



for a living planet®

WWF-UK Annual Review

2005 / 2006

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Cover photograph

On the brink... As Arctic temperatures rise and the sea ice melts, the polar bear is facing an uncertain future. Not only is climate change taking a grip, but toxic contaminants from the industrialised world are also reaching the Arctic and affecting the polar bears' immune system. WWF is working on both these vital issues as a matter of urgency.

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



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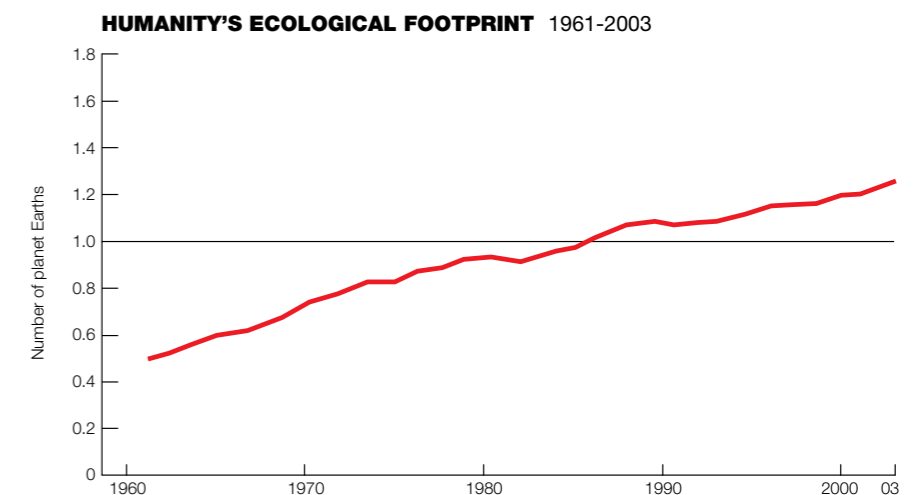
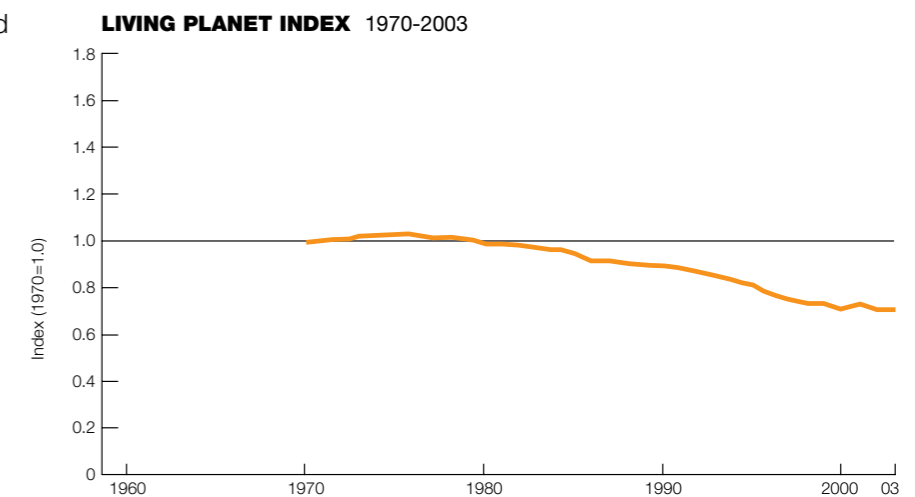
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WWF-UK is part of the WWF global network covering more than 90 countries. In 2005, WWF spent £182.8 million on conservation, policy, education and awareness programmes around the world.

Although best known for our programmes to protect endangered species, WWF also addresses global threats to people and nature such as climate change and the use of toxic chemicals. In particular, we are lobbying industry and government to reduce CO₂ emissions, and we are ensuring that our own programmes include strategies to minimise the negative impacts of climate change.

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

WWF'S LIVING PLANET INDEX, published every two years, is a detailed piece of research that measures changes in the status of 1,313 freshwater, marine and terrestrial species, and humanity's Ecological Footprint – our impact upon the planet.



The 2006 LPI shows that our footprint has more than tripled in size since 1961, and that between 1970 and 2003 populations of vertebrate species declined by 29%.

The conclusion is clear and urgent: if this trajectory continues, humanity will be using the equivalent of more than two planets by 2050. This means loss of biodiversity and damage to ecosystems and their ability to provide the resources and services on which we all depend. It is damage that future generations may be unable to reverse.

That is why WWF works to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. We do this by:

- conserving the world's biodiversity;
- ensuring that the use of renewable natural resources is sustainable; and
- reducing pollution and wasteful consumption.

Chairman

What had been a positive year of achievement and progress for WWF-UK came to a calamitous end on 23 September 2006 when a helicopter crash in Nepal deprived us of two totally committed members of staff – Dr Jill Bowling Schlaepfer, our Director of Conservation, and Jennifer Headley, Coordinator of our Himalaya and South Asia programme.

In addition to our own grievous loss, five colleagues from WWF-Nepal and WWF-US died in the tragedy, along with the flight crew, Nepali conservation experts, government officials, the Finnish chargé d'affaires and journalists.

The flight was returning from a ceremony at which a conservation area surrounding Kangchenjunga, the world's third highest mountain, was formally handed over to a coalition of local communities. And it is that empowering of local people which is so crucial to WWF's environmental work not only in Nepal, but also throughout the world.

More and more, WWF is working with national and regional governments to enable people to take control of their local environment and their rich natural resources. That's because we learned long ago that without the support of such communities, the task of conservation and renewal for future generations would be far more difficult.

Whether in the mountain regions of Nepal, the forests of Borneo, the floodplains of Brazil or the wetlands of the Pacific islands, WWF's global work brings often unimaginable benefits to local communities – benefits that enable their economy to grow, their local environment to thrive and, ultimately, the wild species that inhabit the area to survive.

Sometimes, those benefits come at a profound cost. The deeply shocking news from Nepal reminds us that working for the environment and the good of the planet can sometimes be at an unbearable price.

A long shadow has been cast over a year of otherwise successful work covering the arenas of politics, campaigns, education, public awareness, fundraising and conservation. As we remember our lost colleagues with gratitude and affection, I also express my thanks to all WWF staff for their professionalism and dedication throughout the year. You may read about their achievements in this review, and I hope you will be as impressed by their extraordinary work as I am.

Christopher Ward

Christopher Ward
Chairman





Chief Executive

The tragic and untimely deaths of Dr Jill Bowling Schlaepfer, our Director of Conservation, and Jennifer Headley, Coordinator of our Himalaya and South Asia programme, are a shocking and incalculable blow to all of us at WWF. They were dedicated conservationists and greatly valued members of the WWF community, and their loss has left us bereft and numb. On behalf of all members of staff, I take this opportunity to pay the highest personal tribute to them, and I offer our heartfelt sympathy to their grieving families.

Twenty-two other people also lost their lives on board that fateful helicopter flight on 23 September. They included WWF staff from Nepal and the United States, and some of the most outstanding conservationists in the Indian sub-continent. As well as being a catastrophe for WWF, it is equally so for Nepal itself.

As Director of Conservation, Jill Bowling Schlaepfer oversaw all our work in the UK and around the world. She was widely experienced, particularly in forestry, which was her special interest. Her professional goal was nothing less than the quality of the natural environment, to which she dedicated her life.

Jenn Headley knew Nepal well, and had worked there on species conservation for two years before joining WWF-UK. She returned to the country she loved just a few months ago to focus on community-based conservation in the eastern Himalayas. The project from which she and her colleagues were returning was a fine example of that work, which you can read about overleaf.

I know beyond doubt that our late colleagues would have wanted their work to continue – and so it will. From the depths of tragedy there rises an indomitable will to build upon their successes, and in Nepal we will work with local communities on a long-term conservation programme to save the unique natural heritage of the area. Nepal has one of the most magnificent landscapes on Earth, and is home to endangered species such as the tiger, rhinoceros and snow leopard. With more than 3,000 glaciers covering some 5,000sq km in the Himalayas, the country is also at the forefront of climate change research.

Jill and Jenn were both enriched with a passion for conservation, so there could be no finer memorial than to take forward, with equal passion, the work they loved so much. To this end, we have established a memorial fund, details of which appear on page 9.

Robert Napier
Chief Executive



Our friends and colleagues



Jillian Bowling Schlaepfer
1956 - 2006

Dr Jill Bowling Schlaepfer, Director of Conservation at WWF-UK since 2004, was a committed conservationist. Educated in Australia, she held a First Class Honours degree in zoology and a PhD awarded by the Australian National University.

From 1985 to 1989 Jill worked for the Australian government where she drafted the Prime Minister's speeches and background papers, and she co-authored the country's first Environment Statement, which outlined national policy on environmental issues.

Jill then moved to the State Department of Forestry in Oregon, where she oversaw 400,000 hectares of state-owned forests. Appointed Director in 1992, she negotiated the first Habitat Conservation Plan on state-owned lands in the United States.

From 1997 to 2002, Jill was Director of the International Federation of Building and Wood Workers, which promotes the development of trade unions and workers' rights in the context of sustainable development. From there, she joined WWF International as Deputy Director of the Global Forestry Programme. She subsequently transferred to WWF-UK to take up her position as Director of Conservation.

She is survived by her husband, the Swiss academic Professor Rodolphe Schlaepfer.



Jennifer Headley
1972 - 2006

Jennifer Headley, Coordinator of WWF's Himalaya and South Asia programme, was passionate about conservation and the environment. Before joining us in 2003, she had worked in Nepal for two years on species conservation.

Born in Canada, she graduated from McMaster University in Hamilton, Ontario, with a Bachelors Degree in political science and philosophy. She also held a Masters Degree in public administration. Prior to her move to the UK, she worked in Nunavut Territory – a vast, isolated and sparsely populated region of northern Canada.

In November 2005 Jenn moved to Nepal, where her work focused on community-based conservation in the eastern Himalayas. Among her responsibilities were species protection issues, studying the effects of climate change on the local environment, and supporting community plantations and natural forest regeneration.

She is survived by her parents and two sisters.

The WWF staff who lost their lives in Nepal on 23 September 2006 were Jillian Bowling Schlaepfer and Jennifer Headley of WWF-UK; Chandra Prasad Gurung, Harka Gurung and Yeshe Choden Lama of WWF-Nepal, and Matthew Preece and Mingma Norbu Sherpa of WWF-US.

We pay tribute to them all and remember them with gratitude.



“This is a big win that illustrates that governments, partners and local communities can work together to achieve important conservation results that benefit the grassroots and ensures a living planet for us all.”

Jill Bowling Schlaepfer (front) and Jennifer Headley (rear) with members of the Kangchenjunga mothers' group the day before the fateful flight.



The Kangchenjunga Conservation Area project

Not for nothing is Nepal known as “the rooftop of the world”. Of the planet's 14 mountain peaks higher than 8,000 metres, eight – including Everest itself – are in Nepal. The country's landscapes are awesome, the mountain rivers formidable, the wildlife magnificent... and the hospitality heart-warming.

Little wonder, then, that everyone was in high spirits when they set off for the Kangchenjunga Conservation Area last September. Dominated by the third highest peak on Earth, it's a region of deep valleys and steep slopes, carefully maintained crop terraces and seasonal grazing areas. The upper reaches are perfect hunting grounds for the elusive snow leopard; other parts of Kangchenjunga are home to the Himalayan black bear, clouded and common leopard, red panda and much other wildlife besides.

Himalayan larch abounds; so, too, do more than 200 bird species and an extraordinary 2,000 species of flowering plants. In every context imaginable, Kangchenjunga is spectacular.

Some 5,000 people live in the conservation area. They are hardy folk who endure harsh and challenging lifestyles in climatic conditions ranging from humid summers to prolonged, forceful monsoons.

The Kangchenjunga Conservation Area project was set up by the Nepal government in 1998, with substantial technical and financial support from WWF. Among its many objectives are to conserve the region's magnificent forests through community-based organisations; to protect species of special concern such as the snow leopard; and to promote sustainable community development for the benefit of local people and their natural surroundings.

Those people took the project to their hearts, and progress was so good that in August the government approved a plan to hand management of the area over to the local communities who had worked so hard for its success. And so it was that on 22 September, WWF staff, government officials, journalists and television crews gathered in this remote area to celebrate true local democracy at work.

“This is a great day for the people of Kangchenjunga,” declared Dawa Tshering Sherpa, chairman of the management council at a colourful, happy ceremony. And Dr Jill Bowling Schlaepfer, responding for WWF, echoed his sentiments: “This is a big win that illustrates that governments, partners and local communities can work together to achieve important conservation results that benefit the grassroots and ensures a living planet for us all.”

The following morning, still in fine spirits, the visitors boarded that fateful flight which came to such a catastrophic end. Each of them would have wanted to see the Kangchenjunga Conservation Area project going from strength to strength – and over the coming years, in the heart of this breathtaking mountain terrain, WWF will ensure that's exactly what happens. There could be no finer memorial than a thriving, vibrant community with a positive future in harmony with its natural surroundings.

MEMORIAL FUND

WWF has set up a memorial fund to secure the future of the Eastern Himalayan programme and to establish university scholarships for people from rural communities in the Himalayas.

Donations to this fund would be most gratefully received and should be sent to WWF-UK at Panda House, Weyside Park, Godalming GU7 1XR.

Please enclose a covering note stating that the donation is for the Nepal Memorial Fund and make your cheque payable to WWF-UK.

The year under review

Whatever the time of day, somewhere in the world a WWF programme is working for the benefit of people, nature and the environment. Here are just a few of our successes during the year...

Reef protection

The waters around Fiji's Great Sea Reef – the world's third longest barrier reef – were declared community-managed protected areas in the first step towards Fiji's commitment to protect 30% of its marine environment. WWF has been helping local people and organisations to find ways they can better manage their reef. The protected areas will include zones where fishing and harvesting of other marine resources are prohibited.

Amur tigers thriving

WWF and partner organisations conducted a comprehensive survey of tigers and their prey in the Russian Far East. The news is good: 417 Amur tiger adults and 112 cubs were recorded, which means that for the first time, the tiger population is thought to be stable. The discovery of tiger cub paw prints in south-east Siberia for the first time in more than a century – 700km from their known breeding areas – provided further evidence that the tigers are thriving and anti-poaching methods are working.



© WWF-Canon / Martin HARVEY

New coral reef discovered

A team of WWF divers discovered a new coral reef in the Andaman Sea at Kao Lak off the coast of Thailand. The reef covers nearly 300 hectares and hosts more than 30 different corals and at least 150 species of fish. It is hoped that the area will be included in a new marine national park.

Prince calls for climate change action

The WWF-sponsored British Environment and Media Awards continue to grow in stature. Recipient of the 2005 Awareness Award, given in recognition of achieving an outstanding impact on public consciousness on the subject of the environment, was the Prince of Wales. In a pre-recorded acceptance speech, he called for "a set of positive actions that will really engage human ingenuity and determination and create some solutions [to climate change], matched by the political and personal will to carry them through".

Hope for 22 million fishing people

Fisheries Partnership Agreements developed by WWF have been used to help the governments of Kenya, Mozambique and Tanzania negotiate fairer fishing agreements with the EU. The governments are using the WWF model in their separate negotiations with Brussels; if they succeed, sustainable fisheries will be established in the western Indian Ocean, giving 22 million people who rely on marine resources a more secure future.

Forests

The 46 corporate members of the WWF-UK Forest & Trade Network traded more than 25 million cubic metres of forest products, including 12 million cubic metres of FSC-certified products, during the year. Members include timber importers, builders, local authorities, printers, publishing companies and retailers. "Around the world, we lose natural forest at the rate of some 13 million hectares a year," said Robert Napier, WWF's Chief Executive. "The Forest & Trade Network is a pioneer of responsible forest management."



© WWF-Canon / Edward PARKER



© WWF-Canon / Anthony B. RATH

Climate adaptation

In Belize, WWF is assessing the state of coral at hundreds of sites along the world's second-largest reef. Findings are helping us to gauge the impact of a changing climate on the Mesoamerican reef's biodiversity, and to promote conservation.

African elephants

Across Kenya's Transmara region, community guards, early warning systems and the use of ropes soaked in chilli oil have helped to keep elephants away from crops and villages. This has led to a reduction in human-elephant conflict, and a 20% fall in the number of elephants killed.

Grand Designs Live

WWF's new One Planet Living programme generated much public interest when it was showcased at the Grand Designs Live exhibitions in London and Birmingham. The initiative promotes positive ways in which people can live within their fair share of the Earth's resources while still enjoying a high quality of life.

Rare rhino sighted

A motion-triggered camera captured the first photograph (right) of a rare rhino on the island of Borneo during the year. The animal is believed to be one of a population of just 13.

"These very shy animals are almost never seen in the wild," said Raymond Alfred of WWF-Malaysia. "Based on the photo, we can tell this is a mature and healthy animal thanks to the availability of plentiful, good-quality forage in the forest. But the population is tiny and precarious."



The Borneo rhino is a separate subspecies from those on Sumatra and mainland Malaysia. In partnership with the Sabah Foundation and the Sabah Wildlife Department, WWF is setting up a rhinoceros and orang-utan research centre in the Heart of Borneo forest area, which covers 220,000sq km.

Preventing turtle deaths

WWF's marine turtle programme for Latin America and the Caribbean began tracking leatherback turtles in the Atlantic in an attempt to reduce the number of deaths caused by fisheries. These "by-catch" deaths occur when turtles become entangled and drown in industrial-sized fishing nets.

Protected areas threat defeated

A three-month campaign led by WWF prevented amendments to Bulgaria's environmental laws from being passed by parliament. Proposals threatened to open the country's protected areas to development, but some 4,000 letters of protest, and strong representations by WWF and other conservation organisations in Europe, led to the legislation being defeated. Bulgaria also announced that a million hectares of its state-owned forests would be certified under the Forest Stewardship Council's standards of good forest management.

Panda conservation

As WWF marked its 25th anniversary of working in China, we are now aiming to expand our panda conservation programme into three additional areas in Sichuan province, thought to contain nearly a third of the remaining population of this endangered species. This would enable WWF to work with pandas throughout their entire range.



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© Amy Vitale / Getty Images / WWF-UK

Conserving the Himalayas

Before the helicopter tragedy, WWF and the Critical Ecosystem Partnership Fund launched an investment programme to pioneer new ways of conserving the natural wealth of the eastern Himalayas. The fund will provide grants for community groups and other organisations to help save high-priority species and landscapes. The eastern Himalayas are home to 163 globally threatened species, including the tiger and elephant.

Endangered species sighted

After nearly 50 years, the rare and threatened okapi (right) – the closest known relative to the giraffe – was rediscovered in the Virunga National Park in the Democratic Republic of Congo. The find was made during a survey led by WWF and the Congolese Institute for Nature Conservation.



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© WWF-Canon / Vladimir FILONOV

One Planet Living

One Planet Living – a term to describe a way of living within the Earth's natural capacity – has been enthusiastically taken up by government ministers, other politicians and the commercial sector during the year.



© WWF-Canon / Michèle DÉPRAZ



© WWF-Canon / Rachael WISEMAN



© WWF-Canon / Edward PARKER

WWF and BioRegional, the sustainability charity behind the BedZED eco-village in south London, have jointly developed the concept of One Planet Living, which aims to show that sustainable, environmentally-friendly living can be easy, affordable and attractive.

WWF has also developed Ecological Budget UK – a programme that enables participants, not least industry and regional authorities, to analyse the impact of every form of production and consumption by industrial sector, geographical area and socio-economic group. "Ecological Budget provides vital data that will promote the shift we're seeking to One Planet Living," explains Paul King.

For further information about One Planet Living, go online to www.oneplanetliving.org or buy the *One Planet Living* book by Paul King and Pooran Desai, with an introduction by Kevin McCloud (Alastair Sawday Publishing, £4.99)

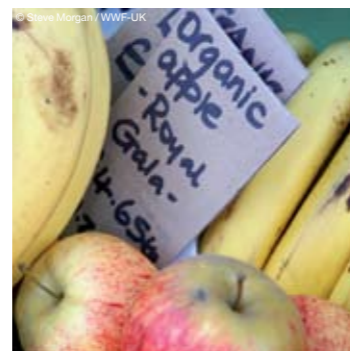
- Ecological Budget UK has been devised in partnership with the Stockholm Environment Institute and the Centre For Urban & Regional Ecology.



David Miliband, Secretary of State for the Environment, declared in a letter to the Prime Minister that his department's mission was now "to enable a move towards what WWF has called One Planet Living". And Ruth Kelly, Secretary of State for Communities and Local Government,

said that she, too, recognised the relevance of OPL in promoting zero-carbon communities in the Thames Gateway and other growth areas.

"Such acknowledgement is an important step forward for the environment," says Paul King, WWF's Director of Campaigns. "Individuals can reduce their impact on the environment with a bit of sensible guidance, but we need government and business to take decisive action if we're to get anywhere near living within the means of our one planet."



© Steve Morgan / WWF-UK

In August, record-breaking endurance swimmer and WWF ambassador Lewis Gordon Pugh became the first person to swim the length of the Thames – a distance of 325km from its source to the sea. At Westminster, he broke his marathon to call in at 10 Downing Street, where he urged the Prime Minister to place climate change at the top of the political agenda. Lewis undertook his 21-day swim to highlight WWF's climate change campaign.



© John Cobb / WWF-UK

Campaigning for a healthier tomorrow

Through its hard-hitting campaigns against the damaging effects of climate change and toxic chemicals, WWF continues to confront two of the greatest challenges to the wellbeing of people and nature. Climate change poses a devastating threat to the future of the planet, while hazardous chemicals – which can be found in natural ecosystems from the tropics to the polar regions – contaminate the air we breathe, the water we drink and the food we eat.



Climate Change
During the year WWF and more than 30 other campaigning organisations joined forces to create Stop Climate Chaos – a broad group that is calling on the UK government to introduce a new climate law.

The coalition wants the government to introduce a legally binding target to reduce carbon dioxide emissions – the principal cause of climate change – by 3% every year, and to bring emission cuts back on track if they fail to meet that target. We also want Parliament to compel the government to report annually on progress towards meeting this target.

“The Prime Minister has described climate change as the single most important issue facing the world – and so it is,” says Paul King, WWF’s Director of Campaigns. “But declarations are never enough. That’s why we’re pressing for legislation, so that progress can be properly measured.”



One Million Sustainable Homes

Closely allied with climate change is WWF’s One Million Sustainable Homes campaign, which works with government, industry and consumers to place sustainable homes firmly in the mainstream housing sector.

“Sustainable homes are an essential part of cutting the UK’s CO₂ emissions, and hugely important because of increasingly scarce resources such as water and spiralling energy prices,” explains Paul King. So for the past four years, WWF has been campaigning for a single national building standard for sustainable homes.

Last year we were appointed to a government steering group tasked with drafting a new standard – but we were so dissatisfied with the result that we resigned from the group.

This action, accompanied by our detailed criticism of the draft, led to an urgent rethink. The result is a tighter and more demanding Code for Sustainable Homes which sets new energy and water efficiency standards beyond those required by current Building Regulations. This new Code is to become mandatory for all new homes, and we believe it will greatly contribute to obligatory zero-carbon housing development in the future.



Chemicals and Health

As the European Parliament debates important new legislation to regulate the multi-billion pound chemical industry, WWF’s Chemicals and Health campaign is urging MEPs to ensure the new law has the strength to protect future generations of humans and wildlife from the effects of hazardous man-made chemicals.

Along with the Women’s Institute and the Co-operative Bank, our two campaign partners, we’re calling on the EU to ensure these chemicals are substituted with safer alternatives where they already exist.

Despite the obvious dangers that many chemicals pose – some constantly build up in living things, are known to cause cancer or interfere with hormone systems – WWF’s concern is that the costs to society are largely being ignored. Part of our continuing task is to ensure that intensive lobbying by the chemical industry is counterbalanced by rational debate, good science and strong EU legislation that puts human health before corporate profits.

For further information about WWF’s campaigns and the part you can play in them, visit our website – wwf.org.uk/campaigns





© Brent Stirton / Getty Images / WWF-UK

A partnership for the planet

From pioneering environmental work on the ground to lobbying governments for better international agreements, WWF is helping to build a future in which people throughout the world can live within their fair share of the planet's resources.



© Brent Stirton / Getty Images / WWF-UK

Our present portfolio of work is recognised by the Department for International Development, which is contributing nearly £11 million over three years. This funding is enabling us to create innovative programmes in Africa, Asia and Latin America that not only benefit people at every level, but also greatly enhance their local environment.

This year, the fishing community of Ilha de São Miguel in the Amazon has seen its income improve fourfold, thanks to better fisheries management and improved marketing of the catch. And in Kenya, WWF's Good Woods project has achieved its first Forest Stewardship Council (FSC) certification. This has set an important international standard that for the first time allows smallholders to enjoy the economic benefits of forest certification.



In addition, WWF is helping Kenya develop its first and much needed national fisheries policy, and we are discussing other beneficial marine issues with the governments of Mozambique and Tanzania. Meanwhile, working in partnership with the International Finance Corporation and major international sugar companies, we are also helping to counter the social and environmental impacts of sugar cane production in countries such as Brazil and India.

All this work is helping to demonstrate that living within the capacity of the planet without compromising the needs of future generations is achievable, affordable and, above all, fair.

For further information about WWF's partnership with DFID, go online to wwf.org.uk/internationaldevelopment



© Andy Kenworthy / WWF-UK



© Brent Stirton / Getty Images / WWF-UK



It's backbreaking work, delivering timber by bicycle – but here, on the Kenya-Tanzania border, there's little alternative. These cyclists scrape out a meagre living by transporting wood every day to a local handicraft co-op: each load weighs some 145kg and each man is paid 500 Kenyan shillings (£4) for his cargo.

WWF is helping carving co-ops in Kenya to use farm-grown neem, a plentiful sustainable timber, for carving their handicraft products. There are benefits all round – to the carvers and their families, to poor coastal farmers, and to the East African Coastal Forest, one of the most threatened tropical forests in the world.

Climate change: 'in the end, it's down to us'

After another summer of intermittent but intense heatwaves across Europe, the challenge of combating climate change is becoming more and more urgent. Sir David Attenborough, the distinguished natural history programme-maker and WWF ambassador, is now convinced that the perils are all too real. He explains why to WWF's *Peter Denton*.

In his groundbreaking *Life on Earth* series nearly 30 years ago, Sir David Attenborough declared that mankind had unprecedented control over the world and everything in it – so whether we liked it or not, what happened next to the planet was largely up to us.

What happened next was climate change – a global phenomenon that is more in the public's mind now than ever before. "That's so," agrees Sir David. "We're going to find irreversible changes that will vary – in some places it may get colder; in other places it will still get warmer. And there will be more extreme weather. It's not just that in some places there will be more rainfall – there'll be more violent rain storms, and heatwaves will be more extreme."

One long-term result will be modification of vegetation and land, which itself will bring about a new distribution of wildlife. Some species, says Sir David, will lose out completely.

As global warming proceeds northwards across Europe, what will happen in the farthest reaches – to Arctic animals, for example? "They'll have nowhere to go," warns Sir David. "There doesn't seem much doubt that unless something very strange and unpredictable happens, we will go on losing ice in the Arctic and polar bears will find it increasingly hard to hunt. And so the polar bear is certainly on the list of the highly endangered animals – for the first time not because of man's depredations, not because of man's hunting, but because its basic living conditions will have changed and disappeared."

It has taken Sir David some time to accept humanity's part in changing the climate. "The issue was, how great are the variations we are seeing and have seen over the past few years? Are they within the bounds of normal variation that Europe has experienced over the past thousand years, or are they in excess of that? The only way you can answer that sensibly and responsibly – which is the point – is to get the evidence. It's irresponsible to make claims without the evidence. So evidence had to be collected, and that takes time – which is why I've taken *my* time."

WWF's view

So is climate change as serious a problem as WWF says it is? "Yes, I would have thought probably in excess of that. I believe WWF is taking a responsibly conservative view, really. I think that there are very great dangers."

In which case, the question is how to reverse the damage that's already been done. "You can't. A carbon dioxide molecule will survive in the atmosphere for a century or more. So the carbon dioxide that was produced by the fires that I sat beside as a child is still up there. You have to wait for the natural processes that may cause it to disintegrate."

The trouble is, we're piling damage upon damage – "so all we can do is to reduce the rate at which we're adding to it, to try and slow things down".

In addition to the scientific perspective, Sir David believes that there is now a moral aspect to climate change.

"I'm old enough to have been in the war as a kid. Then, you ate what was on your plate because it was wrong to leave it, because food was in short supply. I believe it's that kind of attitude we have to have now – that it's wrong to leave lights burning unnecessarily; it's wrong to burn more petrol than you actually need to get around. If everybody really took the saving of energy seriously, in whatever way they did it, it would have a real effect." (These views are entirely endorsed by WWF's One Planet Living campaign – see page 12.)

We should also empower our politicians to legislate for protection of the environment which "may not immediately make life easier. We have to make clear that we understand, and to give them our backing." Pressure must also be applied to the United States – the biggest per capita carbon polluter by far – "because as long as they deny the connection, the world is in trouble."

We'll never reverse the damage caused by climate change, Sir David says – but if we get to grips with it seriously and learn to mitigate its effects, the catastrophe foreseen by some can be averted. "In the end, it's down to us."

For information about WWF's climate change and One Planet Living campaigns, go online to www.wwf.org.uk where edited highlights of this interview can also be heard.



The politics of climate change

In a year when Britain's three main political parties placed climate change at the top of the agenda, WWF took a central role in briefing politicians about the local and global repercussions of global warming.

We facilitated David Cameron's carbon-neutral fact-finding trip to the Arctic, which prompted a range of commitments on climate change that he outlined in his subsequent speech on the issue – not least the importance of setting tougher limits on carbon dioxide emissions by industry.

We also welcomed Gordon Brown's call for a global carbon market, and Sir Menzies Campbell's proposals for an environment tax on energy use and transport, including aviation.

"With three of the most senior politicians in the UK making major speeches on the environment, something of a political sea change is now under way," declared Margaret Ounsley, WWF's Head of Public Affairs. "The evidence of climate change can no longer be disputed, so the urgency of the issue is hitting home. Now, we want to see stronger commitments from politicians of all parties, because living within the capacity of one planet is a top priority."

For information about WWF's political work, go online to wwf.org.uk/politics



Investing in Nature

WWF's *Investing in Nature* partnership with HSBC is now in its fifth successful year. Together, we have made significant progress towards rejuvenating some of the world's key rivers and wetlands – and in the process we have influenced national policies on freshwater management in Brazil, China, Mexico, the US and the UK.

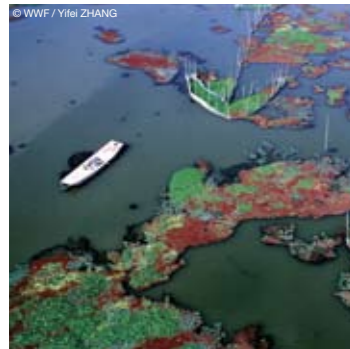
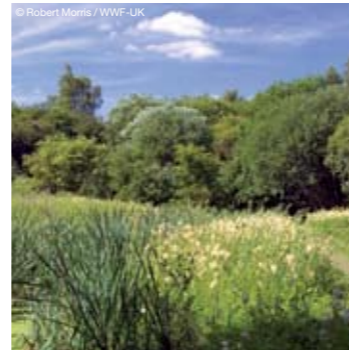
The impact has been far-reaching. Following WWF's work connecting four lakes to the Yangtze, the Chinese government has invited us to develop a restoration plan for wetlands along the entire central and lower reaches of the river. It has also committed US\$1 billion for wetland restoration throughout the country.

In Brazil, WWF has helped shape the country's first National Water Plan, designed to improve management of the country's vast freshwater resources – water that's under threat from climate change, agricultural use and pollution. It's the first plan of its kind in Latin America, and one of very few in the world.

The WWF-HSBC partnership has also developed solutions to agricultural overuse of water that has led to parts of the Rio Grande, on the border between the US and Mexico, running dry. The river and its major tributary in Mexico, the Rio Conchos, are a desert lifeline to some of the fastest-growing communities on both sides of the border.

Investing in Nature is demonstrating the benefits of wetlands closer to home, too. This year saw the opening of a 75-hectare extension to the Potteric Carr nature reserve near Doncaster. This important restoration, achieved in partnership with Yorkshire Wildlife Trust, is already improving water quality and flood defence, as well as offering a refuge for rare wildlife and human recreation.

For further information about WWF's *Investing in Nature* partnership with HSBC, visit wwf.org.uk/business/hsbc



Our work around the world

With 45 years of conservation work behind us, WWF is one of the most experienced environmental organisations in the world. Through our programmes, we aim to counter biodiversity loss and provide solutions to the challenges faced by the natural world and the people whose lives we touch upon.

Heart of Borneo

One of WWF's top priorities is to preserve 220,000sq km of threatened forest in the Heart of Borneo (right). This vision took a big step towards reality when all three Bornean governments – Brunei, Indonesia and Malaysia – committed to support our major new initiative.

This commitment also halted plans to create the world's largest plantation in the region – a move that would have cleared a further 18,000sq km of already badly depleted forest. WWF showed that an area more than three times this size, comprising land more suitable for oil palm cultivation, already lay "idle". A moratorium has now been proposed on issuing permits for forest clearance to make way for oil palm.

Borneo is one of the richest centres of biological diversity in the world: WWF surveys have discovered 361 new species there during the past 10 years, but the island is at risk from rampant logging, forest fires and conversion to plantation. The Heart of Borneo contains the source of 14 of the island's 20 main rivers, so its protection will provide water security for as many as 14 million people.



Asia

An end to conflict between the government and Maoists in Nepal during the year allowed WWF to recommence wildlife monitoring in some areas. While there are concerns about rhino numbers, other findings were encouraging: improvements in wildlife corridors and critical habitat under community management are now showing unprecedented movement of wildlife, including tigers and elephants. Monitoring suggests that tigers are using a third of the forest corridors in the Terai Arc region, in the foothills of the Himalayas. A high abundance of tiger prey has also been recorded here, thanks in part to WWF's programme.

In Papua New Guinea, following input from WWF, 12 new protected areas are to be established on community-owned land across some of the world's most biologically diverse forests, wetlands and reefs. They are designed to help increase fish stocks, promote tourism, protect sacred areas and manage eaglewood, a valuable fragrant wood. WWF mapping and analysis identified critical habitat to be managed and protected in the areas, which include the TransFly – one of Asia-Pacific's largest and most pristine wetlands.



Africa

Following WWF training on ways to improve their working methods, farmers in the upstream areas of the Great Ruaha river harvested double their normal yield of rice. This is despite a prolonged drought that severely reduced water flow in all Tanzania's major rivers. This improvement in water efficiency benefited farmers and wildlife downstream. Serious conflicts were also greatly reduced between water consumers, thanks to the influence of Water User Associations, most of which were formed with support from WWF.

In Namibia, our local partners helped people living in Bwabwata National Park gain formal rights over the park's wildlife and wildlife-based activities, allowing them to take half the wildlife revenue raised from sectors such as tourism. Getting the Namibian government to agree to this move was a major achievement. The concept of local people earning money through protecting their land and wildlife is similar to the highly successful conservancy scheme that has helped boost sustainable income and wildlife numbers across more than 40 areas of the country since 1990.

WWF's programme to promote the use of quick-growing "good woods" as a sustainable alternative to the overexploited and fragmented coastal forests of east Africa continues to go from strength to strength. In Kenya, the number of wood carvers and farmers involved in the scheme, which is approved by the Forest Stewardship Council, has continued to expand. We are also helping to develop new markets for the carvings.

Americas

A new WWF programme is promoting responsible forest management and trade in five Latin American countries, and has already achieved numerous important successes. In Peru, we helped gain certification for 35,000 hectares of forest owned and managed by indigenous people. A responsible purchaser for the timber has been found in the US. Community-owned forest has also been certified in Nicaragua, where we facilitated a lesson-learning exchange between leaders from all five countries involved in the programme.

In Colombia (below), WWF input has helped expand the number and range of protected areas, which now take in parts of the Orinoco river basin and the northern Andes. Plans for a new national park, the Doña Juana-Cascabel volcanic massif, have been submitted to the Colombian National Academy of Science. In addition, WWF has helped improve methods of monitoring conservation success – a sign of Colombia's commitment to managing its protected areas effectively.



Europe

WWF is monitoring the first "no-take zone" in UK seas, which is promoting marine wildlife conservation in an internationally important area around the east coast of Lundy island in the Bristol Channel. Early results are promising – we have recorded significant growth in both the number and size of crab and lobster. The zone demonstrates the benefits of marine protected areas, something WWF is calling for in the UK government's new Marine Bill expected next year.

We are also promoting sustainable fishing practices in the north-east Atlantic. The number of fisheries that have applied for accreditation by the Marine Stewardship Council continues to rise, and we are engaging with suppliers and supermarkets to expand the potential of this market.



Business partnerships

WWF's wide-ranging partnerships with the world of business and industry are bringing undoubted benefits to the environment as well as to business itself.

Our work around the world is enhanced by harnessing the influence, expertise and financial support of companies committed to sustainable business practices. They in return work with us on an agenda for change to make their operations more environmentally friendly. Through our staff engagement programmes, this has the added benefit of motivating employees who, like us, regard the increasing threats to our natural world as unacceptable.

Over the last five years, our *Investing in Nature* partnership with HSBC has provided extraordinary dividends all round in terms of freshwater conservation gains and sustainable business practice.

WWF's Corporate Support team continues to pursue joint ventures with business sectors such as energy, finance, transport, and food and drink. Wherever companies commit themselves to forward-looking and challenging environmental targets, we're ready to offer partnerships for mutual benefit.



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

- American Express Services Europe Ltd
- Calypso Soft Drinks Ltd
- Canon Europa NV and Canon UK
- Chariot Plc
- Clean and Green (UK) Limited
- Coinstar
- Ecotricity
- Fellowes Ltd
- HSBC Holdings Plc
- MBNA Europe Bank Ltd
- Royal Bank of Scotland
- smile online bank
- The Vodafone Group Foundation

For more information about our work with business and industry, contact Edwina Silvester, Head of Corporate Support.
t: 01483 412365
e: esilvester@wwf.org.uk



One Planet Business

The business and industry sector is now operating well beyond the planet's ecological capacity as it provides the huge range of goods and services we all require. Satisfying this ever-increasing consumer demand creates an enormous impact upon the world's biodiversity, natural resources and raw materials.



© WWF-Canon / Michael GUNTHER

WWF's Sustainable Business Unit works constructively with the business sector to help move commercial activities towards sustainability and away from environmental degradation – with benefits for business, people and the environment.

Our One Planet Business programme is bringing together key stakeholders from high-impact industry sectors for a debate with government and investors on how to achieve sustainability.

One Planet Business also works with companies on a one-to-one basis to enable them to better understand how they can play a positive role in addressing threats to the planet, its endangered wildlife and habitats.

For more information, go online to www.wwf.org.uk/sustainablebusiness or contact Nichola Hugill
t: 01483 412484
e: nhugill@wwf.org.uk



Trusts and major individual support

The trusts and major individual supporters who generously back our work contribute in no small way to the success of our projects throughout the world.

Among our most committed supporters are the Guardians, each of whom donates a minimum of £1,000 to specially selected WWF programmes – this year our urgently needed freshwater work in east Africa.

In return for their commitment, we offer the Guardians invitations to special WWF events, exclusive access to project information, and the opportunity to take a *Seeing is Believing* trip to observe at first hand our conservation work in action. Our next trip, in April 2007, is to the Heart of Borneo.

Meanwhile, WWF's Conservation Champions Club is now celebrating its third year of success. Conservation Champions are people who make a substantial financial and time commitment to their chosen WWF programme, and who champion our work within their own business and political networks. The Club is a place for them to share ideas, network and learn more about the work they so generously fund.

For the many charitable trusts that support our work, we organise occasional special events attended by our conservation experts and other specialists who report back on our latest project work.

WWF's trusts and major individual supporters provide vital financial support and are able to become personally involved with our work.

For further information call
Mary O'Donovan
t: 01483 412419
e: modonovan@wwf.org.uk

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

1989 Willan Trust
A&R Woolf Charitable Trust
Alan Evans Memorial Trust
Barbour Paton Charitable Trust
Bernard Sunley Charitable Foundation
Mr & Mrs James and Pia Best
Mr Paul Baker
Betty Kensik Fund
Biffaward
Bill & May Hodgson Trust
Conscience Trust
Cornwall County Council
Cranbury Foundation
Ms Philippa Crocker
David and Elaine Potter Charitable Foundation
Dischma Trust
Dolly Knowles Charitable Trust
Mr Staffan Encrantz
Ms Juliet Erickson
ENTRUST (Regulator of the Landfill Tax Credit Scheme)

Ernest Kleinwort Charitable Trust
Esmée Fairbairn Foundation
Flow Foundation
Mr David Forster
Golden Bottle Trust
Miss Joan Halbert
HB Allen Charitable Trust
Haringey Council
Mr & Mrs Oliver & Pat Heathcote
Henderson Charitable Trust
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Mr Roger Hooper
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Mr Peter Lockyer
Marjorie Coote Animal Charities Trust
Miss Hanson's Charitable Trust
Mr & Mrs JA Pye's Charitable Settlement

Sir Martin Laing
Herd Lawson and Muriel Lawson Charitable Trust
Ms Siân Lloyd
Norman Family Charitable Trust
Ofenheim Charitable Trust
Mr Colin Parkinson
Mr Bert Piedra
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Sharegift
The Scottish Community Foundation
The Tolkien Trust
Mr Peter Underhill
Violet Helen Dixon Charitable Trust
Mr & Mrs HD Walmsley
Ms Olga White
WH & A Hawkins Charitable Trust



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.

A legacy not only means that you can continue supporting WWF's essential conservation work, but it also ensures that your vision for a better planet can live on.

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.

What is of particular benefit is when the income we receive from legacies is unrestricted. This means that these funds may be used to support all of WWF's work, and we can put your gift to the best use where it is most urgently needed at the time.

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

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 to pay tribute to some of the people who have remembered WWF with legacies of £25,000 or more during the year.

Mr NK Andrews
Miss B Ashe
Miss MA Bailey
Mr JS Baines
Mrs I Barfoot-Care
Miss SFR Barker
Mrs EM Barnes-Able
Miss WL Barratt
Mr JF Bell
Mr GP Bennett
Miss RM Bowater
Mrs WM Broadbent
Mrs LL Butler
Mrs CDS Carss
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Miss OEM Hodgkins
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Mr HC Woods
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Mr R Youngman



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' continuing interest in, and support of, our 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
Mr Richard Aylard CVO
Mr Simon Bural
The Hon James Buxton
Field Marshal Sir John Chapple GCB, CBE, DL
(Chairman)
Ms Julia Cleverdon CVO, CBE
Mr John Elkington
Mr Ben Fogle
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The Rt Rev James Jones DD, DL, BA, PGCE,
Lord Bishop of Liverpool
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Professor Sir Ghilleen Prance FRS, VMH
Mr Lewis Gordon Pugh
Mr Nick Ross
Ms Tessa Tennant
Mr Terry Waite CBE
Sir Robert Worcester KBE, DL

Why I'm a WWF ambassador – by Terry Waite

When Terry Waite was taken prisoner in Beirut in the 1980s, it was the last we heard of him for 1,763 days – days that, for him, were the darkest, longest imaginable.

Then one day, after years of incarceration, he was being moved from one dank, gloomy dungeon to another... and for a moment or two, he saw the sky again.

"All of us take that kind of sight for granted," he says. "But for me, seeing the sky and feeling the wind on my face was a simple experience I'll never forget."

Those few moments made him determined that on his release, he'd do as much as he could for the environment. And that is why, today, Terry Waite is a WWF ambassador.

"In these days of climate change and other natural threats, we have to recognise that we are all stewards of our environment," he declares. "We are given this wonderful world and we have the capacity to make or break it."

During his days as a Beirut hostage, Terry Waite learned the art of patience – a quality, he says, that's also necessary when working to improve the environment. "It's a long-term task, but perhaps we ought to be a little more impatient, a little more anxious to say, 'look, if we don't get things right now, if we don't remedy things, we're going to be in great difficulty in the future'."

The environment, the ambassador believes, also requires our compassion. "We need opportunities to demonstrate our compassion in action in our behaviour towards the environment," he says, "and supporting WWF is one way of doing just that. There's a great deal that we ordinary people can do for the planet if we invoke our energy, enthusiasm and vision. And if I can utilise whatever skills I have for the benefit of WWF and all that it does, then I'm glad to do so."

"Being a WWF ambassador enables me to engage with Planet Earth and its natural resources. I'm proud to be an ambassador and I urge everyone to raise their voices and be heard when it comes to campaigning for the welfare of the planet."

• In addition to his work as a WWF ambassador, Terry Waite is founder chairman of Y Care International, a trustee of the Butler Trust, patron of the Strode Park Foundation for the Disabled, a Member of Council of Victim Support, and an active supporter of many other charities. *Taken on Trust*, his account of his time as a Beirut hostage, is published by Coronet Books.

A WWF interview with Terry Waite can be heard on our website – wwf.org.uk

Practising what we preach

WWF has a duty to balance its conservation activities with the inevitable environmental impact this work produces. This year for the first time, we offset the carbon dioxide we produced from our travel and energy consumption – and in so doing, we directly supported a project in India which may otherwise have been abandoned.

Our well-established environmental management system covers the impact of our activities including staff travel, energy consumption, purchasing, waste and our corporate investment policies. This year we implemented new monitoring systems and made progress to reduce our global impact – our Ecological Footprint – to a minimum.

During the year the new WWF Scotland office was renovated to high environmental and sustainable standards, and we moved WWF-UK's London base to a shared office facility dedicated to charities, with a landlord who shares our environmental ethos. We are installing energy saving or renewable energy technologies at our headquarters in Godalming in order to reduce our overall CO₂ emissions to the minimum. This is an essential part of our objective of making our administrative, fundraising and support functions carbon-neutral.

Further afield, our global conservation work inevitably involves international travel. This year we reversed the upward trend in our CO₂ emissions from travel, and have recorded a 21% reduction in air travel emissions. Our directive to use Eurostar to Brussels, Lille and Paris resulted in 61 fewer air journeys. Year on year, we reduced our travel-related CO₂ emissions by 33 tonnes, which more than meets our target.

We offset our carbon emissions from travel and energy consumption through purchasing Carbon Retirement Certificates in a project in Karnataka, India, which meets the very tight Gold Standard criteria for carbon reduction. This project uses biomass by-products from sugar cane production to fuel a local combined heat and power plant which was in danger of being abandoned for lack of funding. We are working through a broker which vets and suggests the various Gold Standard projects we might invest in.

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. We have implemented an even tougher screening process for products in our *Earthly Goods* gift catalogue and online shop by including new categories for products containing palm oil and bamboo. We also introduced a new restricted chemicals section targeting, for example, the use of bisphenol-A in baby products.

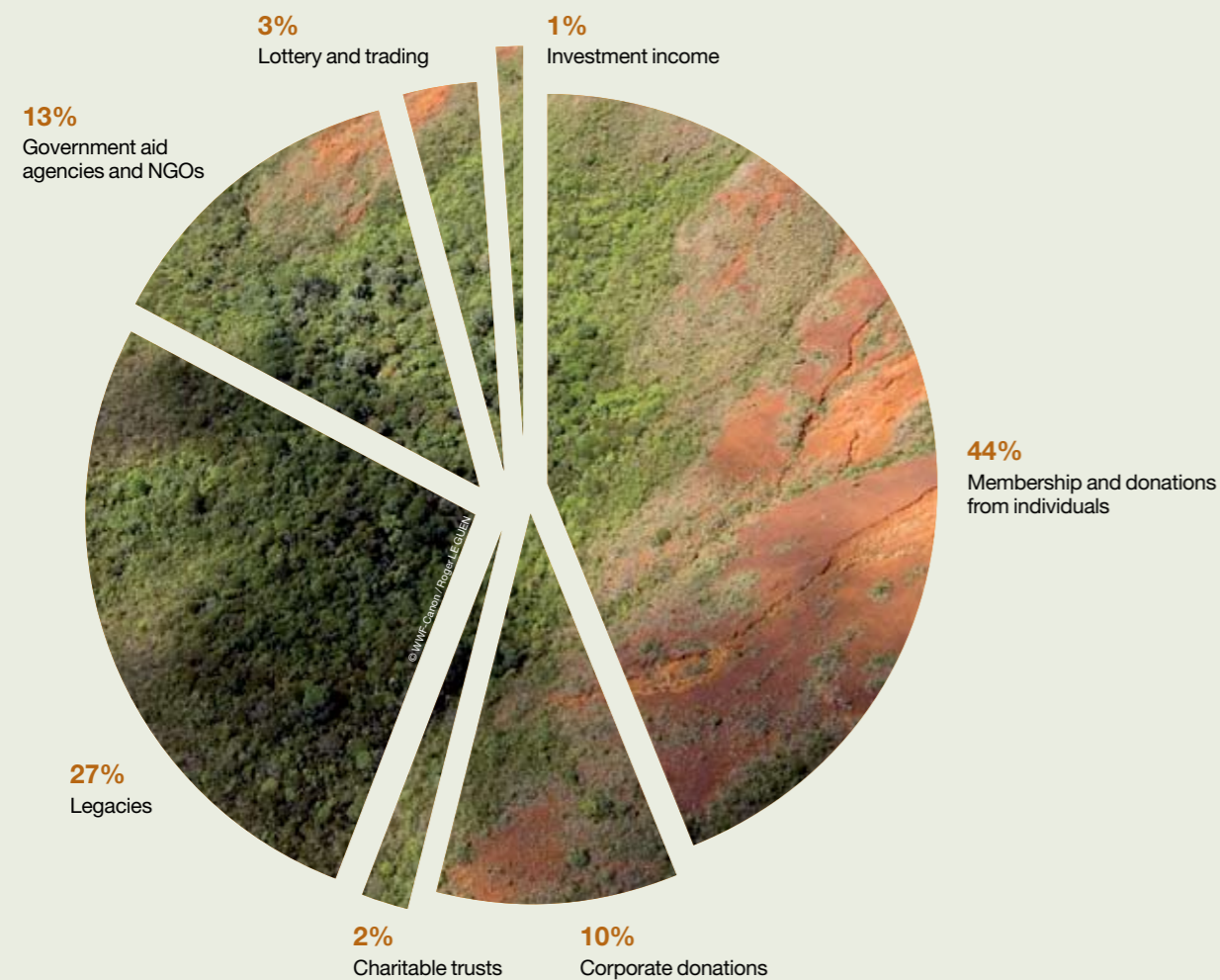
Our full Environmental Report can be downloaded from wwf.org.uk/aboutwwf



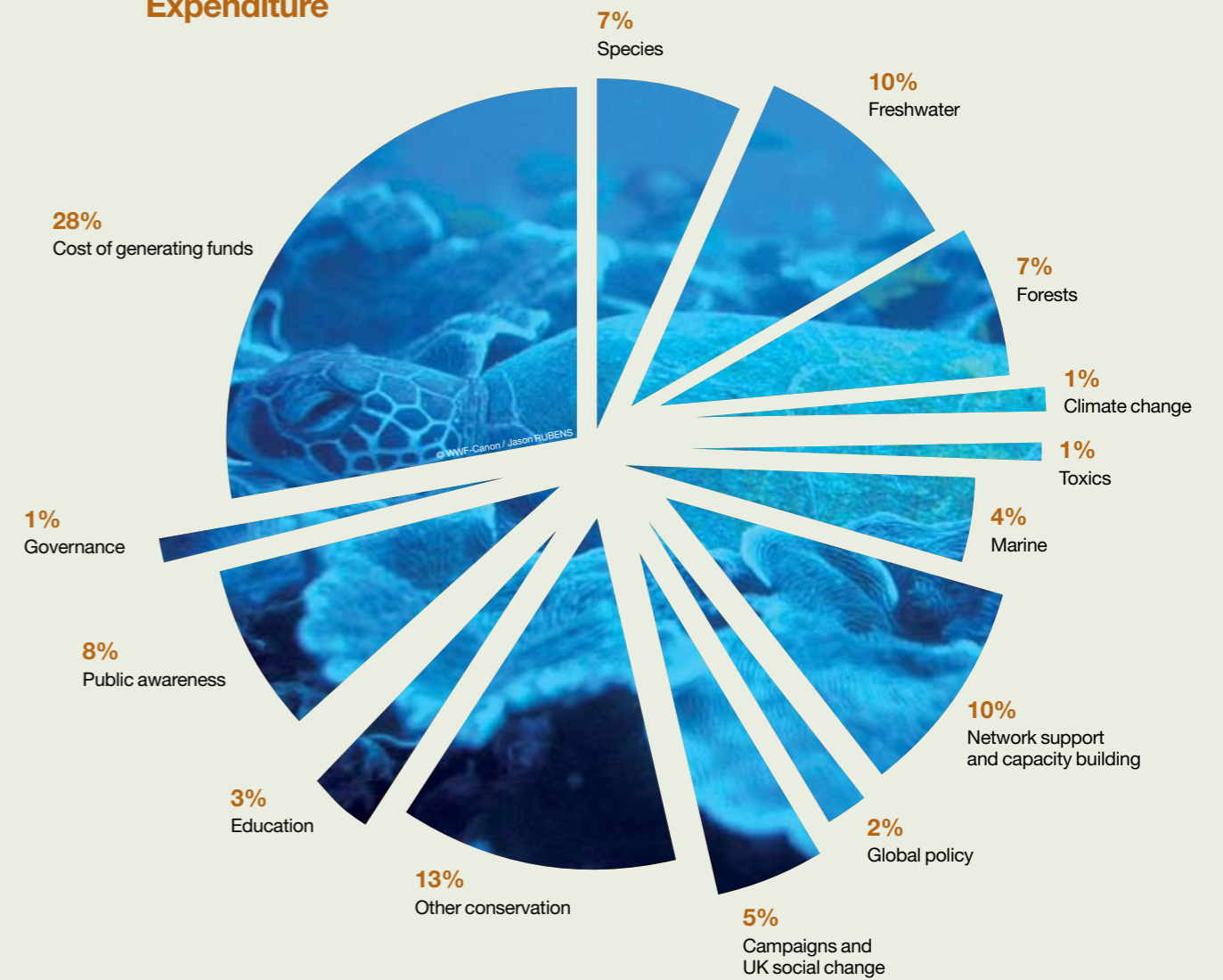
Income and expenditure

These diagrams illustrate WWF-UK's income and expenditure for the year ending 30 June 2006. 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 Supporter Relations (see opposite).

Income



Expenditure



The WWF-UK Annual Review 2005/2006

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We acknowledge with thanks Vicki Couchman and Andrew Crowley, who provided the portraits of Terry Waite and Sir David Attenborough respectively.

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.

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