



for a living planet



WWF-UK
Annual Review 2004/2005

WWF is a global network covering more than 90 countries, including the United Kingdom. In 2004, WWF spent £176.8 million on conservation, education and public awareness programmes around the world.

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Globally, WWF is working to:

conserve endangered species – such as tigers, great apes and whales;

protect endangered habitats – the forests, rivers, wetlands and seas; and

address global threats to people and nature – such as climate change and toxic chemicals.

WWF-UK carries out vital conservation work in Africa, Latin America, the Asia-Pacific region and Europe. We also seek to influence global environmental issues through action and campaigns in the UK.

With nearly 45 years of conservation work behind us, WWF is one of the most experienced environmental organisations in the world. Through our programmes, we strive to be credible, challenging and effective, and to bring inspiration and optimism to the people whose lives we touch upon.

WWF's programme in Tanzania has enabled many local fishermen to learn new and sustainable ways of fishing, opening up prospects of a promising future for themselves and their communities.



WWF is calling on governments to cut CO₂ pollution produced by coal-fired power stations and force a switch to cleaner, more efficient power options.



You cannot save the polar bear if the Arctic ice cap on which it lives melts away through global warming.

Time for climate action

CHRISTOPHER WARD, WWF-UK CHAIRMAN, SOUNDS THE BELL FOR ACTION ON CLIMATE CHANGE



Wherever I go in the world, I am often asked what WWF does. More than 40 years ago, when WWF was founded, it would have been an easy question to answer: we saved endangered species from extinction by creating secure habitats where pandas, elephants, rhinos and tigers could live and breed in safety from poachers and natural hazards.

We still do that, of course. But today, WWF's work is much wider and more complex. You cannot save the polar bear if the Arctic ice cap on which it lives melts away through global warming. You cannot save the whale that has been hunted to the point of extinction if an oil company builds a pipeline through its breeding grounds.

So although we continue to work, as we always have, with local people on the ground to protect species and habitats, an increasingly important part of our activities involves campaigning: lobbying governments to change laws, and campaigning to raise public awareness of the critical state of the world's ecosystems.

“Be quite clear about this: we have all joined the list of endangered species”

Earlier this year the Prime Minister described climate change as “the single most important issue that we face as a global community”. WWF views climate change as the single greatest threat facing the planet and has been saying so for 10 years. Our scientists and conservationists have recorded changes in ecosystems as diverse as mountain forests, Arctic ice floes and tropical marine waters. Glaciers are melting, sea levels are rising, and extreme weather conditions – as we saw most recently with Hurricane Katrina – are causing unprecedented levels of destruction. Be quite clear about this: we have all joined the list of endangered species.

Time is already running out, and if the global community does nothing or too little about climate change, the consequences will be catastrophic. For this reason, WWF this year launched a campaign to reduce CO₂ emissions – the principal cause of climate change – in the power sector. It is calling on governments to cut CO₂ pollution produced by coal-fired power stations and force a switch to cleaner, more efficient power options.

The scope of WWF's work, and the benefits it brings to many of the world's poor people as well as endangered species and habitats, never ceases to impress me. This annual review will introduce you to just some of WWF-UK's activities and campaigns during the past year. I take this opportunity to thank our members and supporters for their generosity and encouragement, and I also pay tribute to our staff for their commitment and determination in the face of what must seem like overwhelming odds. Without this powerful combination of dedicated people, none of WWF-UK's achievements would be possible.

Highlights of the year

WWF'S WORK AROUND THE WORLD HELPS PREVENT THE DEGRADATION OF THE PLANET'S ENVIRONMENT AND NATURAL RESOURCES IN WAYS THAT MATTER. HERE, WE FEATURE SOME OF OUR RECENT ACHIEVEMENTS.



UK legislation

The WWF-sponsored Sustainable and Secure Buildings Act came into force during the year. This requires UK Buildings Regulations to address sustainability issues, and was a central part of WWF's One Million Sustainable Homes campaign (see page 15).

For the latest news about WWF's conservation and environmental work around the world, visit our constantly updated website – wwf.org.uk

Giant pandas

A comprehensive survey by WWF and China's State Forestry Administration revealed that there are nearly 50 per cent more giant pandas surviving in the wild than was previously thought. The number is now set at 1,590, following arduous fieldwork by a team of 170 researchers across 23,000 square kilometres of terrain. "We ventured further, higher and deeper into panda habitat than ever before," explained WWF's Stuart Chapman, "and we discovered populations that were previously unknown."



© Heather ANGEL / Natural Visions



© BioRegional

The London Olympics

The "One Planet Olympics" initiative devised by WWF, the BioRegional Development Group and the London 2012 bid team, set out a detailed plan by which the capital would deliver a genuinely sustainable

Games and provide the template for future Olympiads. This initiative was incorporated into the winning bid accepted by the International Olympic Committee.



Deep sea protection

Years of lobbying by WWF led to a ban on bottom trawling and longline fishing in five vulnerable deep-sea areas in the North-east Atlantic Ocean. WWF continues to lobby the EU to protect deep-sea fish stocks, coldwater corals and undersea mountain habitats.

© WWF-Cannon / Mike R. JACKSON

© John Birdsall / WWF-UK



© Stephen DALTON / Naturapl

Forests

WWF gave £1.8 million towards the protection of the Amazon forest's biodiversity. It will go to a trust fund created to ensure the consolidation of protected areas, and an equal amount will be matched by the Global Environmental Fund. The aim is to create at least 50 million hectares of protected areas.

Cetaceans

The International Whaling Commission adopted recommendations from WWF and others for tackling cetacean bycatch – accidental capture of whales, dolphins and porpoises in fishing nets, which kills more than 300,000 of these animals a year.



© Digitvision

North Korea

WWF is cooperating with North Korea on endangered species and forest ecosystem assessments. Following a visit to the country's forested areas along the Chinese and Russian borders, WWF and the government signed a protocol outlining future cooperation, including tiger and leopard conservation.



Heather ANGEL © Naturnl Visions

UK fisheries

WWF's support of the Marine Stewardship Council continued as four new fisheries in UK seas were certified, with more in the pipeline. These include two Hastings fisheries, and others covering Dover sole, bass and lobsters.



© WWF-Canon / Edward PARKER

Rivers

WWF supporters sent nearly 6,000 e-mails to the government of Croatia urging it to stop river development and gravel excavation activities in one of the last remaining natural stretches of the Drava river. As a result of this campaign and other work by WWF and its local partners, the head of the country's water management authority resigned and the development was stopped.



© Martin MCOS / Lonely Planet Images



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Education

The Department for Education and Skills selected a WWF publication, *Pathways – a development framework for school sustainability*, to help schools implement sustainable action plans. We are also helping the Department redesign part of its Teachernet website, and we will administer the area where schools will engage in online learning and post their development plans.



© WWF-Canon / Ezequiel NAVIO

Tuna

WWF and TRAFFIC, the wildlife monitoring network, launched a global conservation initiative to protect the world's tuna species by addressing both conservation and trade issues. This brings together the partnership's extensive existing work on tuna fisheries, and provides a strategy for the future management and conservation of tuna.

Rhinos

In Kenya, 10 endangered black rhinos were moved to a secure location away from the country's national parks, where they had become prime targets for poachers. The moves were also necessary because of the animals' intolerance of other rhinos in their home space. In December, one of the rhinos gave birth to a female calf.



© WWF-Canon / Martin HARVEY

The Investing in Nature partnership with HSBC is a striking example of the huge advantages to be gained from dynamic, stimulating relationships with the enlightened element of business and industry.



A stone's throw from an industrial site near Doncaster is the Potteric Carr nature reserve, supported by WWF's partnership with HSBC. The reedbeds and wetlands act as a natural way of storing floodwater, absorbing pollution, and helping to improve the quality of water.

Down to business

**ROBERT NAPIER, WWF-UK CHIEF EXECUTIVE,
ARGUES FOR MORE ENGAGEMENT
WITH BUSINESSES**



Nearly half a century ago, the Yangtze river was engineered so that thousands of lakes into which it fed could be drained and turned into agricultural land. That policy has since been reversed by China – a decision that this year led to WWF reconnecting four clusters of lakes to the river. It's part of a five-year programme to restore the natural functions of the river, alleviate flooding, restore wetlands, and increase the supply of fish.

This important benefit to nature and the environment, and to many thousands of local people, was supported by WWF's remarkable *Investing in Nature* partnership with HSBC. It is a striking example of the huge advantages to be gained from dynamic, stimulating relationships we have developed in recent years with the enlightened element of business and industry.

Our rationale is very straightforward: because business and industry have a profound effect on the environment, it is WWF policy to engage constructively with the sector to bring about positive change for mutual benefit. We work with companies, some of which are listed on page 27, that have positive environmental commitments in place.

But make no mistake – whenever necessary, our dealings with the business world are also acute and challenging. For example, WWF is a member of the CORE coalition of NGOs, which presses for

“The business community offers one of the most effective routes to finding sustainable solutions”

changes to company law that would make major UK companies more transparent and accountable to their stakeholders. The coalition's work is now being emulated across Europe, the US and other parts of the world.

In addition, WWF examines contracts between multinational consortia and developing country governments for major infrastructure projects such as pipelines. We highlight the lack of transparency and one-sided nature of some of these agreements where they deny local communities the right to redress the harm done by such projects.

During the year we published *Through The Looking Glass*, a report into media accountability, and we are pursuing a project on responsible marketing and advertising. With our recent report *Influencing Power*, we are also strongly pressing for transparency and accountability in the corporate lobbying of government.

The business community offers one of the most effective routes to finding sustainable solutions to the world's pressing environmental challenges. I believe WWF's goals can be achieved – and to maximum effect – by working with business people and by combining the influence, expertise and knowledge of both business and WWF. This combined approach will help move commercial activities towards sustaining natural capital and away from environmental degradation, thus providing mutual benefits for business, the environment and each and every one of us.

THE YEAR WAS DOMINATED BY THE TSUNAMI THAT STRUCK THE SHORES OF THE INDIAN OCEAN FROM THAILAND TO SOMALIA. THE IMPACT ON HUMAN LIVES WAS BEYOND IMAGINATION – BUT IN THE AFTERMATH OF THE DEVASTATION, WWF QUICKLY OFFERED PRACTICAL ADVICE TO GOVERNMENTS, INTERNATIONAL AGENCIES AND LOCAL COMMUNITIES.

With programmes operating in many of the stricken areas, the WWF Network was able to provide front-line help as soon as relief efforts began. Our office in Banda Aceh – the Indonesian province that bore the brunt of the tsunami – was immediately offered as a relief and support centre for lost and bereaved children. We also worked with a coalition of local organisations to help manage refugee camps and distribution of aid.

A number of WWF staff in Aceh lost family in the tsunami, and WWF International set up an emergency fund primarily aimed at supporting field offices and partner organisations in the affected regions. WWF-UK staff supported this fund generously.

While the initial focus was on humanitarian emergency relief, efforts are now centred on long-term reconstruction and rehabilitation. WWF is offering guidance to local and national governments, NGOs and aid agencies on strengthening and rehabilitating natural coastal ecosystems: these are required not only as necessary defences against any future disasters, but also to sustain local livelihoods.

Mangroves, for example, are natural shock absorbers that can soak up wave energy. In some of Thailand's Marine Protected Areas, we are extending mangrove plantations in partnership with local communities.

As a member of the UNEP Tsunami Task Force, WWF contributed to a full environmental assessment of the disaster. Now, we are urgently calling on donor countries and aid agencies to minimise the impact of reconstruction on the environment by using sustainable materials wherever possible. In Aceh,

for example, a million cubic metres of timber are needed over the next five years to rebuild infrastructure such as houses, schools and hospitals. The alternative to sustainable timber is using local wood – but this would cause enormous deforestation, leading to new floods, landslides and threats to Indonesia's beleaguered wildlife such as tigers, rhinos and orang-utans.

The WWF Network will participate in post-tsunami reconstruction work for the foreseeable future and will provide long-term advice on coastal zone planning, habitat rehabilitation and restoration of sustainable livelihoods such as community fishing. WWF-UK, too, will play its part in the aftermath of this human and environmental catastrophe.

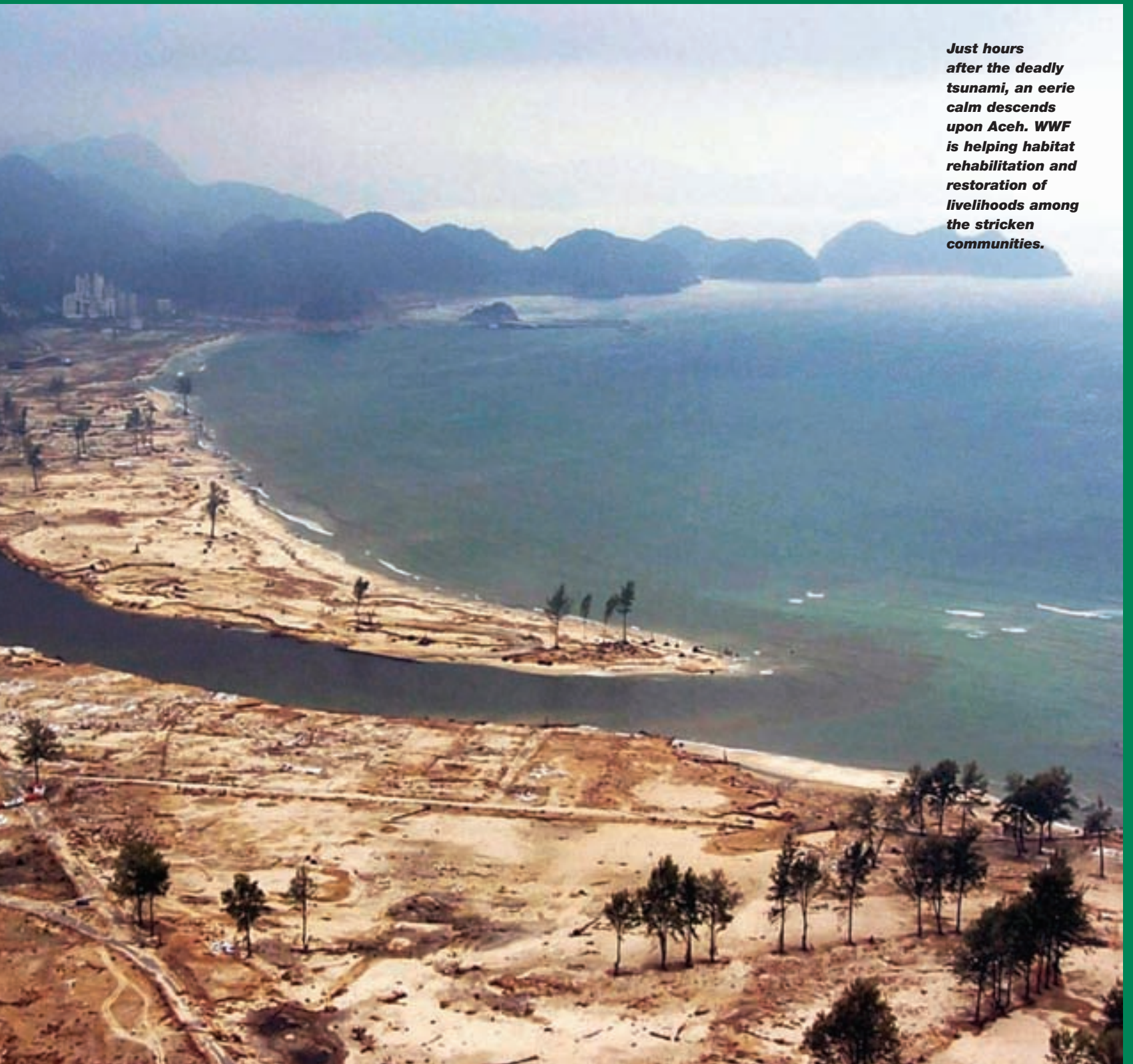
“Natural coastal ecosystems are required not only as defences, but also to sustain local livelihoods”



© EMPICS

The day havoc struck

Just hours after the deadly tsunami, an eerie calm descends upon Aceh. WWF is helping habitat rehabilitation and restoration of livelihoods among the stricken communities.



A global partnership for people and the environment

WWF's work to support people, governments and businesses in finding effective and fair solutions for the sound management of the planet has again been recognised by the Department for International Development. During the year, DFID further extended its global Partnership Programme Agreement with WWF by committing nearly £11 million over the next three years. The agreement will now run until 2008.

This strategic government funding will allow WWF to expand its work at all levels, from on-the-ground environmental management benefiting the poor, to lobbying for policy change at the international level. The new agreement has particularly boosted our involvement and scope of work in Latin America. For example, it will open up new opportunities for local forest management in Bolivia, sustainable agriculture in Paraguay, and analysing the links between poverty and the state of the environment in Peru.

The work we are currently undertaking as part of the DFID partnership is helping Kenya's impoverished farming communities, supporting marine livelihoods in west Africa, and setting up community conservancies for the semi-nomadic farmers of Namibia.



© Brent STIRTON / Getty Images / WWF-UK

People like us... this Kenyan farmer working in a community tree nursery (above), a rural African mother and child (right), and local fishermen with their day's catch at Santarem, Brazil (far right), all gain as a result of WWF's partnership with DFID.



© Brent STIRTON / Getty Images / WWF-UK



© WWF-Canon / Edward PARKER



Village children like these in Bolivia will directly benefit from WWF's work.



© WWF-Canon / Eduardo RUIZ

“DFID has extended its partnership with WWF by committing nearly £11 million over the next three years”

© WWF-Canon / Eduardo RUIZ



© WWF-Canon / Roger HOOPER

Loans and funding have helped community employment initiatives such as latex extraction (above) and craft shops (left).



© WWF-Canon / Martin HARVEY

One Planet Living

WHILE WWF'S LIVING PLANET REPORT DEMONSTRATES THAT OUR PRESENT RATES OF CONSUMPTION ARE UNSUSTAINABLE, A NEW INITIATIVE AIMS TO SHOW THAT LIVING WITHIN THE MEANS OF ONE PLANET IS ACHIEVABLE, AFFORDABLE AND ATTRACTIVE.

The world's wildlife and natural resources are being depleted at a rate that the planet cannot sustain, says the 2004 Living Planet Report, WWF's biennial measure of the status of more than 1,100 species. Between 1970 and 2000, those species decreased by a shocking average of 40 per cent, with freshwater species suffering the most – their numbers plummeted by 50 per cent.

As well as revealing the alarming situation for the world's wildlife, the Living Planet Report also tracks the demands that humans make on the planet – our global "ecological footprint" – which is two and a half times larger than it was in 1961, and now exceeds the Earth's biological capacity by 21 per cent. This is a direct consequence of increasing human demand for energy, food, fibre and water.

The report's findings show that people living in the West are consuming resources at a worrying and unsustainable level. For example, the ecological footprint of an average North American is double that of a European, and seven times that of the average Asian or African. Unless we redress the imbalance, the forecast is bleak.

However, WWF is working to protect and restore endangered forest, marine and freshwater habitats, and is cooperating with governments, business, local authorities and schools to ensure that sustainable development – development that meets the needs of people today without compromising those of future generations – becomes the norm.

For example, in partnership with the BioRegional Development Group, we are creating "One Planet Living" communities – designed to consume 99 per cent less energy than average UK housing and less than half the water – to demonstrate that living within the means of one planet is achievable, affordable and attractive. We aim to establish One Planet Living communities on five continents by 2009.

"It's essential that we in the West adopt a lifestyle that strikes the right balance between using and protecting the environment," says Rod Sterne, head of WWF's local sustainability programme. "If we don't, the predictions are dire – which is why WWF is campaigning for everyone to tread lightly on the planet and develop a sustainable way of life."

The Living Planet Index can be downloaded from our website – www.org.uk/livingplanet





© WWF-Cannon / Edward PARKER

These FSC-certified seedlings (above) will develop into sustainable, fast-growing trees for use by the paper industry and the use of 'clean' public transport (right), will help the world reduce its CO₂ emissions.



Ian HOWIE / WWF-UK

Treading softly on a fragile Earth

More than a generation ago, when the first pictures of the Earth were beamed back from space, it was said that our relationship with the planet had changed for ever. The human race, we were told, would see the fragility of the Earth and would behave differently.

This hasn't happened. Indeed, since 1970 the pressure we exert on the planet has almost doubled and the natural resources upon which we depend have declined by more than a third.

One of WWF's goals is to help stabilise the UK's ecological footprint – the impact we all make on the natural world and its resources – by 2012. Part of the solution is to influence the UK government and devolved administrations so that they implement effective footprint reduction strategies for the benefit of us all.

But of course it's not only up to government. Each of us must learn to embrace a lifestyle that meets our own needs today without compromising those of future generations.

WWF's Ecological Footprint programme can help us learn. It measures how our lifestyles impact on the planet and calculates how

much productive land and sea is needed to feed us and provide all the energy, water and materials we use in our everyday lives. It also calculates the CO₂ emissions generated from the oil, coal and gas we burn at ever-increasing rates, and it determines how much land is required to absorb our waste.

The programme has already led to the Welsh Assembly Government, along with Cardiff and Gwynedd councils, accepting footprint reduction, and to the South-east of England setting a target of stabilising its footprint by 2016.

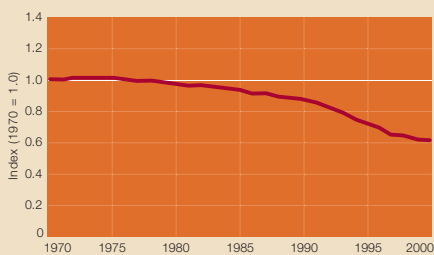
The concept of Ecological Footprint has also been accepted by the UK government, and the Audit Commission has declared that it is useful for education, awareness-raising and evaluating policy effectiveness.

Meanwhile, an internal staff group has been set up to explore ways in which WWF-UK can reduce the impact of its own footprint.

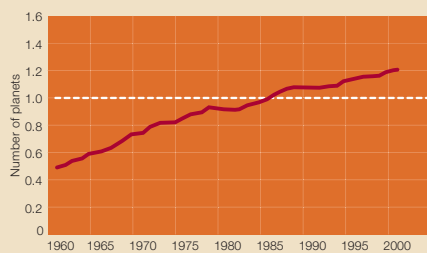
For more information on the Ecological Footprint programme, visit our website – wwf.org.uk/footprint

Persistent plunder imperils the planet

Living Planet Index, 1970–2000



Humanity's ecological footprint, 1961–2001



While species populations have declined by some 40 per cent (top), people's use of renewable natural resources has increased (bottom).

Campaigning for change

Campaigns and effective communications play a central role in our conservation initiatives, and frequently deliver strong results – even changes in the law. This year, we have focused on climate change issues, banning dangerous chemicals... and promoting the world's first 'green' Olympic Games.



Climate Change

During the year, the Prime Minister described climate change as “the single most important issue that we face as a global community”, and the Chief Scientific Adviser to the Government, Sir David King, declared the issue to be one of the greatest challenges of the 21st century.

So it is – and WWF’s climate change campaign has been raising public awareness throughout the year, not least during the general election. In December we recreated an “Arctic experience” outside the Houses of Parliament, including a life-size igloo sculpted from snow ice, and we organised a series of hustings events around the country during the election period.

WWF also strengthened relationships with key politicians in order to campaign more effectively to ensure that UK emissions of CO₂ – the principal cause of climate

change – fall by at least 20 per cent from 1990 levels by 2010, and 60 per cent by 2050.

Significantly, this also means building relationships with those power companies prepared to improve performance and make the switch to cleaner sources of energy. Through behind-the-scenes dialogue, and the preparation of reports publicising their relative performance, WWF has been doing exactly that.

During the year we have also been working with other NGOs to set up a comprehensive climate change coalition. This launched under the banner of “Stop Climate Chaos” – the original name of our own campaign. The coalition aims to mobilise millions of people into demanding government action on climate change.



Above, left: Elliot Morley, Minister for the Environment, holds an Arctic husky at the launch of WWF’s climate change campaign. We recreated an “Arctic experience” outside the Houses of Parliament to raise awareness among MPs and the public about the damaging effect climate change is having on people and places around the world.

For further information about WWF’s campaigns, visit our website – www.wwf.org.uk/campaigns



The Wintles development in Shropshire. Homes are highly energy-efficient and have solar water heating, triple glazed windows, reclaimed bricks and roof tiles, water-efficient bathrooms, and fittings are made from FSC-certified timber. Residents also have waste recycling facilities and access to allotments for food growing. The development was shortlisted for the WWF/House Builders Federation Sustainable Homes Award 2004.



All images on this page © John Briscoe / WWF-UK

One Million Sustainable Homes

The aim of this campaign is to move sustainable homes – those that have less impact on the environment and offer social and economic benefits – from the fringes to the mainstream of UK housing. The campaign helped bring about a change in the law by sponsoring the Secure and Sustainable Buildings Act. The result is that Building Regulations (which govern how buildings are developed) must address sustainability issues for the first time.

The UK government, through a senior steering group, is now developing a Code for Sustainable Buildings. WWF has been appointed to the steering group, and we welcome this important opportunity to take an influential role. We expect the Code, which must be ready for April 2006, to require, as a minimum, environmental

performance equivalent to the standard we have been campaigning for over the last three years. If so, this will signify one of the most important achievements of the OMSH campaign to date.

Meanwhile, in partnership with the BioRegional Development Group and the London 2012 team, we developed the One Planet Olympics initiative which was incorporated into the winning bid accepted by the International Olympic Committee. The initiative sets out the principles and a detailed plan by which the capital would deliver a genuinely sustainable Games and provide the template for future Olympiads. We anticipate WWF's influence being substantial and far-reaching as the 2012 Games are developed over the coming years.

“Building Regulations must now address sustainability issues for the first time”



Happy families... but blood tests revealed they are contaminated with a cocktail of chemicals.



All images on this page © Brendan KELLY / Mousetrap Media / WWF-UK

Chemicals and Health

WWF's Chemicals and Health campaign has fought strongly for the new EU Chemical Regulation known as REACH to require the worst chemicals used in household products to be replaced with safer alternatives, and chemicals which can disrupt hormone processes in the body to be strictly regulated.

In the summer we conducted our family "biomonitoring" survey in conjunction with the Co-operative Bank. We tested for 104 man-made chemicals in the blood of 33 volunteers from seven families from around the UK. The volunteers in each family spanned three generations and ranged from 9 to 88 years in age. Without exception, everyone we tested – even the children – was contaminated with a cocktail of synthetic chemicals found in everyday products.

With the National Federation of Women's Institutes, we presented to the European Parliament's Petitions Committee our petition bearing 77,000 signatures calling for hazardous chemicals to be banned in favour of safer alternatives. In response, the Committee voted overwhelmingly to strengthen the new chemical regulation. We have also been working with MEPs and the UK government to amend the text of the regulation so that human health and environmental concerns take precedence over industry arguments about profit and global competition. The campaign will continue to lobby the European Parliament, European Commission and UK government to improve REACH until it is finally passed in 2007.

“Without exception, everyone we tested was contaminated with a cocktail of synthetic chemicals found in everyday products”

UK Marine Bill

Consistent lobbying in the UK, and the publication of WWF's draft Marine Bill, directly influenced all three party manifestos in this year's general election. WWF is campaigning for a comprehensive Act of Parliament to improve marine conservation and management, and simplify the hundreds of laws and policies that are failing to protect the UK's marine environment. The Prime Minister himself argued for comprehensive marine legislation and a draft Marine Bill was included in the Queen's Speech. And speaking to activists at Westminster, Elliot Morley, the Fisheries Minister, singled out WWF's work on the draft Marine Bill for particular praise.



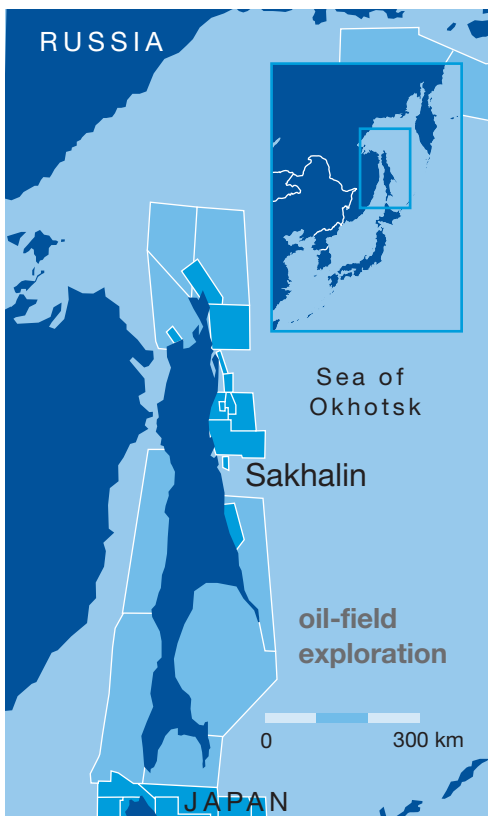
© Simon BROWN / Natural Visions



© WWF-Cannon / Erling SVENSEN

A Marine Act will improve the existence of all the UK's marine life, from the anemone to the dolphin.

Oil and gas



In collaboration with other interested groups, our campaign and communications work for responsible oil and gas practices has led to investors becoming more aware of how large energy projects need to comply with appropriate social and environmental standards. The European Bank for Reconstruction and Development, for example, has described Shell's Sakhalin II project in the far east of Russia as not fit for purpose, and it may not lend financial support until environmental problems are resolved.

Last year, we called for a more environmentally sensitive approach to the Baku-Tbilisi-Ceyhan pipeline which transports Caspian crude oil to the Mediterranean coast. This year, we have

focused on Shell's Sakhalin II project in order to protect local fishing communities, and the western gray whales' feeding habitat, from damaging extractive activities. Shell agreed to re-route its offshore pipeline, although its drilling platform has disappointingly been sited in the area of concern. At the time of going to press, this remains an issue with the European Bank.

For further information about WWF's campaigns, visit our website – wwf.org.uk/campaigns

Investing in nature



© WWF-Canon / Edward PARKER



© WWF-Canon / Edward PARKER

“At Lake Hong drinking water has been improved, and 29 bird species have returned”

© WWF Brazil



© WWF-Cannon / Michel FOCGO

Our *Investing in Nature* partnership with HSBC, now in its fourth year, is helping to create a new wetland in the UK and rejuvenate three of the world's major rivers – the Yangtze in China, major tributaries of the Amazon in Brazil and the Rio Grande along the US-Mexico border.

During the year, we reconnected four lake clusters in the Yangtze area – a procedure that will lead to fewer floods and increased fish stocks. And our work to restore the 86 sq km Lake Hong has already seen results: the standard of drinking water provided by the lake has been much improved, and 29 bird species have returned.

In Brazil, where much of the country's water is inaccessible, the partnership's *Water for Life* campaign dominated the media and achieved a high level of public awareness – thanks to a hot air balloon flown from Brasilia to Rio de Janeiro, and a 15m high inflated bucket and tap which was sited at the feet of the statue of Christ the Redeemer above Rio. In Brasilia we also launched a campaign encouraging people to care for the

capital's many springs. Following its success, this campaign is being extended nationally.

Along the border between Mexico and the US, we continue to revitalise part of the Rio Grande. Local people are being employed to eradicate the salt cedar shrub, an exotic and invasive plant that consumes huge amounts of water and drops salt, which kills the surrounding land. We are also developing alternative irrigation projects in the Chihuahua desert where, until now, local farmers have been using scarce supplies from the Rio Grande.

Meanwhile, WWF continues its work with Yorkshire Wildlife Trust at the Potteric Carr nature reserve near Doncaster. Following land acquisition, we are extending the reserve by 75 hectares and many HSBC staff are participating in voluntary practical conservation work. In Northern Ireland we are helping farmers improve the quality of the Ballinderry river, and in Scotland we are working on a natural flood management programme for the River Devon.

Above: The Amazon during the rainy season.

Left: Water for Life campaigning in Rio; young boy and farmer in the lake area of East Dengting, China.

For more information about *Investing in Nature*, visit our website – wwf.org.uk/investinginature



*Clockwise from above:
the great white shark,
humphead wrasse,
saiga antelope and
African elephant are
now protected under
CITES regulations.*

**The international
influence of WWF and
our wildlife monitoring
network, TRAFFIC,
has helped achieve
major advances in
the conservation of
threatened wildlife
during the year.**



Conservation coup for threatened wildlife

A variety of species, including the African elephant, great white shark, Irrawaddy dolphin and a tropical hardwood tree, face a brighter future, following tighter controls on their trade adopted at the latest Convention on International Trade in Endangered Species (CITES) conference.

A particular breakthrough was the unprecedented agreement to crack down on unregulated ivory markets across Africa. The plan commits every African country with a domestic ivory market

to control the trade or shut it down. This will prevent the poaching of many thousands of elephants killed each year to feed these markets.

The listing of the humphead wrasse, a giant coral reef fish, on CITES Appendix II confirmed the commitment by the convention's members to regulate the trade in commercially exploited marine fish more effectively. The great white shark was also listed on Appendix II.

Species threatened with extinction are listed on Appendix I and may not be traded commercially. Appendix II regulates international trade in species that may be threatened with extinction without trade controls.

Commercial trade of the Irrawaddy dolphin was also prohibited, placing this critically endangered freshwater cetacean on Appendix I, alongside species such as great apes and

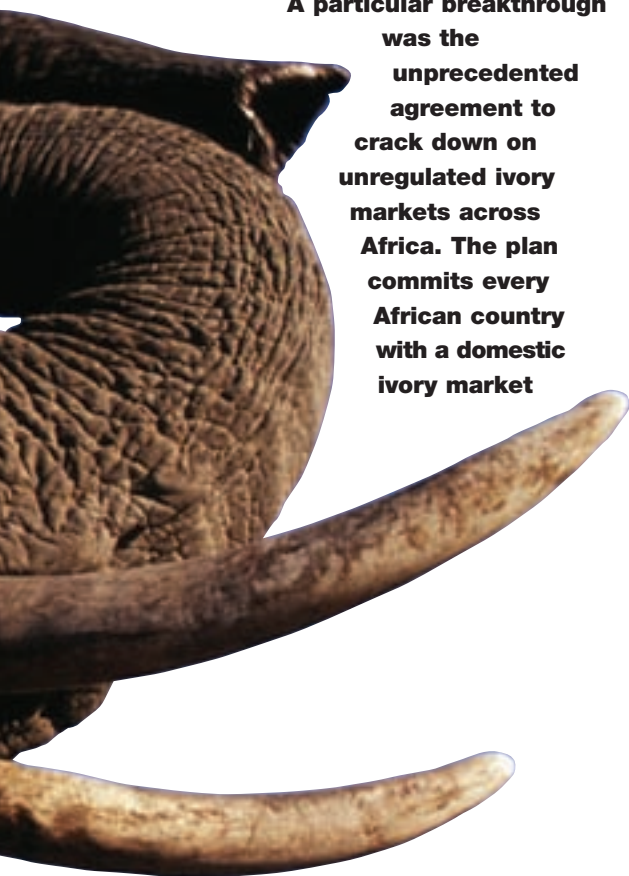


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big cats. And ramin, an Asian rainforest tree, joins the big-leaf mahogany on Appendix II. Both species' survival in the wild are threatened by illegal logging and uncontrolled trade.

Positive action was also taken to improve conservation and control of trade in the saiga antelope, sturgeon, Asian big cats and great apes. In addition, 10 South-east Asian countries agreed to collaborate on their regional wildlife trade crisis, which sets the stage for greater achievements in the next few years. The rich biodiversity of the region makes it a target for traders in species such as tigers, elephants, orchids and turtles.

For more information visit wwf.org.uk or www.traffic.org



© WWF-Canon / Martin HARVEY



© Paul JOHNSON / naturepl.com

Working around the world



© WWF-Canon / Sebastian RICH

In our endeavours to build a future where people live in harmony with the natural world, WWF-UK works across the continents to conserve biodiversity, address global threats such as climate change, and develop long-term programmes that will bring benefits to people, wildlife and the environment.

Europe and the Mediterranean

Cork oak landscapes in Portugal, Spain, Morocco and Tunisia contribute to the survival of endangered species such as the Iberian lynx, the Spanish imperial eagle and the Barbary deer (right). A new WWF programme aims to protect and restore the valuable trees themselves, the wildlife and wild plants that thrive among them, and the livelihoods of the people who depend on them.

With the Reforestation Commission of the Algarve, we have started a restoration

project in a forest area devastated by fire. And in Morocco and Tunisia, we are helping local communities develop sustainable lifestyles through the production of honey, pine nuts and handicrafts, and the extraction of an essential oil from the myrtle plant.

WWF's lobbying and scientific advice helped to bring about the closure of five North-east Atlantic areas to deep-sea trawling in order to protect underwater sea mounts. We also obtained a commitment on coldwater coral protection from the government of Ireland, which intends to establish four sites in its waters.



© WWF-Canon / Michel GUNTHER

Asia

The eastern Himalayas are home to the largest concentration of glaciers outside the polar region. These “water towers of Asia” cover nearly 33,000 sq km and provide huge amounts of water to the region and its people.

But climate change is impacting heavily on the glacier ecosystem. WWF is supporting scientific research on glacier retreat, and is involved in plans that will enable communities to adapt to future changes. We are also reducing degradation of forests, grassland and high-altitude alpine pastures, thanks to improved community-based management schemes, the use of alternative construction materials and energy technologies, and various plantation and regeneration activities.

The eastern Himalayas support numerous species of plants and wildlife. As a direct result of WWF’s efforts, elephants and tigers have been reported in newly-established corridors between India and Nepal, and a tiger was recently photographed in Bhutan a few kilometres from the capital, Thimphu.



© WWF-Caron / Mehel GUNTHER

Above: Women planting rice in Nepal.

Right: Mount Pumori and the Khumbu glacier in the Everest region of the eastern Himalayas.

© WWF-Caron / NEVRET&BENASTA



The Americas

In Colombia, WWF and our partners are helping communities to represent their rights and needs in local planning matters and strengthen their voices at national level. Through our further work with local people, we are also preventing habitat loss of key species by monitoring and protecting them in terrestrial and marine reserves.

In Mexico, more and more rural neighbourhoods are benefiting from WWF's support as we help them set up a series of Community Protected Areas which enhance both their forests and their livelihoods. Over the last five years, some 150,000 hectares of forest have been protected in this way. We also continue our work to secure the forest haven of the monarch butterfly. Each year, millions of these remarkable insects fly thousands of kilometres from North America to Mexico in their quest for winter warmth.

Monarch butterfly in Mexico (right) and fruit harvesting in Colombia (below).



© WWF-Canon / Kevin SCHAEFER



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© WWF-Canon / Michel TERRETAZ

Kunene landscape, Namibia (top); Ruaha National Park guards, Tanzania (above); children enjoying free-flowing water, Tanzania (right).



© WWF-Canon / Diego M. GARCÉS



© Benji & Pichay / Getty Images / WWF-UK

Africa

Thanks to WWF's water management strategy in Tanzania, a much-needed year-round flow to the Great Ruaha – the country's most important river – is becoming a reality. The river's dry spells have declined from three months in 2003 to just 38 days in 2004.

During the year, WWF set up seven teams to help local communities identify and solve water and related natural resource problems. We have also established five savings and credit associations and have trained members in savings and credit management, environment and water conservation measures, and business and planning matters.

In partnership with governments, NGOs and industry, WWF is helping to conserve

precious coastal and marine resources of the East Africa Marine Ecoregion, which spreads 4,500km from Somalia to South Africa. This diverse coastline is home to habitats such as corals, seagrass beds and mangroves, as well as thousands of unique and economically important species that depend on them.

Our pioneering work in Tanzania's Mafia Island Marine Park is now being scaled up to a much bigger area – the Rumaki seascape – where we will help improve community livelihoods through a well-managed environment.

Properly managed wildlife resources in Namibia are bringing strong social, environmental and financial returns to local communities. We are working with conservancies in Kunene and Caprivi to allow them to manage their own

environments in a sustainable way. This includes the development of responsible tourist opportunities for the benefit of local people and the wildlife itself.

In Kunene, the annual game count shows significant increases in oryx and Hartmann's zebra populations. And in Caprivi, better ways of dealing with conflicts between people and wildlife have led to a decline from 10 human deaths a year in 2003 and 2004 to two in the first six months of 2005.

More details about our conservation and environmental work can be found on our website – www.org.uk/environment

Business Partnerships



The world of business and industry plays an increasingly important role in providing solutions to the planet's environmental problems. In the UK, our wide-ranging work with the corporate sector is designed to bring benefits to the environment – and to business itself.



*In harmony
with nature...
Burchell's
zebra in Etosha
National Park,
Namibia.*

Our constructive engagement includes developing long-term mutually beneficial partnerships, stimulating innovative business practices and creating bespoke partnership programmes that offer a range of attractive opportunities.

WWF's Conservation Partnership programme, for example, sets challenging targets for change in the business world, and promotes a sector-wide shift to sustainable development and corporate best practice.

We also motivate employees through a suite of new staff engagement products. This helps staff to keep in touch with their companies' environmental policy, and to inspire and involve them at all levels.

"MBNA International Bank Ltd is proud to have managed the WWF Visa credit card programme since 1994. The commitment of WWF to this programme, in terms of professionalism and dedication, has resulted in an overwhelming success. The WWF Visa card programme is one of the jewels in our affinity crown"
– Steven Falk, Head of Affinity Marketing, MBNA

WWF takes this opportunity to thank the following companies for generously supporting our work across the world and for the steps they are taking towards becoming a sustainable business:

American Express Services Europe Ltd
Antalis Ltd
Calypto Soft Drinks Ltd
Canon Europa NV
Coinstar
Co-operative Retail Group
Crowley Esmonde Ltd
Ecotricity
Fellowes Ltd
HSBC Holdings Plc
International Bon Ton Toys BV
MBNA Europe Bank Ltd
Old Mutual plc
Royal Bank of Scotland
The Body Shop UK/ROI
The Co-operative Bank Plc
The Vodafone Group Foundation

For more information about our work with business and industry, visit our website – wwf.org.uk/business. Alternatively, contact Edwina Silvester, Head of Corporate Support, on 01483 412365, or e-mail esilvester@wwf.org.uk

WWF-UK Forest & Trade Network

The WWF-UK Forest & Trade Network is a group of 51 organisations whose goal is to eliminate illegal logging and improve the management of valuable and threatened forests supplying wood and fibre to the UK market. It represents nearly 30 per cent of the total UK forest products trade by volume, and includes timber importers, local authorities, printers, publishing companies, retailers and the building trade.

Through its members, the UK FTN aims to deliver three million hectares of credibly certified forests by the end of 2008. It also intends to have in its

membership 50 strategically-chosen British companies that purchase goods responsibly through the *WWF Responsible Purchasing Guide*, by 2007.

Support for forests progressing towards credible certification is of great importance. During the year, trade links were established between UK FTN members and those in key timber producing countries in Africa, South-east Asia, Latin America and the Russian Federation.

The WWF-UK FTN's first annual report can be downloaded from our website – www.wwf.org.uk/ftn





© WWF / FIZ POLKING



© WWF-Canon / Edward PARKER

The WWF-UK Forest & Trade Network plays an important part in improving forest management and reducing illegal logging. Over the last 14 years the FTN has grown in size and influence, and is widely recognised as a successful partnership between WWF and business - a partnership that promotes and progresses responsible management of the world's forests.

Trusts and Major Individual Supporters

Trusts and WWF's major individual supporters have a significant impact on the planet – thanks not only to their financial support, but also their time and expertise, which help us deliver our ambitious conservation programmes and campaigns in the UK and overseas.

Last year, we launched the Conservation Champions Club for people who are committed to making a substantial financial and time commitment to WWF. The Club has gone from strength to strength.

“I was always a committed conservationist, but since going on a *Seeing Is Believing* trip to Namibia to see WWF's work in the field, I have become truly inspired. Anyone who travels to see one of their programmes cannot fail to be amazed by WWF's creative approach to conservation problems and the demonstrable progress that they are making happen every day” – Roger Hooper, Conservation Champion

Meanwhile, WWF's Guardian programme has now been running for 10 years. WWF Guardians are a group of supporters who have collectively contributed more than £2 million to WWF since 1995. Guardians support a different programme each year – this year it's our work in the South Pacific – and their collective commitment often allows us to plan seed funding for innovative projects that we would otherwise have difficulty supporting.

“Being able to choose a particular programme to support has meant that my relationship with WWF has gone far beyond being a financial supporter. I'm updated on progress so I know that my donation has really made a difference. This year I'll be going on a *Seeing is Believing* trip to see that progress in the field” – Patrick Sudlow, WWF Guardian

For the many trusts that support our work, we organise occasional special events at which our conservation experts who work on the projects being funded report back on developments and latest news.

“We were given fascinating insights into what the most pressing issues are, what's being done to address them and what the major barriers to success are. Activities that can sometimes appear somewhat dry and academic on paper were really brought alive” – Lyn Shears, The Shears Foundation



© WWF-Carony / Cat HOLLOWAY

WWF receives generous support from many trusts, foundations and individuals, to whom we express our thanks. A selection of these supporters is listed here:

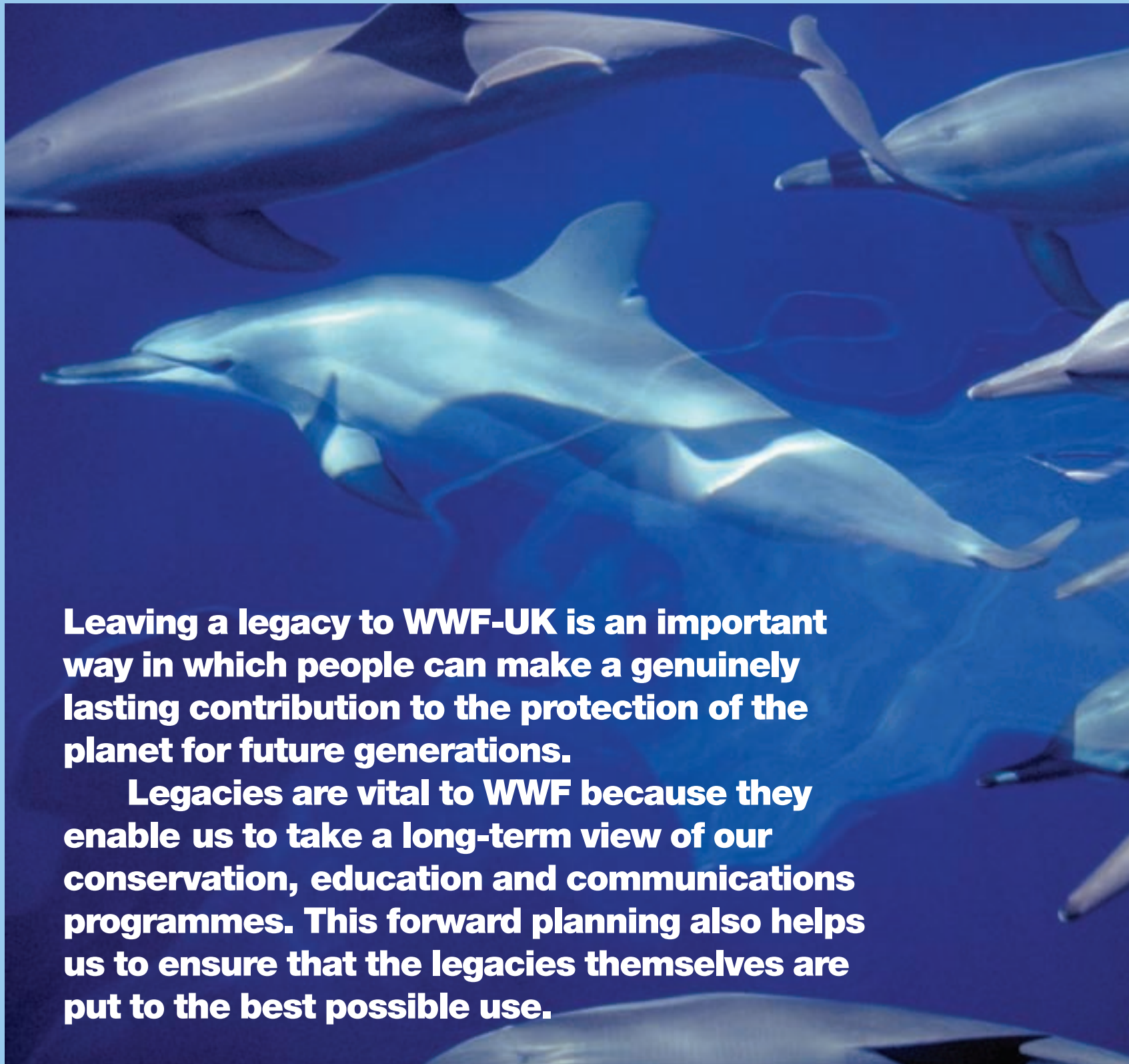
Biffaward
 Briess Family Charitable Trust
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 Comic Relief
 Mr Nicholas Close
 Cranbury Foundation
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 Kathleen Smith Foundation
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 Marjorie Coote Animal Charities Trust
 Muriel Lawson (1983) Charitable Trust
 Ofenheim Charitable Trust
 Ms Anne Reece
 Mr Owen Richards
 Rufford Maurice Laing Foundation
 St Katharine's Fund

Sharegift
 The Balcombe Charitable Trust
 The BOC Foundation for the Environment
 The ND Taylor Settlement
 The Shears Foundation
 The Tolkien Trust
 Violet Helen Dixon Charitable Trust
 Mr & Mrs HD Walmsley
 Ms Olga White

For further information about WWF's special programmes for Trusts and Major Individual Supporters, call Mary O'Donovan on 01483 412419 or e-mail modonovan@wwf.org.uk

Leaving a lasting impression



Leaving a legacy to WWF-UK is an important way in which people can make a genuinely lasting contribution to the protection of the planet for future generations.

Legacies are vital to WWF because they enable us to take a long-term view of our conservation, education and communications programmes. This forward planning also helps us to ensure that the legacies themselves are put to the best possible use.



We are indebted to everyone who has remembered us in their wills, and to friends and relatives who have made memorial donations. We take this opportunity of paying tribute to some of the people who have remembered WWF with legacies of more than £25,000 during the year:

Mr CH Adams
Mr FJ Bailey
Miss JW Balls
Miss WL Barratt
Mrs MR Battershell
Mr H Bell-Wilson
Miss SC Birley
Mr RC Cain
Mrs J Campbell
Miss L Carr
Miss EA Carson MBE
Miss ME Clark
Mrs I Collins
Mr KH Connor
Mrs L Coogan
Mrs J Cooper
Dr EM Cran
Dr E Dillistone
Miss EF Donovan
Miss RM Earl
Miss FR Elwell
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Miss SF Graham
Mr GR Green
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Mrs MEL Kater
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Mrs MB Kulvietis
Miss RE Layton-Bennett
Mr RPW Lewis
Mrs MM Lloyd
Dr EC MacDonald
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Mr LH Maddock-Clegg
Mr EE Mansfield
Mr BJ Martin
Mrs MM Mathews
Mrs G Mayer
Mrs J Mobley
Mr AE Moon
Dr LO Mountford
Miss JF Nunn
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Mr DB Wilkinson
Mr WA Williams
Miss MI Wilson
Mr PPC Workman

For more information about how you can help WWF with a legacy, visit wwf.org.uk/legacies Alternatively, call Supporter Relations on 01483 426333 or e-mail supporterrelations@wwf.org.uk

Practising what we preach

THIS YEAR SEES THE PUBLICATION OF WWF-UK'S SIXTH ENVIRONMENTAL REPORT WHICH DETAILS OUR ENVIRONMENTAL SYSTEMS, STRUCTURE AND ENVIRONMENTAL PERFORMANCE OVER THE PREVIOUS YEAR. IT ALSO SETS NEW TARGETS FOR FUTURE IMPACT REDUCTIONS.

We take our own environmental performance very seriously. Our well-established environmental management system (EMS) covers the impact from staff travel, energy consumption, purchasing, waste and our investment policy. Our Environmental Report includes data from all our WWF-UK leased office sites.

During the year we joined the WWF-UK Forest & Trade Network and are now fully accountable in terms of our own timber products purchasing activities. We continue to focus on staff travel, which has a significant effect on our total environmental impact. However, because we are part of a global network with an extensive international conservation

programme, travel is a necessary part of our work. Even so, we are examining how best we can reduce our annual mileage by always considering alternatives before undertaking a journey, particularly by air.

Last year we introduced a new internal carbon dioxide (CO₂) budgeting system for our air travel. Each

department was given a CO₂ budget to manage, to help us meet our long-term emissions reduction target on travel.

New offices for WWF Scotland are in a building that has been converted for our use to the highest environmental standards.

As our environmental systems continue to develop, we are placing more emphasis on how we influence and work with our suppliers and service providers, so that they can achieve higher standards in their own corporate environmental behaviour. This year we upgraded our screening process for products in our *Earthly Goods* gift catalogue and online shop by rewarding environmentally superior goods with a gold star. This helps environmentally aware shoppers to select the best buys for themselves and the environment.

Our Environmental Report also details how we are addressing energy use, waste reduction, increased recycling rates and our socially responsible investment approach to our charitable reserves fund. It also includes performance measures, targets, a copy of WWF's full corporate Environmental Policy and contact details to help other organisations implement good environmental practices.

Our full Environmental Report can be downloaded from our website - www.org.uk/aboutwwf



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

The WWF Council of Ambassadors

We greatly appreciate our ambassadors' continuing interest in, and support of, our work. As eminent individuals, their 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 Rudolph Agnew
Sir David Attenborough OM, CH, CVO, CBE, FRS
Mr Richard Aylard CVO
The Hon James Buxton
Field Marshal Sir John Chapple GCB, CBE, DL *Chairman*
Ms Julia Cleverdon CVO, CBE
Ms Michele Corrado
Mr Jeremy Edwards
Mr John Elkington
Sir John Egan DL
Mr Ben Fogle
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Mr Nick Ross
Professor Robert Swan OBE
Ms Tessa Tennant
Mr Terry Waite CBE
Mr Frank Windsor
Sir Robert Worcester KBE, DL

How to contact us

If you have any enquiries about WWF and its work,
visit our comprehensive website – wwf.org.uk –
or contact our Supporter Relations team.

Write to Supporter Relations, Panda House,
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e: supporterrelations@wwf.org.uk

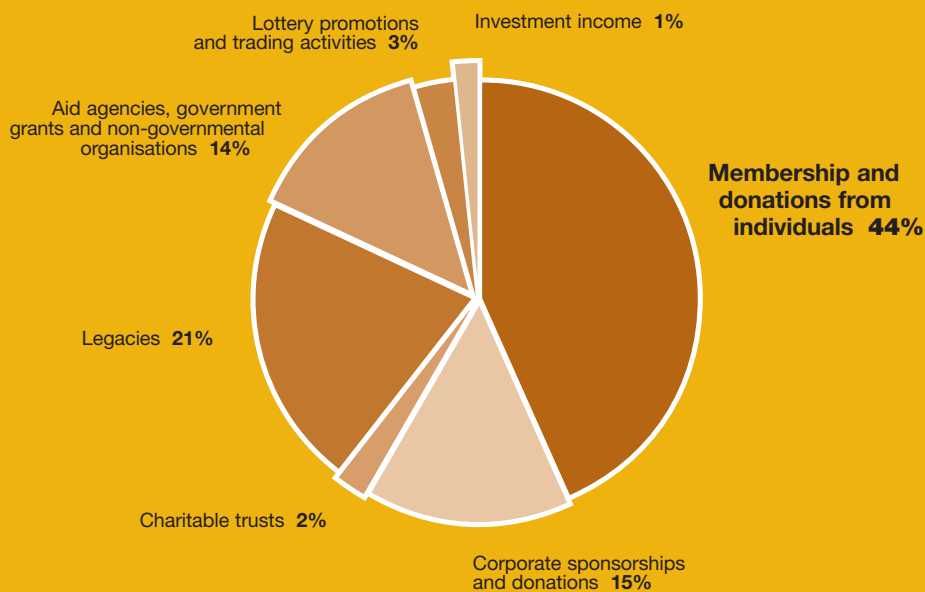
***What would the world be, once bereft
Of wet and of wildness? Let them be left!***

*Gerard Manley Hopkins
Inversnaid, 1881*



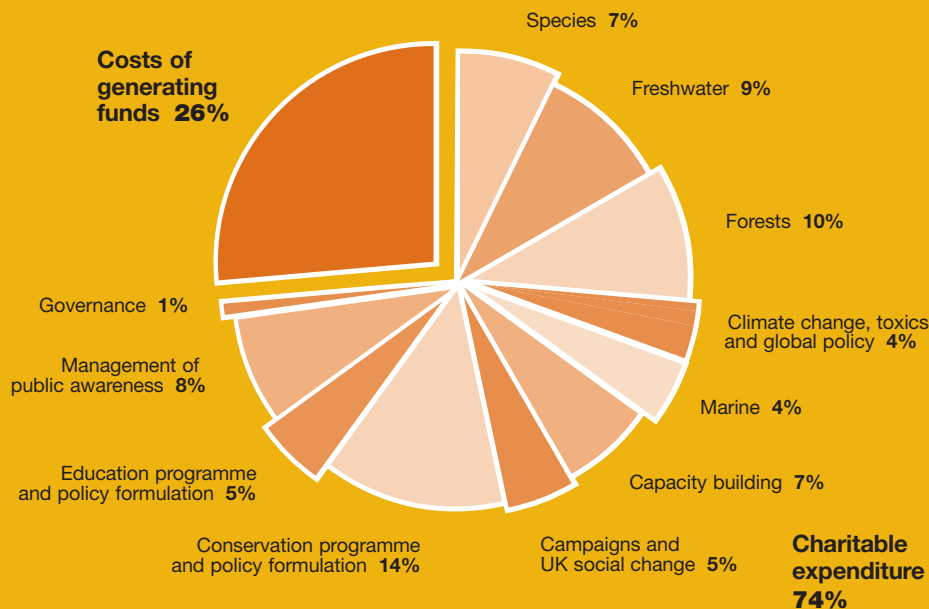
Income

Total incoming resources: £39.4 million



Expenditure

Total resources expended: £38.4 million



These diagrams are an illustration of WWF-UK's income and expenditure for the year ending 30 June 2005. A copy of the full audited accounts which contain the detailed information required by law can be downloaded from our website – wwf.org.uk – or obtained by writing to WWF-UK (see opposite).

The WWF-UK Annual Review 2004/2005

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One Planet Living is a joint initiative of BioRegional and WWF. It aims to make sustainable living easy, attractive and affordable around the world. The vision of One Planet Living is a world in which people everywhere can lead happy, healthy lives within their fair share of the Earth's resources.

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The mission of WWF – the global environment network – 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

Front cover:
Eleven-year-old Yusafa Jimbagi stands in an irrigation channel which carries wastewater from a state rice farm in Tanzania. Rice is a thirsty crop, so farmers divert large quantities of water away from the Great Ruaha River to meet their needs. The wastewater is used by some 15,000 families for drinking and domestic use. WWF is working to provide these families with clean water from boreholes, so improving their health and lifestyles. In due course, the water saved will ultimately help restore the year-round flow of the Great Ruaha River for the benefit of people and wildlife.



for a living planet®



INVESTOR IN PEOPLE