrate to farmers what impact their action is having downstream; and being based locally I’ve managed to bring people together so they can discuss and resolve conflicts over water use, which have been a major problem in the recent past. We’ve also helped villagers to remove thousands of water-thirsty trees that are not native to the region.

“The most rewarding aspect of my work has been the development of water user associations – 40 of them so far – in water-stressed areas of the catchment. These help to empower people to manage their water resources themselves, in a fair and equitable way. It means the advances we’re making at the moment will be carried on by the locals in the future. There’s still a long way to go, but it’s been really pleasing to see water levels rising in the last two years.”



## case studies

### **Illegal fishing in the Arctic challenged**

WWF's efforts to protect threatened fish stocks and promote improvements in how UK processors and retailers source their fish have helped to achieve a 50% cut since 2005 in the estimated levels of illegal fishing in the Barents Sea – one of the key sources of UK cod imports.

The region is among the most biologically diverse areas of the Arctic, with the world's highest density of seabirds, and provides a unique habitat for seals, walrus, whales and polar bears. Unfortunately, decades of overfishing elsewhere in places such as the North Sea has led to a 'gold rush' for the exceptionally large fish stocks remaining in the Barents Sea. In turn, stocks in the region have come under increasing pressure, particularly from illegal fishing.

However, concerted efforts by us have led to better control and enforcement of fish entering Europe's fish markets. We have achieved a ban on 'transshipment' – the practice of moving fish between vessels, which makes it easier for fishermen to sidestep conservation measures. We have also worked with retailers and fish processors to increase their awareness of illegally caught fish, and have helped them to implement better systems to trace the source of fish they buy.

More work is still needed to ensure these fisheries are sustainably managed. But our work to date has already resulted in an impressive reduction in illegal fishing.





## Helping China's earthquake recovery

On 12 May 2008, China suffered the devastating impact of an 8.0 magnitude earthquake – the most destructive natural disaster in the history of the People's Republic. Some 87,000 people were reported as dead or missing, and millions were affected.

The epicentre of the earthquake was in Sichuan province – where WWF works extensively with the government, both in nature reserves and among local communities. So we were well placed to assist in emergency responses, and joined the government and other non-governmental organisations to provide critical support – supplying rice, tents, generators and other daily necessities.

In the aftermath, we implemented rapid environmental impact assessments in priority areas, and have promoted green reconstruction efforts in a number of communities.

In addition to the terrible impact on people, the quake buried and smashed huge areas of bamboo forest, and polluted freshwater sources that giant pandas rely on. In all, more than 80% of giant panda habitat, across 49 reserves, was affected. We provided a variety of support – helping to transfer bamboo to regions where habitat was completely destroyed, and working to restore essential patrolling and monitoring of panda habitat.

We have maintained strong relationships with the government in China since we began fieldwork there in 1980. As well as our focus on the country's giant panda populations, we have worked on other projects, including strengthening the resilience of the Yangtze river basin to environmental threats such as climate change.

## case studies

### Good news for Colombia's diverse nature

From Pacific waters that provide a critical breeding habitat for humpback whales, and high-altitude forests on which hundreds of bird species depend, to some of the world's richest lowland forests (where huge areas are being converted to oil palm plantations), Colombia's hugely diverse nature will benefit widely from achievements spearheaded by WWF during the last year.

As a direct result of many years of lobbying by us, endangered humpback whales that visit the Pacific coast of Colombia will prosper following the declaration of two new protected areas in this vital habitat. They cover a marine area around Bahia Malaga favoured by the whales for breeding and feeding, and an adjacent coastal zone where plans for extensive port development have only recently been shelved.

Other protection has been achieved through our support, including the creation of a 1,000 sq km national park, the Serrania de los Churumbelos, which ranges from the Amazon basin to the slopes of the Andes in an area that's home to a quarter of Colombia's 1,850 bird species. And in the northern Andes, a high-altitude wetland – the Laguna del Otun – has been declared a Ramsar\* site, recognising its importance for both human communities and many endangered plant and animal species.

The Choco-Darien region, which is threatened by rampant conversion to oil palm plantation, will also benefit from a government promise to develop standards for the sustainable production of palm oil – a commitment boosted by an announcement from the country's palm oil federation, Fedepalma, that it would adhere to any such standard. We were involved in pressing for this significant breakthrough.

\* Ramsar Convention on Wetlands is an intergovernmental treaty that provides a framework for the conservation of wetlands and their resources





## **Bringing the Indus back to life**

Across the Indus river basin in Pakistan, scarcity of fresh water is a problem among rural communities – one that is set to increase owing to the impacts of climate change and population growth. Already, the Indus delta runs dry for much of the year, principally due to the extraction of up to 90% of the river's water for agriculture.

To demonstrate ways in which water flow can be improved and pollution reduced, two years ago WWF initiated a project, with funding from the European Commission, among farmers of 'thirsty' crops such as sugarcane and cotton in Faisalabad and Bahawalpur.

Already, training by us and our partners has helped farmers to apply better management practices that have led to a reduction of up to 26% in water use; pesticide use is down by almost 100% in sugar and by about 75% in cotton; and fertiliser use has fallen by as much as 35%.

The early indications are that the health of local people has improved through education about the use of toxic chemicals. There have been improvements in crop yields and incomes. And farmers report birds and beneficial insects returning to their fields.

We are also getting cotton and sugar industries, banks and the government involved so that these better management practices are taken up on a national scale. The resulting increase in river flow and reduced pollution will benefit not only people but also species, such as the endangered Indus river dolphin, that rely on the river.

A satellite photograph of the Arctic region, showing a large area of melting sea ice. The ice is fragmented into smaller pieces, and the surrounding ocean water is a deep, dark blue. The landmasses are visible in shades of brown and white, indicating snow and ice cover. The overall scene conveys the impact of climate change on the polar regions.

# Tackling climate change

WWF is taking a strong lead in finding solutions to the threat of climate change in the UK, the EU and globally...



# Tackling climate change



**If average global temperatures rise more than 2°C above the level recorded in pre-industrial times, the consequences for people and nature will be devastating.**

As many as 30% of all species of animals and plants could be lost. And millions of people, particularly those in communities which are vulnerable to impacts such as rising sea levels, will be affected. With the world currently on course for warming of 4-6°C this century, the changes could be even more catastrophic unless we act now.

To keep warming below 2°C and so avoid the worst consequences of climate change, global greenhouse gas emissions must be cut by around 80% from 1990 levels by the middle of the century. Key to this is securing a fair global deal to tackle climate change and driving fast and strong emissions reductions globally but also nationally.

WWF is therefore focused on ensuring that a new and ambitious international agreement on climate change is agreed at the UN conference in Copenhagen in December 2009, and comes into force by 2012 when the targets under the existing Kyoto Protocol come to an end.

Discussions about the future shape of the agreement are already under way. At the December 2007 UN summit in Bali, we – together with our partners in the WWF Network and other non-governmental organisations – were instrumental in convincing governments to create a roadmap for addressing the threat of climate change. In particular, we successfully called for a proposal – which would reward developing countries for reducing CO<sub>2</sub> (carbon dioxide) emissions from deforestation – to be included on the agenda for the Copenhagen negotiations.

We are now working with other WWF national offices in Europe to ensure the EU adopts strong targets and policies on renewable energy and carbon emissions trading before the Copenhagen meeting.

“It’s vital that Europe sets an example to the rest of the world if we’re to secure an effective global deal,” said Director of Campaigns, David Norman. “The decisions made in Copenhagen will be crucial for the future of the planet.”

## Tough acts

In the UK, we have campaigned for the introduction of effective UK and Scottish climate change legislation – key opportunities to ensure this country delivers its fair share of global emissions reductions.

Working on the UK Climate Change Bill with our partners in Stop the Climate Chaos (SCC), a coalition of some 60 environmental, development and faith-based organisations, we urged the government to commit to at least an 80% cut in emissions by 2050 – 20% more than its original plans.

In January 2008, we enlisted the support of some of the UK’s leading environmental scientists to call on the government to follow the scientific evidence and set tougher emissions cuts. This followed the publication of our *80% Challenge* report, which highlighted that cutting emissions by 80% is both feasible and affordable.

Continued lobbying, including the delivery of an 8,300-name WWF petition to Downing Street, helped result in a UK Climate Change Act with a target of at least 80%. All greenhouse gases were included in the target, a significant improvement on original government plans to consider CO<sub>2</sub> only. In addition, the law incorporated key WWF demands for the government to take into account international aviation and shipping when calculating carbon budgets\* and to make it a mandatory requirement for businesses to report on emissions.

We will keep up the pressure in 2009 as the Scottish Climate Change Bill makes its way through the parliamentary process. Almost 20,000 WWF supporters have already written to the Scottish government, demanding strong climate change legislation – one of the highest ever responses to a public consultation on a Scottish bill.



## Showing leadership

Dr James Hansen is NASA's top climate scientist and a leading spokesman on climate change issues both in the US and internationally. He has consistently challenged governments to take into account the latest science when formulating climate change policy. In the past year, Dr Hansen has actively supported efforts in the UK to prevent the construction of a new generation of coal-fired power plants without emissions controls.

"Since the Intergovernmental Panel on Climate Change reported, in 2007, on the challenge we face in halting global warming, the scientific forecasts have only worsened. What's more we're increasingly observing climate change impacts, often well ahead of predictions.

"It is therefore imperative that we – as a world – rapidly reduce emissions so that the CO<sub>2</sub> concentration in the atmosphere is no more than 350ppm (the current level is 385ppm). If our present CO<sub>2</sub> 'overshoot' is not brief, we will cause irreversible damage to our planet and all life that depends on it.

"Industrialised countries like the UK bear the greatest historical responsibility for causing climate change. Having led the way into the problem, they need to show leadership in helping get us out of it. If we really want a solution to climate change, we must increase energy efficiency and switch to renewable and cleaner sources of energy. It is therefore extremely disappointing that the UK government is now considering a new generation of unabated power stations fuelled by coal – the energy source responsible for half of the additional CO<sub>2</sub> in the air today.

"It's true that we face a huge challenge to avert the catastrophe our current lifestyles are storing up for us. But we have an opportunity at the UN climate talks in Copenhagen in 2009 to turn things around. I know that, in all of these endeavours, WWF will play a vital role in helping us to succeed."

## Energy action

We have continued to campaign for a rapid emissions reduction in the energy sector – joining forces with SCC to push for a robust UK Energy Act that includes legal limits on the amount of CO<sub>2</sub> that new and replacement power stations can emit. We were instrumental in achieving Conservative and Liberal Democrat support for such legislation, and will keep lobbying until a final government decision is made in 2009.

"Without this legislation, a new generation of coal or gas-fired power stations – like the one currently proposed for Kingsnorth in Kent – could be approved without any emissions controls," explained Head of Climate Change, Dr Keith Allott. "The result could lock us into spiralling emissions for decades to come."

An independent report for WWF and Greenpeace in August 2008 showed that there is no need for new conventional power stations using fossil fuels. A strong drive for energy efficiency and a rapid adoption of renewable energy sources – in line with the government's own targets – can both avert any 'energy gap' and greatly reduce our emissions in this sector.

Find out more about our climate change work at [wwf.org.uk/climatechange](http://wwf.org.uk/climatechange)

Find out how you can support our work on page 44.

\*the Climate Change Bills included proposals for carbon budgets – legally-binding limits on carbon emissions set by government at five-year intervals



## case study

### **Adapting to climate change**

Whatever we do now, global warming of 1.6-1.8°C will take place due to greenhouse gases already in the atmosphere. With climate change impacts now inevitable, WWF is working to help people and nature adapt wherever possible.

We are scaling up our commitment to climate change adaptation in our conservation projects. For example, in 2008 an initiative supported by our partnership with the Department for International Development (DFID) involved working with coastal communities in Belize to come up with coping strategies in the face of climate change threats. These included minimising mangrove clearance and protecting the few remaining wetland areas that provide a natural barrier from storm surges and sea level rise. We are now helping local people to implement some of these plans. Find out more about our DFID partnership on page 26.

As a member of the HSBC Climate Partnership, which undertakes climate change initiatives thanks to the bank's US \$35 million investment, we are helping to implement freshwater adaptation programmes for four of the world's major rivers – the Amazon, Ganges, Thames and Yangtze. This will benefit the 450 million people who rely on them.

In the coming year, we'll help set up a network of regional adaptation centres, where colleagues in the WWF Network and external partners can develop and share knowledge about climate change adaptation and responding to the impacts of climate change. By 2013, we plan to be a fully 'climate smart' organisation – with all of our conservation programmes building in adaptation strategies from the outset.



EARTH HOUR

### Join WWF's Earth Hour 2009

Safeguarding the future of the planet now depends on what happens at the UN's climate change conference, to be held in Copenhagen in December 2009. To galvanise mass public support for a strong global deal to tackle climate change, WWF is organising Earth Hour 2009 – an international event at 8.30pm on 28 March that calls on people everywhere to switch off their lights for one hour. By aiming to engage a billion people in 1,000 cities across the globe, and seeing the lights on many iconic buildings switched off, we intend that this coordinated action will create a striking and inspiring demonstration of concern about climate change. Find out more at [wwf.org.uk/earthhour](http://wwf.org.uk/earthhour)

# Changing the way we live

WWF is forging solutions that help people enjoy more sustainable lifestyles...





# Changing the way we live



**Since the 1980s, people have been consuming natural resources and polluting the environment at a rate beyond the planet's capacity to renew and replenish itself. The result – a current global ecological 'overshoot' of some 30% – is a key threat to both people and wildlife across the world.**

One of WWF's overarching goals is to reverse the increasing impact of this over-consumption, reducing humanity's ecological footprint\* to a level within which the Earth can sustain life – a key part of our One Planet Future vision of a world where people and nature live in harmony (find out more on page 2).

In the UK, we are focusing on key economic sectors, such as food, housing and transport, which make up the majority of the country's ecological footprint. We are developing solutions for business, government and individuals alike that will both reduce this impact and ensure that people enjoy a fulfilling way of life.

"The development of sustainable lifestyles has been a key WWF priority for many years," said the Head of Sustainable Consumption, Deborah Doane. "We are well placed therefore to provide the leadership needed to reduce the UK's footprint and support other countries to do the same."

## Housing action

We already have a strong track record in the housing sector, which is responsible for more than a quarter of the UK's carbon emissions – our campaigning in past years helped result in government plans for all new housing to be zero-carbon from 2016.

This year, we launched *How Low?* – a report that demonstrates how the UK can reduce carbon emissions from existing homes by 80% by 2050 (the emissions reduction needed to avoid the most devastating consequences of climate change).

It involved the first modelling of the country's entire housing stock, to establish whether cost-effective carbon reduction measures could reduce emissions from existing homes by 80%, and outlined policies and practical measures by which poorly insulated, energy inefficient houses could be transformed by 2050 into low-carbon homes that are also cheaper to run.

We found that such progress will require rapid investment in low and zero carbon technologies such as domestic wind turbines and solar power, and large-scale renewable energy projects.

We also became chair of the Existing Homes Alliance – a coalition of housing and environmental organisations, businesses and government agencies that is calling for concerted action to reduce the environmental impact of the UK's existing homes. Find out more on page 31.

## Great potential

Finance is another area with great potential to help reduce current levels of impact on the environment, as investors begin to lobby financial institutions to invest sustainably.

In 2008, our court action successfully challenged UK government support for financing of an environmentally destructive oil pipeline project in the Russian Far East (find out more on page 30). And we are planning a number of initiatives for the UK finance sector, including the development by 2010 of an action plan that will deliver footprint reduction.

We are also working to transform the way people travel. Last year, we assembled 30 European organisations from business, government and civil society to find opportunities for, and barriers to, sustainable personal transport. We will be using our findings to work on pilot projects with five European cities to reduce the need for travel and encourage a shift to sustainable journeys.



## Sustainable investment

Every aspect of our lives, including where we invest our money, can have an impact on the planet. Jen Morgan, WWF's Sustainable Business Manager, took action when she became concerned about a company her money was supporting.

"I have a small investment managed by a US sustainability fund, which invests in companies with a pretty good track record on environmental matters. Working for WWF, I was aware that one of the companies the fund invests in wasn't living up to its commitments. I was particularly concerned that it was indirectly supporting oil sands production in Alberta, Canada – a type of oil extraction which is having a devastating environmental impact. I'm originally from the US, so threats to Alberta feel almost local to me.

"I wrote to the investment fund, asking how it was challenging this company on its unsustainable practices. I'm awaiting the final outcome of my request. However, I know that other individual investors like me, institutional investors and NGOs such as WWF are also questioning oil sands developments. Companies take our comments seriously – even raising such issues at their annual general meetings. Ultimately, I also have the power to move my investments if my concerns are not taken on board.

"We have the power to make changes to our indirect environmental impact, such as how we invest our money. Even a small number of concerned voices can be influential in catalysing changes that will have a big impact on the planet."

Find out more about our work to challenge oil sands developments on page 30.

Production and transportation of food also have a significant impact on the planet. We will be launching a campaign in 2009 to promote sustainable ways of reducing this sector's footprint.

And in a move to promote vital ways by which a new generation will learn to live differently, we continued to engage with schools to increase their capacity to put sustainability at the heart of everything they do – from the curriculum to school buildings. We are helping schools to develop ambassadors among teaching staff and pupils who will champion sustainability issues within the school and in the wider community. Such innovations are key to achieving a future where we live within the means of our one planet.

Find out more about our work to change the way we live at [wwf.org.uk/waywelive](http://wwf.org.uk/waywelive)

Find out how you can support our work on page 44.

\* Ecological footprint is a measure of the land and sea area required to produce energy, food and materials, as well as absorb waste and pollution



## case study

### **Measuring our impact on the planet**

Today, people use the world's resources some 30% faster than the planet can regenerate itself, putting ecosystems and the people and wildlife that rely on them under increasing pressure.


WWF works to address this severe threat, and this year we took the task of reducing Britain's footprint to the streets, calculating the ecological footprint of the average resident in each of the country's 60 cities.

The resulting league table highlighted that even those city residents who had the least impact on the environment led an unsustainable way of life. We used the strong media coverage of the research findings to promote opportunities for lifestyle changes – the first stage of which is to encourage people to measure their individual footprint using our online calculator.

In its first year of operation, our footprint calculator attracted some 250,000 people to measure their impact on the planet – a key tool for establishing a baseline of current consumption, setting reduction targets, and monitoring achievements.

But individual changes can only reduce our impact on the planet so much. We are also engaging with government and business to achieve changes in the way the surrounding infrastructure, such as transport and housing, is developed. As part of this work, we are working to reduce local authorities' CO<sub>2</sub> emissions – for example, in the past year we ensured sustainability is recognised by Regional Development Agencies as a key development criterion, and helped specific councils, including Leeds and Aberdeen, to address footprint issues.

Use our online calculator at [wwf.org.uk/footprint](http://wwf.org.uk/footprint)



### Walk the talk

WWF is planning to build a new state-of-the-art green headquarters in the next five years – helping to reduce WWF’s own impact on the planet, as well as inspire others about sustainable building practices and our role as a leading environmental organisation. The development will take place with the support of a significant donation given specifically for this purpose. “WWF will enjoy low operational costs in terms of fuel, water and maintenance,” says Homes Campaign Manager, Simon McWhirter. “Our staff will have a more pleasant place to work in – with more natural light, better ventilation and improved access to quality green spaces. And our visitors will get a place they can touch and feel, experience and learn from – explaining both the challenges we face and our solutions for them.”

## WWF and DFID – natural partners

WWF's strong and effective partnership with the UK government to tackle overseas poverty continues to go from strength to strength.



Through the Department for International Development (DFID), the government has increased its funding of our joint work from £10.7m to £12.7m over three years to 2011. This will enable us to accelerate our work to reduce poverty and improve environmental management within communities in Latin America and Africa.

"WWF and DFID are showing that good environmental governance has positive environmental impacts and improves the well-being of people – especially the poor who directly rely on natural resources the most," said Head of Programme Development, Dominic White.

Globally, 70% of people living in poverty rely on natural resources for their livelihoods. More than a billion people rely primarily on fish for protein, and forest resources support the livelihoods of a further billion.

In Brazil, we have helped some 45,000 people on the floodplains of the Amazon to benefit from new land tenure policies that give them a stake in their own natural resources.

And in Peru, we have supported action to limit pollution of the Corrientes river from oil extraction activities. The resulting landmark agreement between the

government, local communities and oil company Pluspetrol included a commitment to re-inject contaminated water back into the soil. Preliminary monitoring, carried out by indigenous people with training supported by WWF, has since shown indications that the ecological health of the river has improved.

Meanwhile, as a result of our engagement in Tanzania, the environment is now strongly embedded in the country's poverty reduction strategy, with the Department of the Environment seeing a tenfold increase in its budget.

"If properly implemented, this will touch the lives of millions of people who rely entirely on natural resources for their income," said Dominic White.

For further information about our partnership with DFID, visit [wwf.org.uk/internationaldevelopment](http://wwf.org.uk/internationaldevelopment)





### **Moving in the same direction**

Creating a sustainable future for the world's poorest communities cannot be achieved in isolation. Our increasingly interlinked global economy means that the way natural resources are consumed in the UK and every other country influences the future of us all. That's why WWF is encouraging sustainable thinking in every branch of government, including DFID – ensuring that there is a coherent approach both in the UK and internationally to delivering a low-carbon future for the planet. Only this kind of joined-up thinking will deliver the One Planet Future WWF is striving for – where people and nature thrive together.

## WWF around the world

WWF has a powerful impact on vital environmental issues both here in the UK and around the world. Here is just a small selection of our work in the past year.



### AMERICAS

- As a result of a zero deforestation law that we helped to bring about in Paraguay, the high levels of deforestation that threatened the country's Upper Parana Atlantic Forest have been reduced by a massive 90-95% since 2002.
- We started an ecological survey in Brazil's Altamira National Forest, in the Amazon, to map areas that are suitable for timber production and those that are of high conservation value. As well as uncovering many possible new species, the survey mapping will help us develop a forest management plan that will allow forest cover to be maintained while a sustainable forest-based economy is developed. The lack of economic incentives to conserve forests is one of the main root causes of forest loss in the Amazon.

### UK

- We were instrumental in getting the Welsh assembly government to set a target to reduce CO<sub>2</sub> emissions in Wales by 3% each year – the first government in the world to commit to this.
- Groundbreaking work by us in Scotland to promote natural flood management techniques was recognised by environment minister, Mike Russell, as essential to the Scottish government's future flood protection strategies.
- In Northern Ireland, we worked in partnership with central and local government to challenge 100 households to reduce their ecological footprint. They achieved a 25% reduction in the impact their energy, food, transport and waste has on the environment.
- After years of intensive work by WWF with partners across the whole palm oil industry, certified sustainable palm oil is now being made available in the UK and EU. WWF has been closely involved in setting standards to prevent the loss of valuable forest to palm oil plantations and reduce the impacts of plantations on species like the orang-utan. We have also put pressure on buyers of palm oil globally to only source sustainably, resulting in a switch to using sustainable palm oil by a number of major UK supermarkets and manufacturers.

## ARCTIC

- We have helped deliver a 50% decrease in illegal, unregulated and unreported fishing in the Barents Sea since 2005. A significant amount of cod entering the UK comes from there. Find out more on page 10.



## EUROPE

- A third population of the critically-endangered Iberian lynx has been discovered in Spain. Although comprising just 15 individuals, this separate breeding population could be vital, as only 110 Iberian lynx were previously thought to exist. We have gained a commitment from regional governments in central Spain and Portugal to work together for the long-term conservation of the species and its habitat.

## AFRICA

- The Ngiri-Tumba-Maindombe area in the Democratic Republic of the Congo has become the largest wetland site listed for protection under the Ramsar Convention (a treaty that protects wetlands of international importance) thanks to our support. The 65,696 sq km site, more than twice the size of Belgium, contains the largest area of fresh water in Africa. It contributes to the regulation of flooding and the region's climate, and provides water for wildlife and millions of people.
- In Kenya, conflict between people who rely on water from the Waseges river has been reduced thanks to a WWF initiative. We developed an irrigation timetable for each of the 40 registered groups that draw water from the river, helping to regulate its flow. With our support, over 300 small ponds have also been excavated in the region to store storm water – demonstrating to farmers the benefit of harvesting rain in order to extend the growing season. Most of these have also been populated with fish, which provide people with an extra source of income and food.

## ASIA

- Our efforts have led to a third national park being established in the Amur-Heilong region, which spans part of Mongolia, Russia's Far East and eastern China. Two-thirds of the new 4,300 sq km park is currently inhabited by endangered Amur tigers, and the area acts as a vital corridor for tigers to reach other suitable habitat.
- Thanks in part to our support, the Indonesian government has committed to more than doubling the area of Tesso Nilo National Park – the last block of lowland forest in central Sumatra large enough to support a viable elephant population, and a vital area for critically endangered Sumatran tigers. To ensure the commitment is effectively implemented, we will strengthen efforts to eliminate poaching and illegal settlements in the forest.
- An urgent appeal by us to national and regional governments in India has helped to halt a dramatic surge in rhino poaching in Assam, north-east India. We provided funding for equipment, building staff camps, and employing additional rangers. A number of poachers have subsequently been arrested.
- In India, a recent tiger survey revealed alarmingly low numbers. WWF is now working with governments and partners to drive forward a strategy that will help to conserve tigers in those landscapes which have been identified by the world's top tiger experts as the most important for their survival.
- We helped to develop a new 10-year action plan for conserving Indonesia's orang-utans. This includes work to reduce deforestation for timber, pulp and palm oil plantations, which has eradicated much of the orang-utan's habitat and resulted in a population reduction of about 50,000 apes in the last 35 years.
- Authorities in China launched a crackdown on websites that openly trade in animal products made from threatened species, following a study by WWF's wildlife trade monitoring arm, TRAFFIC. The study found 4,291 advertisements for illegal wildlife products on auction sites serving mainland China, Hong Kong and Taiwan.
- To help tackle the threats of increased flooding in the central and lower regions of the Yangtze river in China, we helped 22 wetland nature reserves join together to manage an area of 12,000 sq km. By working together these wetland reserves will be able to absorb significant amounts of flash flooding, as well as reduce pollution and protect some of the Yangtze's most endangered species including the finless porpoise.



## OCEANIA

- We helped to drive the establishment in New Guinea of protected areas covering two million hectares of savannah, forests and wetlands that are home to millions of birds, marsupials and plants. The communally-owned wildlife management areas in the Transfly area are designed to promote sustainable use of natural resources, help local communities and save habitats and species.
- In Fiji, we supported communities in turtle conservation and monitoring activities. Our roadshow drew strong support for the extension of the existing moratorium on turtle harvesting. On the island of Yadua, a nesting hawksbill turtle was satellite tagged – a first for Fiji. This will help us track the movement of turtles in the region, and to define appropriate conservation measures.

# Campaigning for change

WWF's high-profile campaigns continue to bring about positive change in the policy and practice of business and government.

## Business greenwash challenged

WWF acted decisively to make businesses think twice in future about greenwashing – the practice of making unjustified claims about a company's environmental credentials.

In August 2008, the Advertising Standards Authority upheld our complaint about an advert placed by Shell in the *Financial Times*, which suggested that the company's oil sands deposits in Canada were a sustainable energy source.

This type of oil production, which uses deposits of bitumen and sand, is actually very energy and resource intensive – creating an average of three times more CO<sub>2</sub> emissions than conventional oil production, using approximately three barrels of water to produce just one barrel of oil, and destroying large areas of forest in the process.

"The ASA's decision to uphold our complaint sends a strong signal to business and industry that greenwash is unacceptable," said Director of Campaigns, David Norman.

We helped to raise public awareness of the issue by running an advertising campaign on the digital screen at London's Waterloo station. Visits to our website increased to double the normal rate at the peak of this campaign.

The ruling followed a joint WWF and Co-operative Financial Services report, which outlined the global environmental threat posed by this massive source of oil. There are proven reserves of 174 billion barrels of oil in the Canadian province of Alberta – reserves that are second in size only to Saudi Arabia. Scientists predict that, if fully exploited, the emissions could accelerate climate change to truly dangerous levels.

## Making government more accountable

As a result of WWF court action against the UK government during the year, a plan to use UK taxpayers' money to support the world's biggest oil and gas development in the Russian Far East has been abandoned.

Sakhalin II is a multi-billion pound project to construct oil and gas platforms and an 800km pipeline across the island of Sakhalin. The potential environmental and social impacts are huge: 169 sensitive rivers would be crossed by the pipeline, the region is prone to earthquakes, and the project threatens the critically endangered western gray whale with extinction.

Working with The Corner House, an environmental and social justice organisation, we obtained a copy of a government letter effectively committing funding guarantees to the developers of Sakhalin II. In our view, this commitment should not have been made before environmental impact assessments had been completed, and without consulting interested parties such as WWF.

"Our court action played a significant role in making it more difficult for the developers to obtain government support," said Chief Executive, David Nussbaum, "so they abandoned their attempts to secure that support. This is good news for the environment, but the campaign goes on because situations like this will arise again until the Export Credits Guarantee Department – the government department which facilitates British business abroad – is reformed to ensure it takes full account of government policy on the environment and sustainable development considerations in its decision-making and the projects it chooses to support."

## Finding alternatives to air travel

Air travel is now one of the fastest-growing contributors to greenhouse gas emissions in the UK. Its continuing growth is being encouraged by government plans for airport expansion and the fact that flying doesn't bear its fair share of tax and environmental costs.

WWF believes there should be a moratorium on all airport expansion, including current plans for a third runway at Heathrow airport. Our supporters took action on this issue, emailing MPs to back the Stop Heathrow Expansion campaign.

Work-related travel is another driver of aviation growth. It now represents 22% of passenger trips and an even higher proportion of airline revenue, which is why we have launched the One in Five Challenge. This calls on UK businesses to cut out one in five flights within five years – for example, by using climate-friendly alternatives such as video-conferencing.

"But we're also pointing out the financial benefits – for example the huge savings on air tickets and accommodation – and the gains for staff in terms of work/life balance and the reduction of travel-related stress," said Senior Campaigns Officer, Lucy Bertenshaw.

One of the clear beneficiaries is the Man Group plc – a worldwide provider of alternative investment products. Rob Challis, Global Head of Corporate Responsibility, reported that the company had reduced its travel by around 20 long-haul flights and 15 European flights a month. "We estimate we have avoided producing the equivalent of 750 tonnes of CO<sub>2</sub> a year," he said, "with an annual cost saving in flights not taken of around \$1 million."





## Climate change campaigner

In June 2008, Emma Biermann joined 17 students from nine countries on WWF's Voyage for the Future – a 10-day trip to the Norwegian Arctic to witness the impacts of climate change at first hand. Back in the UK, she and fellow student Casper ter Kuile are now raising awareness about the issue as WWF-UK ambassadors for change. They delivered an 8,300-name WWF-UK petition to 10 Downing Street in July 2008, calling on the government to commit to an 80% reduction in emissions by 2050 (find out more on page 16).

“Visiting the Arctic and hearing the scientific background has confirmed to me how serious the problem is. The climate there is changing extremely fast, leading to dramatic impacts such as last year’s record-breaking loss of Arctic sea ice – something which directly threatens the future of species such as the polar bear and ultimately ourselves.

“I’m deeply concerned about how climate change is harming the Arctic and its unique environment. But I’m also keenly aware about its global effects. Climate change really is everyone’s problem now, which also means that we all have a part to play in the solution.

“We now need to work hard for a social movement that will put pressure on governments worldwide to make the long-term decisions needed to safeguard the future of people and the planet.”

## Action for greener housing

WWF has been appointed chair of the Existing Homes Alliance, a coalition of housing and environmental organisations, businesses and government agencies – calling for government action to reduce the environmental impact of the UK’s existing housing stock.

The UK cannot meet its climate change responsibilities without cutting emissions from its entire housing stock – which is why the alliance will apply pressure and offer advice to help the government set a realistic and effective target for dramatically reducing the carbon footprint of existing housing stock. The government is due to launch a strategy on low-carbon homes in the year ahead.

“The UK’s housing stock is responsible for more than a quarter of all national carbon emissions,” explained Homes Campaign Manager, Simon McWhirter. “Coupled with the prediction that 85% of today’s homes will still be in use by 2050, we need a radical refurbishment of up to half a million homes every year – starting now.”

As the One Planet Future campaign (see page 2) gathers pace, we are working with others in Scotland to show how to reduce carbon emissions from existing homes; in Wales we are part of the Welsh Assembly’s roundtable on the built environment, which is working on a zero-carbon agenda for new-built homes; and in Northern Ireland we are working with the Department of Finance on incentives for people making energy-saving improvements to their homes.

For more information about our campaigning work, visit [wwf.org.uk/oneplanet](http://wwf.org.uk/oneplanet)

You can also find out about supporting our work on page 44.



## Working with business

WWF continues to forge ever stronger links with the business world, building partnerships that are helping to tackle serious global problems such as climate change.

### HSBC funds Thames climate change report

As part of its work with the HSBC Climate Partnership during the year, WWF issued a warning that changes in Britain's weather patterns would lead to increased risk of floods and droughts in the area around the River Thames, as well as a decline in the number of plants, fish and other animals.

Climate change would lead to the lawns and flower beds of a typical garden, as well as the landscape alongside parts of the River Thames, becoming more arid and dusty. Anglers would catch fewer fish in their local streams as the flow in the Thames and its tributaries dropped dramatically in hot summers. And in London there would be a greater risk of tidal flooding due to rises in the sea level.

The warnings came in the HSBC-funded *Thames Basin Vulnerability Report*, which examined climate change risks to people living in the Thames basin area. "Current projections suggest that climate change is likely to result in hotter, drier summers and warmer, wetter winters," said WWF's freshwater policy adviser, Dr Tom Le Quesne. "Taken separately, all the impacts are harmful – but together they could ultimately destroy an internationally important river system. The government needs to develop policies that can address droughts, floods, pollution and climate change simultaneously, rather than treating each in isolation."

Peter Bull, Head of HSBC in the Community, said, "Through the HSBC Climate Partnership, we are delighted to support WWF's important work in this area. Increasing awareness and understanding of the issues which will face us all as a result of climate change is a vital objective of the partnership between HSBC and WWF."



The HSBC Climate Partnership was launched in 2007 and combines the expertise of HSBC, WWF, The Climate Group, Earthwatch Institute and the Smithsonian Tropical Research Institute. It will help protect four major rivers – the Thames, Amazon, Ganges and Yangtze – and will contribute to making some of the world's leading cities cleaner and greener. In addition, the Partnership will help WWF work towards better management of global water supplies and improve water security for some 450 million people.

Find out more at [wwf.org.uk/hsbc](http://wwf.org.uk/hsbc)

### Flying start for Marks & Spencer partnership

WWF's partnership with M&S has made substantial progress in its first year, with far-reaching environmental benefits that stretch across the world.

M&S contributed to our conservation work in Borneo by funding efforts to rehabilitate 55 hectares of rainforest in the north of the island – home to a large and endangered orang-utan population. The retailer is also backing research to define more sustainable practices in cotton production.

In turn, WWF expertise is helping M&S to implement its Plan A – an ambitious five-year eco-plan to make its operations in the UK and Ireland carbon-neutral, send no waste to landfill and extend sustainable sourcing of materials by 2012. As a result of our input, M&S is embracing a project to improve its water footprint – the water used around the world to grow the food and textiles for its products. In addition, customers are being encouraged to use WWF's One Planet Calculator, which measures each person's environmental impact on the planet.

The Executive Chairman of M&S, Sir Stuart Rose, commented, "We have developed an excellent relationship with WWF which has brought many valuable insights, from our use of raw materials such as wood and water to our contribution to climate change. This has been very useful in our implementation of Plan A, and it has also enabled us to start engaging our consumers in how to live a greener lifestyle.

"By maintaining our leadership with Plan A, and with the support of WWF, M&S will play its part in sustaining the natural capital we all depend upon, while building a lasting and ultimately sustainable business."

For more information on Plan A, visit [marksandspencer.com/PlanA](http://marksandspencer.com/PlanA)  
See WWF's footprint calculator at [wwf.org.uk/footprint](http://wwf.org.uk/footprint)



## Taking the long view

Roger East is Consultant Editor for *Green Futures* – a high-profile magazine for business and political opinion formers that debates how we are to achieve a sustainable future. WWF is a regular contributor to the magazine which is published by sustainable development charity, Forum for the Future.

“If anyone had been tempted to start feeling complacent about sustainability sweeping through mainstream business thinking, the dramatic change in the (economic) climate reminds us all that everything really is still to play for. When you hear that insidious phrase ‘not must have, just nice to have’, it’s time to brace yourself for the sound of dinosaurs brushing aside the ‘green frippery’ and lumbering back to their familiar old stamping grounds where only one bottom line ever really counted.

“But the world has changed since we began to wake up, reluctantly, to climate change. Some of the new rules tiptoeing on to the statute books have the teeth to bite. House building companies, to take just one example, may be battenning down for sheer survival right now – but their eyes are still on the prize of those millions of houses as yet unbuilt, and they’ll have to meet zero carbon standards in eight years’ time. WWF’s strategy of constructive engagement with business has done much to help shape the new context, in this and many other fields. The corporate leaders, who know what’s good for them in the longer run, are right to urge government to show a stronger lead. Sustainability is still the only game in town if you want to play it long.”

WWF takes this opportunity to thank the following companies for generously supporting our work across the world:

**Bank of America**  
**Bank of Scotland**  
**Canon UK & Ireland**  
**Clean and Green UK Ltd**  
**Coinstar**  
**Ecotricity**  
**Esmonde Publishing**  
**Fellowes**  
**Hoopers Gallery**  
**HSBC Holdings plc**  
**John Lewis**  
**Marks & Spencer**  
**RSA**  
**SCA**  
**ShP for Charity**  
**Standard Chartered**  
**The Co-operative Financial Services**  
**Uniross**  
**United Biscuits**

Find out how you can support our work on page 44.



# Funding our work

## WWF relies on the voluntary support of our members and other valued supporters to finance much of our work.

“Donors often ask, ‘Is my contribution making a difference?’,” said Director of Fundraising, Tobin Aldrich. “The short answer is, ‘Absolutely yes’.”

One project that highlights the key importance of our conservation work, as well as the value of our fundraising efforts, is our conservation programme in the southern African country of Namibia.

Historically, Namibia was blessed with large numbers of wildlife, but sadly much of this was poached during the 1970s and 80s. Black rhino, which used to be the most numerous rhino species in the world, became critically endangered following this catastrophic wave of poaching until, by 1982, only 65 were left in the country. Elephant, lion, leopard, cheetah, giraffe, mountain zebra and antelope populations all suffered similarly.

This situation has since been completely reversed due to new Namibian government policies that put people at the forefront of conservation. In the 16 years that WWF and its partners have supported the government’s implementation of these policies, wildlife numbers have increased dramatically and local people are now successfully managing 31 conservancies – and helping to lift themselves out of poverty. Black rhino numbers and elephant numbers have more than doubled during the period and are still growing at 5% per year.

Successes like the Namibia story inspire our fundraising team to work harder than ever to communicate our message to potential donors via every possible channel. It also highlights that fundraising is critical to the success of our global programmes, which often require long-term investment to be effective.

### Successful year

Despite the challenging economic environment, this was an extremely successful year for our fundraising work.

The core of our funding continued to come from concerned individuals who supported us through cash contributions, monthly direct debit donations and legacy gifts. These accounted for about 58% of all income generated.

Other notable achievements included our high-profile Royal Gala Dinner, which Prince Charles kindly attended in support of our Amazon programmes. Support from corporate business partners also grew by more than 20% during the year to over £6 million, highlighting the growing commitment of leading companies around the world to add ‘people and planet’ to their traditional ‘profit’ objectives. When we engage with a corporate partner, a mutually agreed environmental project is a key element of each partnership.

### Future challenges

During 2008, we conducted a comprehensive review of fundraising trends and techniques. This will result in the launch of many new initiatives during 2009 (and some traditional methods revised and improved).

We will test a wide range of new activities to engage supporters such as direct approach fundraising, direct response television advertising and events fundraising. We will continue to innovate in the use of the internet and social media. And our trading operations will be significantly developed with a new and revised *Green Gifts* catalogue and an expanded range of branded merchandise sold on the high street.



A major supporter initiative will be launched around WWF’s global Earth Hour event (find out more on page 19) which is taking place in March 2009. We will also communicate with supporters to explain how legacy donations play a key role in enabling us to make long-term financial plans.

By doing all this, we hope to increase our membership – who are, after all, the lifeblood of any charity. We also want to increase the number of our campaigners by 50% in 2009 – they add a powerful voice to our appeals to government for rigorous environmental legislation.

“While our new initiatives offer exciting opportunities, we will also continue to provide the highest quality service to our existing supporters,” said Tobin Aldrich. “Their on-going support is invaluable and greatly appreciated.”

Find out how you can support our fundraising work on page 44.



### From the heart

Anne Reece, a mother from Newcastle, decided to give money to WWF after learning about our conservation work. Anne, who had been a WWF supporter as a young girl, recently went on a trip to Rwanda to see at first hand how our work with mountain gorillas is helping to secure their survival.

“To see these magnificent creatures in their wild home touched my heart. It’s painful to learn how their habitat has been destroyed by the impact of agriculture and indeed war. But then you see the good news thanks to the support of WWF – local communities becoming less dependent on agriculture and the dwindling forest resources, the gorillas looking healthy and increasing in number, and the wildness of these creatures being carefully safeguarded.

“This trip really brought home to me the complex global threats faced by mountain gorillas and other beautiful animals such as polar bears and tigers. These threats require an experienced, well researched and coherent response. WWF seems to me to have these capabilities, possibly uniquely amongst all the organisations working to protect our world. This is why I support them.”

WWF carries out this work as part of the International Gorilla Conservation Programme, a coalition consisting of the African Wildlife Foundation, Fauna & Flora International, WWF and the three park authorities of the Democratic Republic of the Congo, Rwanda and Uganda



## A great survivor

WWF's Vice-President, Lord Buxton of Alsa, has a formidable record of environmental achievements to his name. And this year, as he celebrates his 90th birthday, he's still adding to it.



To anyone in the British television industry, the name Aubrey Buxton is synonymous with *Survival*, the most influential natural history programme series of its day.

And to anyone with a historical knowledge of the environment, he is renowned as one of the few surviving founder-trustees of WWF. Along with his friend Peter Scott and a handful of other luminaries including David Attenborough, it was he who helped create the organisation back in 1961.

Aubrey Buxton – now Lord Buxton of Alsa – and his fellow trustees agreed that WWF should become a global entity, but with strong local roots. That's why, to this day, it comprises 30 national offices across the world – and why the organisation has become such an effective advocate for environmental issues at both a local and global level.

“When we founded WWF nearly half a century ago, nobody knew what conservation meant,” he recalled. “But today, everybody at every bus stop, in every school, in every street is aware of it – and WWF's role in raising public awareness has been vital.”

The same can be said of *Survival*, his groundbreaking ITV series of natural history documentaries – the first of which, coincidentally, was broadcast in WWF's foundation year. The programmes quickly established a well-deserved reputation for fine commentary and camerawork, and frequently attracted audiences of more than 10 million.

“Peter Scott was a great friend, and he was making programmes for the BBC that were more lecture-based,” explained Lord Buxton. “I wanted to do something quite different, and take the audience to faraway places they'd never seen before.”

It was a strategy that paid off handsomely. *Survival* became a major ITV export to more than 100 countries, winning numerous plaudits and awards along the way. More significantly, it also helped to open many people's eyes to the beauty and fragility of our natural world.

### Passionate interest

Over the years, Lord Buxton has been involved not only with WWF, but also with organisations such as the Natural History Museum, the Wildfowl & Wetlands Trust and the London Zoological Society. For his work in natural history, he was awarded the silver medal of the Royal Zoological Society, and both the silver and gold medals of the Royal Television Society.

Now, at the age of 90, he still takes a passionate interest in environmental matters and is particularly concerned about climate change and population matters. “The two go hand in hand,” he asserted. “The planet has to adapt to the increasing number of people and the demands they make on it – but it's up to all of us to make sure that happens. After all, people are better informed than ever before, and they know what the issues are.”

Today, WWF's Vice-President shows no signs of slowing down: not only does he continue to farm 500 acres of prime Norfolk land, but he has also set up a trust so that the land, and its magnificent views across the north Norfolk coast, will remain undisturbed for posterity. In every sense of the word, it will – among his many other achievements – be his lasting legacy.

## Unwavering commitment

Christopher Ward retired as Chairman of WWF in 2008 after a long association with the charity.



Christopher Ward first became involved with WWF in the early 1990s. He became a Trustee in 1994 and was appointed Chairman in 2002 – the same year he also joined WWF International's board.

"Christopher has enhanced our work through his business expertise, his instincts and insights on our communications with the public, and above all his unwavering commitment to WWF's mission," said Chief Executive, David Nussbaum. "We wish him well as he steps down as Chairman, and we greatly appreciate all he has done on our behalf."

Christopher Ward is Chairman of Redwood, Europe's largest publishing agency, which he co-founded 25 years ago after a long career in Fleet Street which included the editorship of the Daily Express. In 1997 he received the Mark Boxer Award from the British Society of Magazine Editors for lifetime services to magazine journalism.

"WWF's great strengths include our international network and our science-based approach to conservation work," said Christopher Ward. "But our ability to deliver conservation work on the ground, or to campaign successfully for changes in environmental legislation, wholly depends on how much income we raise. An effective charity today has to be run with all the financial disciplines of a successful business, as well as the passion for the cause."

Christopher Ward promoted WWF's ethical engagement with business and industry which has contributed to our partnerships with several international companies, including HSBC and Marks & Spencer. The relationships have proved a successful two-way street: besides bringing substantial new funding to our conservation programme, we work with our partners to review environmental policies and practices, and to reduce their carbon footprint.

# The WWF Council of ambassadors

The WWF Council of ambassadors is a distinguished and influential group of people who have significantly contributed to their profession and/or field of interest or expertise, and who are committed to WWF's mission.

We greatly appreciate our ambassadors' work. Their valued role as ambassadors is to promote WWF's work and to assist us in specific areas where we would benefit from their advice or participation.

Sir David Attenborough OM, CH, CVO, CBE, FRS  
Richard Aylard CVO  
Simon Burall  
The Hon James Buxton  
Field Marshal Sir John Chapple GCB, CBE, DL (Chairman)  
John Elkington  
Ben Fogle  
The Rt Rev James Jones DD, DL, BA, PGCE, Lord Bishop of Liverpool  
Peter Jones  
Clare Kerr  
Sir Richard Kleinwort Bt  
John H Laing  
Kevin McCloud  
Alistair McGowan  
Sir Mervyn Pedelty  
Simon Pepper OBE  
Stephen Poliakoff CBE  
Jonathon Porritt CBE  
Dr David Potter CBE  
Lewis Gordon Pugh  
Miranda Richardson  
Nick Ross  
Tessa Tennant  
Terry Waite CBE





## Grand designs for the planet

Leading broadcaster, designer and writer Kevin McCloud is perhaps best known for his fascinating observations on unusual house-building projects in the Channel 4 TV series, *Grand Designs*. But he is also helping to influence public thinking about the environment and the state of the planet as a member of WWF's Council of ambassadors – a group of influential and distinguished individuals who promote our work. Kevin backs our One Planet Future campaign all the way, and is adopting many of its objectives in his sustainable housing project planned for Swindon.

“What attracts me to WWF is the rigorous and thorough quality of its research and fieldwork. I greatly admire the fact that it takes an absolutely holistic view of the environment, mankind and the impact we’re all making on the planet, and to be involved in its work is very motivating.

“WWF’s campaigns are devised as a result of its own impressive research. My particular interest is sustainability, which these days is all about human beings – it’s no longer just about what we’re doing to the planet, but what we’re doing to ourselves as a species. WWF has flagged up the warnings for a long time now, and we can’t insulate ourselves from the truth any more.


“Because my work is largely concerned with sustainable living, I’m always happy to wear a WWF badge – and I’m also proud to be a WWF ambassador and spread the message as broadly as I can.”



**We are indebted to everyone who has remembered us in their wills, and to friends and relatives who have made memorial donations. Every legacy is of great value, and we take this opportunity to pay tribute to some of the people who have remembered WWF with bequests of £25,000 or more during the year.**

Miss Ivy Kathleen Allen  
Mr John Murray Auty  
Mrs Helen Mackenzie Bell  
Mr Ernest Cecil Black  
Miss Deidre Lesley Blay  
Miss Edith Elizabeth Maud Bolch  
Mr Maurice Ellyott Bower  
Miss Frances Elizabeth Brodie  
Mr Dennis Carroll  
Sir Richard Charles Catling  
Miss Constance Edith Chipchase  
Mr Arthur Joseph Clarke  
Mr Frederick Norman Clay  
Miss Margaret Evelyn Cory  
Mr John Edward Crook  
Miss Ella Doreen Mary Curtis  
Mrs Gladys Elsie Cuthbert-Brown  
Mr Michael John Dare  
Mrs Dorothy Bolderston Davies  
Mrs Barbara Anne Edgerton  
Mrs Patricia Ann Edmondson  
Miss Dorothy Gwendoline Edwards  
Miss Evelyn Emily Eisler  
Mrs Margaret Grace Evershed  
Mrs Nancy Ida Catherine Farquharson  
Miss Janet Lesley Ferguson  
Mr Roy Herbert Fisher  
Miss Pamela Joyce Fitzgerald  
Mr John Roland Clement Gilbin  
Mrs Joan Amy Elizabeth Graham  
Mrs Marjorie Eileen Greenaway  
Ms Olwen Mary Teresa Gwynne-Jones  
Miss Gertrude Olive Dougherty Hardcastle  
Miss Celia Jane Harries  
Miss Margaret Dawn Hazell  
Mrs Ruth Mary Low Incedon  
Mrs Barbara Jacobs  
Mrs Diana Joy Jenkins  
Mrs Elizabeth Adams Kendzia  
Mrs Sheila Mary Kirk  
Mrs Winifred Dora Knight  
Mr Peter Charles Kratz  
Miss Joyce Margaret Lemoine  
Miss Marjorie Ethel Lightfoot  
Mrs Helen M Logan-Home  
Mrs Helen Gerta Diana Low  
Mr Peter Grahame Macdonald  
Miss Irene Lilian Mackerness

Miss Janet Kesley Miller  
Mrs Hilda Kathleen Moles  
Mr Leonard Ashby Monk  
Mr Frederick Thomas Morris  
Miss Barbara Jean Murray  
Mrs Joan Elizabeth Nagle-Turnbull  
Mrs Misa Nedderman  
Mr John Henry Poole  
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Miss Audrey Joan Schoof  
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**WWF receives generous support from many trusts, foundations and individuals, to whom we express our gratitude. A selection of these supporters is listed here:**

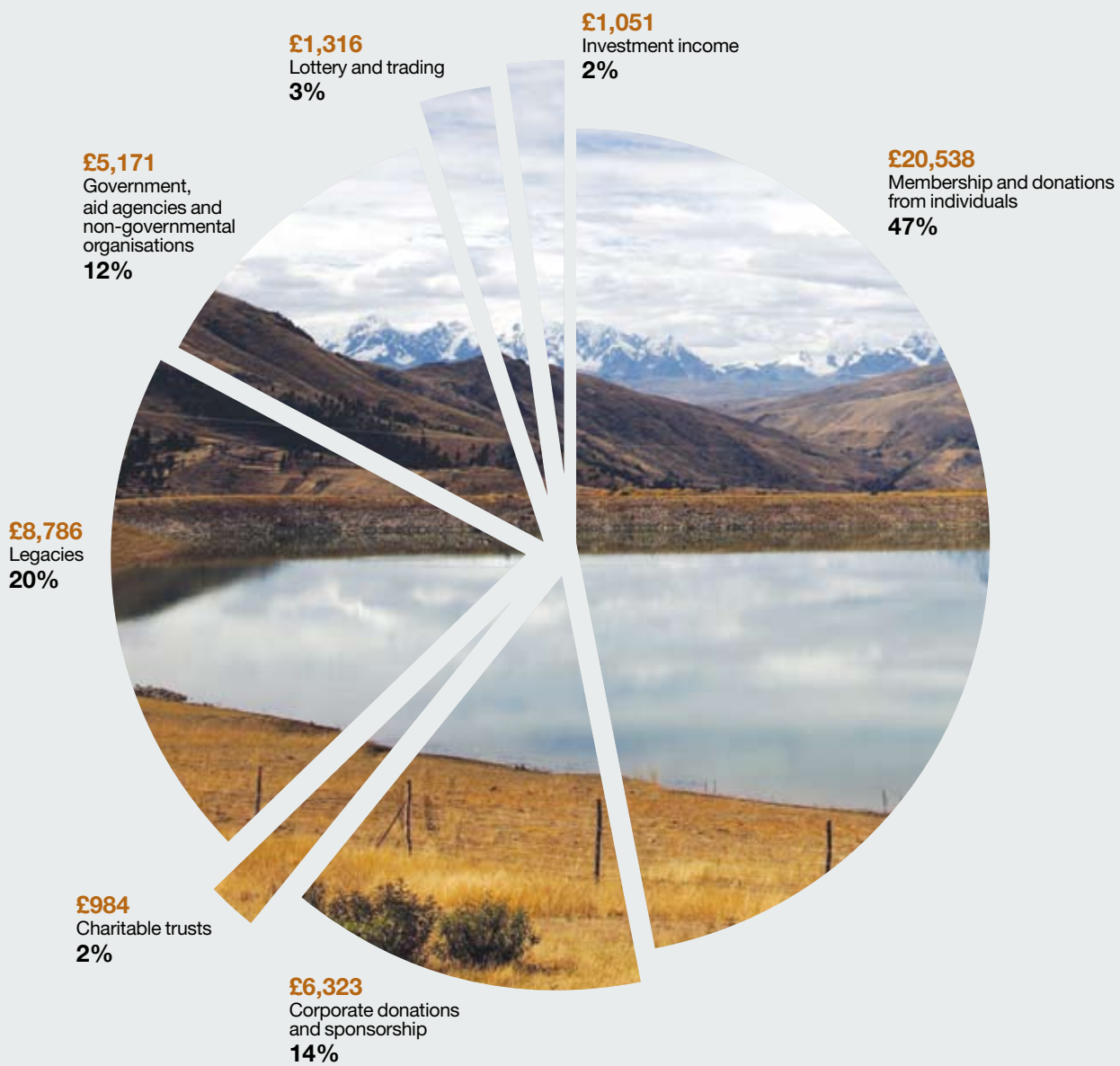
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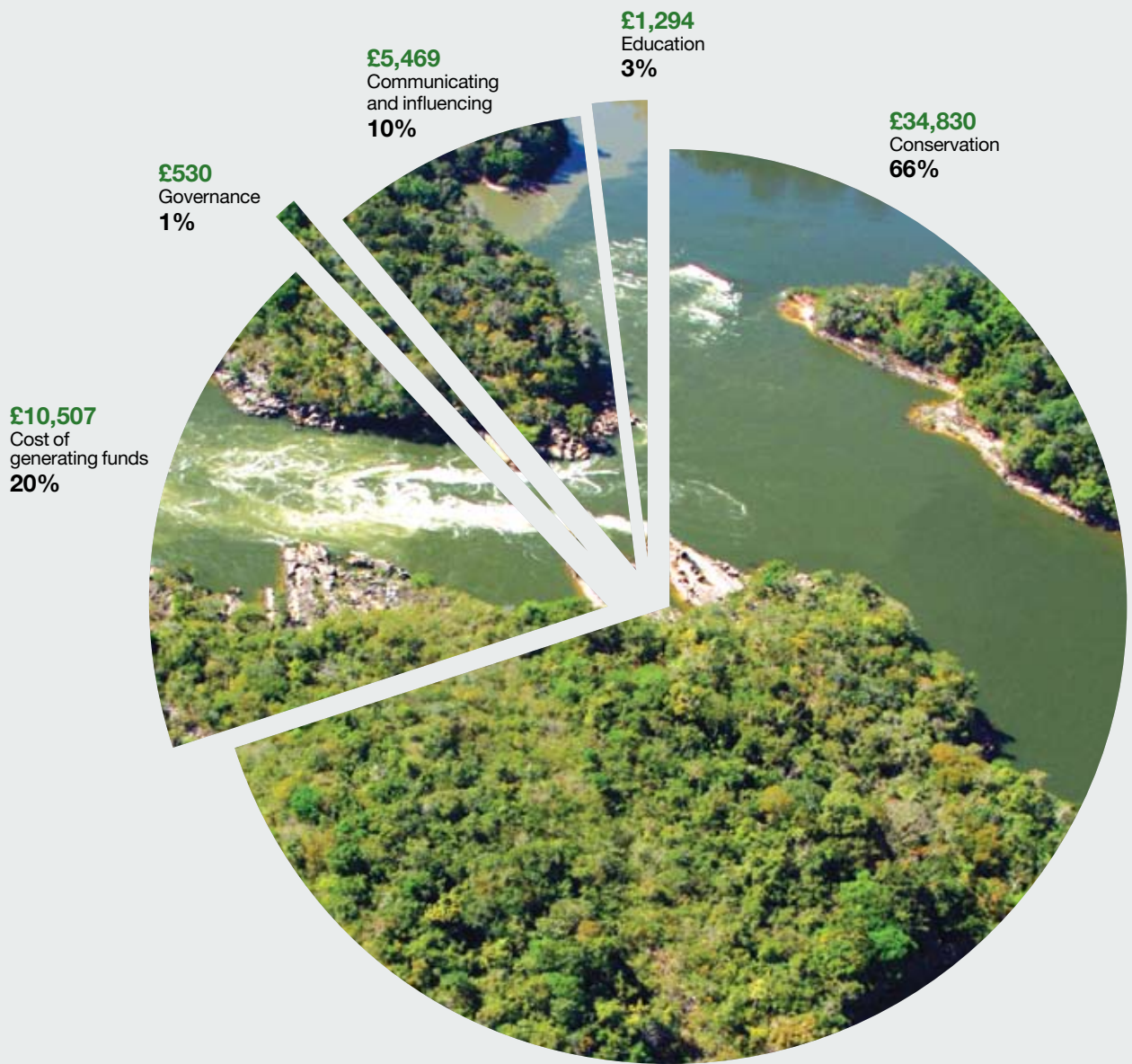
# Income and expenditure

These diagrams illustrate WWF-UK's income and expenditure for the year ending 30 June 2008. A copy of the full audited accounts, which contain the detailed information required by law, can be downloaded from our website – [wwf.org.uk/financialstatements](http://wwf.org.uk/financialstatements) – or obtained by writing to WWF-UK Supporter Relations, Panda House, Weyside Park, Godalming GU7 1XR; telephoning 01483 426333; or emailing [supporterrelations@wwf.org.uk](mailto:supporterrelations@wwf.org.uk)

## Income (in £'000)



### Expenditure (in £'000)



# Can you help?

## Find out how you can help WWF to make a difference.

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

### Campaigning for change

We rely on our dedicated campaigners to support our work by contacting politicians about the issues they care about. Their action really can help to bring about the change that's needed. We also work with politicians of all parties at the devolved, UK and European levels – helping parliaments and assemblies to take action on climate change, resource use and the protection of nature. Find out more at [wwf.org.uk/campaigns](http://wwf.org.uk/campaigns)

### Becoming a business partner

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

Contact Patrick Laine, Director of Business Partnerships; t: 01483 412320; e: [plaine@wwf.org.uk](mailto:plaine@wwf.org.uk); or Dax Lovegrove, Head of Business & Industry Relations; t: 01483 412395; e: [dlovegrove@wwf.org.uk](mailto:dlovegrove@wwf.org.uk)

### Living a greener lifestyle

If we are to have a chance of achieving a One Planet Future, where people and nature live in harmony, every one of us will need to change the way we live. By using our online carbon footprint calculator, you can measure your ecological footprint and discover ways to live more sustainably. Find out more at [wwf.org.uk/footprint](http://wwf.org.uk/footprint)

### Spreading the message

Now you've read about our work, please tell others about the environmental issues that must be addressed. Everyone needs to know about the crisis our planet is facing. And everyone can play a part in creating the solutions.

### Funding our work

Most of our income comes from our dedicated members and supporters. There are many ways to give.

#### Become a WWF Guardian:

this is a dedicated group of supporters who have collectively contributed more than £2.8 million to us since the 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.

#### Become a Conservation Champion:

these are individuals who donate £10,000 or more to support our work addressing the world's most serious environmental problems.

Their financial support is, of course, highly valued. And so is the work they do to champion our cause within their own social, business and political networks. Because many are influential figures in their own fields of expertise, their support often has a huge effect.

Contact Tobin Aldrich, Director of Fundraising; t: 01483 412400; e: [taldrich@wwf.org.uk](mailto:taldrich@wwf.org.uk)

#### Give through trusts and foundations:

they play a crucial role in making our global environmental work a success. Thanks to their generosity in the past year, we have been able to continue supporting a number of vital projects in regions such as the South Pacific and the Southern Oceans.

Contact Gus Langley, Trusts Manager; t: 01483 412417; e: [glangley@wwf.org.uk](mailto:glangley@wwf.org.uk)

### Leave a gift in your will:

making a will is an important way to ensure your loved ones have a secure future. And leaving us a gift in your will is an excellent way to ensure the world they live in has a long and lasting future too.

Legacies are extremely important because they enable us to plan our work for years ahead. Many of the projects we work on need a long-term commitment from us to ensure the well-being of the people and wildlife that need our help.

Although we all have our own individual concerns about the environment, we suggest that any legacy is not restricted to a particular project. This means that we can put your gift to the best use where it is most urgently needed at the time.

### Become a WWF member, adopt a wild animal or make a donation:

you can give from as little as £3 a month to become a member and receive *WWF Action* magazine. Also for £3 a month, you can adopt everything from a tiger to an orang-utan. And one-off donations – however large or small – are also welcomed.

### Find out more about funding our work:

Write to: Supporter Relations, Panda House, Weyside Park, Godalming GU7 1XR

t: 01483 426333

e: [supporterrelations@wwf.org.uk](mailto:supporterrelations@wwf.org.uk)

# How to contact us

If you have any enquiries about WWF and its work, visit our website – [wwf.org.uk](http://wwf.org.uk) – or contact our Supporter Relations team.

Write to:  
Supporter Relations,  
Panda House, Weyside Park,  
Godalming GU7 1XR

t: 01483 426333  
e: [supporterrelations@wwf.org.uk](mailto:supporterrelations@wwf.org.uk)

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**WWF-UK**

Panda House,  
Weyside Park  
Godalming,  
Surrey  
GU7 1XR  
t: 01483 426444  
f: 01483 426409

**WWF Scotland**

Little Dunkeld  
Dunkeld  
Perthshire PH8 0AD  
t: 01350 728200  
f: 01350 728201

**WWF Cymru**

Baltic House  
Mount Stuart Square  
Cardiff  
CF10 5FH  
t: 029 2045 4970  
f: 029 2045 1306

**WWF Northern Ireland**

13 West Street  
Carrickfergus  
Co Antrim  
BT38 7AR  
t: 028 9355 5166  
f: 028 9336 4448

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**<sup>®</sup>

**Cover picture:** the amount of summer sea ice in the Arctic continued its alarming downward trend in 2008 with the second-lowest ice cover since monitoring began – a result of the climate change now threatening our planet. WWF is campaigning for an international agreement that will cut global greenhouse gas emissions and prevent potential environmental catastrophe.



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