



WORKING WHERE IT MATTERS  
WWF-UK Annual Review 2002/2003

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as at 1 December 2003

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

Write to WWF Supporter Care, Panda House, Weyside Park, Godalming GU7 1XR, telephone 01483 426333 or e-mail [supportercare@wwf.org.uk](mailto:supportercare@wwf.org.uk)



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Whether lobbying governments, advising on treaties, campaigning, fundraising, briefing the media, educating children or scientifically analysing latest data, all WWF's activities have one common purpose – to conserve endangered species, protect endangered spaces and address global threats to the planet for the benefit of people and nature. In order to protect the environment, it is necessary to tackle the world's growing poverty and its causes, because the two issues are interlinked – which is why WWF's worldwide programmes work with people as well as for nature.

## **WWF. Taking action for a living planet**

# The Chairman

I wish I could tell you that the world is a better place than it was a year ago when I became Chairman of WWF-UK. In spite of our best efforts and your generous support, the state of the planet remains a huge challenge for all of us.

There are 73 million more people in the world today than there were a year ago and even less water to sustain them – an estimated 1.1 *billion* people still live without access to fresh water, and every 15 seconds a child dies from a water-related disease. What else to report for 2003? Another 14 million hectares of rainforest have vanished for ever; 77,000 tons of crude oil from just one sunken tanker, the *Prestige*, have destroyed marine environments the length of the Spanish and French Atlantic coasts; fish stocks have continued to collapse worldwide (your grandchildren may never see a cod or a wild salmon, let alone a whale); BP has proceeded with plans to build an oil pipeline from the Caspian Sea to the Mediterranean in spite of the disastrous environmental impact it will have. And so on.

These reversals, however disappointing, underline the importance of WWF's work and harden our steely determination to arrest the degradation of the planet. WWF is best known for its programmes to save endangered species, but this is just a part of what we do. To protect species, we have to protect their habitat, which involves engaging the people who share that habitat. We lobby behind the scenes to change laws. We put money and effort into education to promote long-term change. We bend the ears of business and industry. And we hold governments accountable for their actions.

The enormity of the challenge WWF-UK faces means we are always overstretched, but I am satisfied that we are using our resources carefully and are measuring what we do so that effort and money are not wasted. The past year has demonstrated again that WWF-UK is an organisation of committed professionals who are making a difference, as you can see in the following pages. We never forget that, just as we hold governments and industry accountable, we ourselves are accountable to our members and supporters. But ultimately, we are all accountable for the state of the world we leave for our children and grandchildren. This is what WWF's work is all about. Thank you for continuing to support us.



Christopher Ward  
Chairman, WWF-UK

*Christopher Ward*



# Highlights of the year

WWF works to stop the degradation of the planet's natural environment in a myriad of ways. Here, we feature just some of our achievements during the year.

## Galapagos Islands

WWF and the government of Ecuador signed an agreement to transform the Galapagos Islands into a model for clean energy use over the next 10 years. The plan's other goals include developing wind, solar and hydrogen power; converting diesel generators to cleaner fuels; replacing all two-stroke engines on fishing boats with more efficient and cleaner four-stroke engines; designing and implementing an islands-wide recycling system; and eventual replacement of all motor vehicles with low emission vehicles.

## Reforms in the EU

WWF won important gains in the reform of the EU's Common Fisheries Policy (CFP) agreed by EU ministers, including an end to subsidies for building new boats and exporting boats outside the EU after 2004, and compulsory recovery plans for threatened fish stocks.

## Darwin Mounds

WWF was instrumental in influencing the UK government to request EU protection of the Darwin Mounds, coldwater corals off the west coast of Scotland, from fishing activities. This has set a precedent for how nature conservation will be dealt with in the context of fisheries in the future.



Abbotts Hall Farm

## Abbotts Hall Farm

WWF and its partners launched the largest coastal alignment project so far undertaken in Europe. The sea wall at Abbotts Hall Farm on the Blackwater estuary in Essex was breached, enabling some 84 hectares of arable farmland to be converted into saltmarsh and grassland. This important work is part of a nationwide initiative to restore the UK's rapidly declining natural coastline.



black rhino

## Rhino monitoring

WWF donated rhino monitoring and surveillance equipment worth more than £50,000 to the Kenya Wildlife Service. Kenya's black rhino population plummeted from 20,000 in 1970 to 350 in 1983 because of poaching. Improved security, primarily through the establishment of sanctuaries, and intensive biological management, have slowly increased the numbers to about 430 today.

## Investing in Fish

*Invest in Fish*, a new partnership programme between WWF, the fishing industry, restaurants, retailers, and food giants such as Marks & Spencer, was endorsed by the Prince of Wales during the year. *Invest in Fish* will investigate ways in which the long-term recovery of fish stocks in the south-west of England can be brought about – and if successful, it may be emulated elsewhere in the UK, as well as overseas.

### New tree species

WWF discovered a new tree species, *Leea adwivedica*, in the Andaman and Nicobar Islands east of India. The find was confirmed by the Royal Botanic Gardens, Kew.

### Investing in Nature

WWF launched a major programme across the United Kingdom to help restore river and wetland habitats, reduce the risk of flooding and river pollution and provide cleaner watercourses as part of a five-year *Investing in Nature* initiative funded by HSBC, the banking and financial services corporation. Further details about our work with HSBC appears on page 11.

### Saving the tiger

WWF's emergency campaigning averted a threat to kill all tigers in two Malaysian states, following four attacks on local people. WWF supporters sent more than 7,000 e-mails and hundreds of letters and faxes to Malaysia's environment minister, and as a result, the tigers were spared. WWF is working in Malaysia to improve the protection of livestock and tiger prey species, and we are also developing compensation schemes for local farmers.

### More for teachers

WWF hosted the UK's first national Education for Sustainable Development conference for teachers and sustainability practitioners during the year. Such was its success that a second event is planned for March 2004.



### Oil spill clean-up

In the aftermath of the *Prestige* oil spill off the coast of Spain, WWF advised local authorities on beach clean-up measures, provided equipment for volunteers and fishermen working along the coastline, and set up priority habitat restoration programmes. WWF also worked within the International Maritime Organisation to advocate double hull tankers and environmentally responsible shipping, which may help prevent future shipping disasters.

### Udzungwa National Park

Thanks to WWF's environmental education programme in Tanzania, four village communities and schools along the Udzungwa National Park western boundary raised 43,700 tree seedlings, of which 36,948 were planted in farmland and school grounds.

### Changing UK law

As a result of WWF's Wildlife Trade campaign, the UK government agreed to amend the Criminal Justice Bill to ensure that illegal trade in endangered animals and their body parts – such as rhino horn, tiger skin and elephant ivory – becomes an arrestable offence in the UK. The campaign was supported by 344 MPs and 120,000 people who signed our petition, and was run in conjunction with TRAFFIC, our wildlife trade monitoring programme. Further details on page 14.

# Our work around the world

WWF's worldwide conservation work is based on a series of long-term programmes designed to identify causes of biodiversity loss and provide solutions to the challenges facing the natural world.

## Colombia

Colombia possesses a wealth of natural resources such as tropical forests, rare plants and exquisite wildlife. Building on 10 years of experience, WWF and its team of specialists has embarked on an ambitious programme that will enable local communities to maintain important areas of freshwater, forests and marine ecosystems, while improving their own wellbeing and lifestyles.

The programme, which reaches as many as 115,000 local people, is promoting the creation of six new protected areas including forests, rivers and wetlands. It has supported the development of low-impact whale-watching and aims to achieve 70 per cent protection of nesting beaches for two species of Pacific sea turtle over the next four years.

In addition, we are supporting skills development to enable NGOs, communities and municipal governments to resolve a range of environmental management and conservation problems. Already, WWF

and its partners are conserving 150,000 hectares of mangroves that provide the main livelihood for 1,500 families, and a non-formal education centre has been set up in La Planada Natural Reserve to provide training in community environmental management.

Along with WWF, more than 50 partner organisations and black and indigenous communities are putting in place sustainable development plans that, in time, will have lasting social, environmental and economic impacts.



WWF's work in Colombia is helping thousands of families.



The Himalayas are home to the endangered snow leopard.

## The Himalayas

The eastern Himalayas are among the most spectacular landscapes on Earth, yet they contain some of the world's most-threatened flora, fauna and

ecosystems. The soaring mountains are home to the endangered snow leopard, while tigers, elephants and rhinos are found in the lower reaches.

WWF is working in three conservation landscapes – the Terai Arc and Kanchenjunga complex on the borders of Nepal and India, and the Bhutan Biological Conservation Complex which straddles Bhutan and India. Each area contains unmatched flora and fauna.

Local people depend almost entirely on their natural surroundings for their subsistence, but the resources are now being used unsustainably. Localised

forest clearance for agriculture, livestock-grazing and over-collection of plants and medicines are all having a huge impact, in addition to the threats brought by international tourism and climate change.

WWF has embarked on a programme to tackle environmental degradation in the eastern Himalayas by reducing the rate of forest conversion and pressure from poachers, improving environmental management, and stabilising populations of elephant, tiger and rhino. All this, we believe, will also greatly improve the livelihoods of local people.

## Atlantic Ocean

The area of the North-east Atlantic in which WWF works stretches from the Bay of Biscay in the south to the Norwegian sector of the North Sea. It covers some 1.4 million sq km and supports hundreds of coastal communities and maritime industries, as well as globally important habitats and wildlife.

But over the years fish stocks have declined and pollution has increased – in both cases dramatically. Many fishing communities have faced unemployment problems and the contamination of marine species and habitats continues.

There is now broad international agreement on the need for the marine environment to be managed sustainably. With national offices in each coastal country and a long, credible record of working with governments, industry and other partners, WWF is uniquely positioned to drive this work forward.

WWF's programme aims to maintain the health of the marine system, and the region's economic stability, by providing solutions through practical projects, strategic partnerships and tackling legislation. We believe these initial measures will help fish stocks to recover and will lead towards restoration of the wider marine environment.

The way ahead includes continued pressure to reform the Common Fisheries Policy, lobbying the 15 relevant governments to phase out listed hazardous chemicals, controlling illegal discharges and accidental spills of oil and chemicals, creating Marine Protected Areas, and bringing a UK Marine Act to the statute book, which will act as a model for other coastal countries and provide a framework for the sustainable management of the marine environment.



*WWF's plans will help fish stocks - and fishing communities - recover.*

## Mexico

Mexico is a country noted for its extraordinary breadth of natural resources. It has an abundance of reptiles, flowering plants and amphibians, and is home to more than 400 species of mammal, including the jaguar.

But as many as 700,000 hectares of forest are being lost every year, mainly due to clearance for agriculture and grazing, illegal logging, uncontrolled fires and major infrastructure development. Mexico's forests are unique because 80 per cent are owned by community groups who depend on them for income, fuel, construction materials, medicine and for cultural reasons. Even so, local people have been able to manage them officially only since 1986; before then, the benefits of forest management were reaped by private concessionaires.

Illegal logging still occurs in some of Mexico's key forest protected areas,

including native fir trees that provide vital sanctuary to the Monarch butterfly. Every year, millions of these insects provide one of the natural world's most spectacular events as they fly 4,500km from all over North America to Mexico, where they overwinter. Logging exposes them to the dangers of poor weather and threatens to bring about their decline.

WWF has launched a national programme which aims to deliver ambitious results, including half a million hectares of certified forests, one million hectares of protected areas, and better management of river areas in three forest regions. We will continue to support the innovative trust fund which was set up with community involvement to ensure greater protection for the Monarch's refuge. In addition, we are developing an environmental education strategy as well as a conservation plan for key forest species.



*Some 700,000 hectares of forest are lost every year in Mexico.*

“Great importance is placed on strengthening community-level organisations and sustainable management capacity,” says Sarah Hutchison, Programme Officer for Mexico. “We will be working in areas where some of Mexico's most marginalised communities live, and our programme is intended to considerably enhance their lifestyles and opportunities for development.” Part of WWF's programme is supported by the Department for International Development (see also page 12).

## Tanzania

One of WWF's great challenges in Africa is to restore the year-round flow of Tanzania's Great Ruaha River by 2010. Doing so will immeasurably improve the lives of some three million people, and enhance the wildlife and habitats of the river's huge catchment, which covers nearly 10 per cent of Tanzania's land area.

Recent years have seen marked decreases in dry season flows in the Great Ruaha River, sometimes leaving the river dry for as long as 111 consecutive



*Water resource management is crucial to Tanzania's future.*

## East Africa

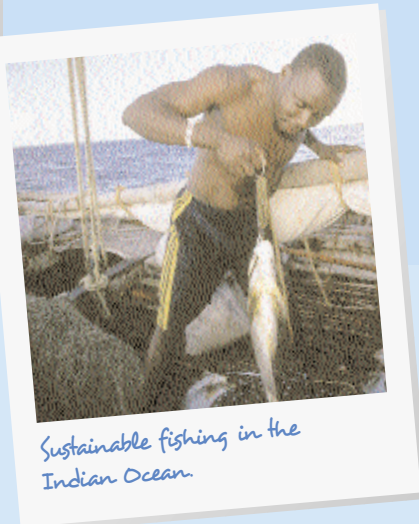
The east African marine ecoregion, in the Indian Ocean, extends for about 4,600 km from southern Somalia, through Kenya, Tanzania and Mozambique to the north-eastern shores of South Africa. The 11,000 species are supported by open water, coral reefs, mudflats, rocky shores, seagrass beds and mangrove forests.

The coastline also supports 22 million people who mostly depend on the rich marine life for their livelihoods. But the resources along the entire length of east Africa are extensively used, creating problems of over-harvesting of fish, turtles, shells, octopus and endangered dugongs (or sea cows). Some fishing practices destroy habitats and species, and the ecoregion is prone to over-exploitation and illegal harvesting of coastal and mangrove forests, destructive agricultural methods, unregulated coral mining, poorly planned tourism, global climate change and offshore oil and gas development.

WWF's programme is working with local people and partners to rebuild and

days. This is largely due to uncontrolled or poorly managed rice irrigation schemes, dry season vegetable growing, livestock grazing and deforestation. Agriculture is the dominant activity of 95 per cent of the people, and there are unresolved conflicts over water use between farmers and livestock owners.

WWF's programme will have positive and far-reaching impacts on regional and local communities, and will be enhanced by our environmental education programme, which has great experience in community mobilisation and working with local government. We are aiming for effective community participation in water resource management, the provision of alternative water sources for small-scale users, pastoralists and livestock, and water-efficient rice farming practices. Not only will people's long-term livelihoods be improved, but the wildlife and habitats of the Kipengere mountains (where the river rises), the Usangu floodplains and the Ruaha National Park will also be secured.



*Sustainable fishing in the Indian Ocean*

secure a healthy environment for the east African marine ecoregion, to protect the marine resources and the livelihoods of coastal communities for the long term, and to strengthen regional economies for everyone's benefit.

"Much remains to be done," says Dr Amani Ngusaru, WWF coordinator of the east African marine ecoregion, "but WWF has a strong presence already through setting up Marine Protected Areas and sustainable fishing practices, and our support of marine conservation in Tanzania and Kenya, for example. We plan to build on these positive results, bring in expertise from elsewhere and work towards a healthy marine and coastal environment that provides lasting benefits for present and future generations."

## Namibia

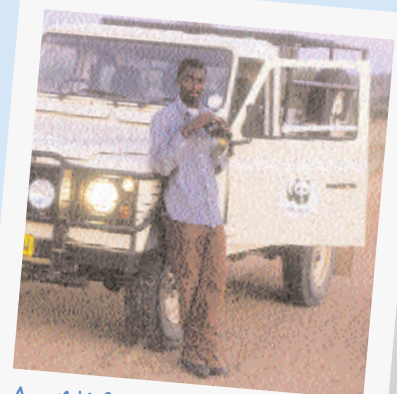
Namibia is a vast country, home to only 1.7 million people. Since gaining independence from South Africa in 1990, it has taken great strides in terms of the environment, wildlife and democracy. Not least has been legislation allowing local people to manage and benefit from wildlife resources within designated areas known as conservancies.

Before WWF launched its programme in Namibia, most people regarded wildlife as a source of unregulated income or as competition with domesticated animals for scarce resources such as grazing. Wildlife numbers dropped drastically, with key species such as elephant and black rhino being pushed towards extinction.

For many Namibians, there was no real alternative to the unsustainable use of wildlife. That is now changing as WWF demonstrates that properly-managed wildlife resources can bring strong social, environmental and financial returns to communities. We are working with conservancies in Kunene and Caprivi to create sustainable and responsible tourism opportunities, and we are facilitating joint venture initiatives with tour operators to develop lodges and campsites. In return, the communities have introduced conservancy guards who prevent poaching activities and take part in frequent game counts and wildlife monitoring.

"This work is being done on the principles that wildlife has an inherent value, that people and wildlife can successfully coexist, and that the people who live with the wildlife are best placed to manage it," said Dr Margie Jacobsohn, co-director of IRDNC, WWF's partner in Namibia.

WWF's programme is part-funded by the Department for International Development, the Community Fund and Comic Relief.



*A wildlife guard in Kunene, Namibia.*

A close-up, black and white photograph of a rhinoceros's face, showing its eyes, nose, and mouth. The rhino is looking slightly to the right. The texture of its skin and the detail of its eyes are clearly visible.

## Endangered species

WWF's Endangered Species Programme aims to reverse the decline in key populations of seven endangered species groups by tackling the critical issues of habitat loss, poaching, illegal trade and unsustainable development. This is being done by working in and outside protected areas and tackling illegal and unsustainable trade through TRAFFIC, the wildlife trade monitoring network.

The animals in question are **elephants, rhinos, tigers, pandas, great apes, marine turtles and great whales**. Some are threatened with extinction (there may be as few as 300 Sumatran rhinos left), although others are showing signs of recovery. Stabilising or increasing key populations requires strategic action to deal with the root causes of their decline. Often, these are to be found in the widespread poverty which compels people to adopt ways of life that degrade the environment.

WWF is working with the full range of government, non-government, business and community partners to bring about its ambitious results.



# Investing in nature

**Millions of people, and hundreds of wildlife species including one of the world's most endangered raptors, are directly benefiting from the WWF-*Investing in Nature* freshwater restoration partnership, now in its second year.**

More than seven million people in Wuhan city, China, will gain as the partnership restores 200 sq km of wetland which will act as a natural flood management system. And in Brazil, where we are helping hundreds of lakeside and river communities to develop managed fisheries, local productivity has increased by as much as 60 per cent.

In the United Kingdom, the partnership is launching a major programme to restore river and wetland habitats, reduce the risk of flooding and river pollution, and provide cleaner watercourses. Already we have begun work on a £440,000 project to create a new wetland at Potteric Carr, near Doncaster.

“These are just some of the benefits that *Investing in Nature* is bringing to people and nature throughout the world,” says Robert Napier, WWF’s Chief Executive. And Sir John Bond, Chairman of HSBC agrees. “Water is the essence of life, yet the world’s freshwater habitats are in an increasingly precarious state,” he says. “We are taking action now to ensure we have the tools, knowledge and understanding to sustain our rivers, lakes and streams.”

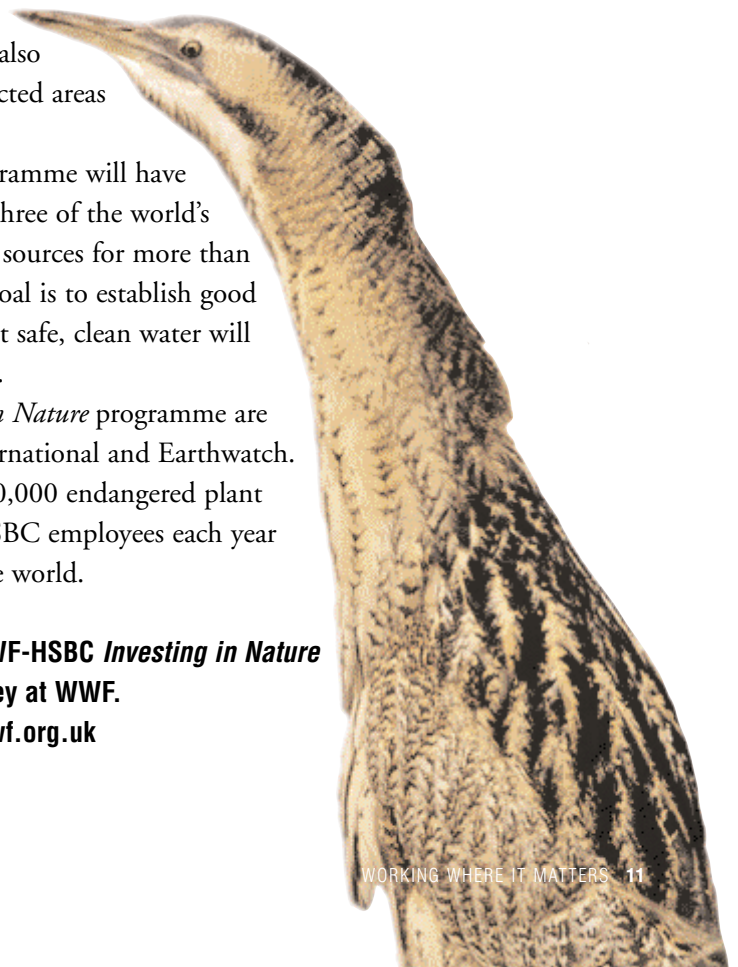
The endangered raptor – the Everglades snail kite – is found at Lake Okeechobee in Florida. Thanks to WWF and HSBC, restoration activities are expected to result in at least 30 pairs of birds returning to nest in the next few years. We are also building a coalition of environmental organisations in the lake region of the Everglades that will share knowledge and resources.

Similar consensus-building work is also under way in the Rio Grande protected areas of Mexico.

By 2007 WWF’s freshwater programme will have resuscitated important stretches of three of the world’s major rivers and secured freshwater sources for more than 50 million people. The long-term goal is to establish good local freshwater management so that safe, clean water will always be available where it matters.

Other partners in the *Investing in Nature* programme are Botanic Gardens Conservation International and Earthwatch. Projects are under way to protect 20,000 endangered plant species and to send hundreds of HSBC employees each year on conservation projects around the world.

**For more information about the WWF-*Investing in Nature* partnership, contact Tracey Spensley at WWF.  
t: 01483 412396 e: [tspensley@wwf.org.uk](mailto:tspensley@wwf.org.uk)  
or go online to [www.wwf.org.uk](http://www.wwf.org.uk)**



# Sustainability in a developing world

**WWF's major global partnership with the UK government, to tackle problems concerning poverty and the environment, is now in its third year.**

Under this agreement, the government is giving £9.8 million to WWF over four years. This strategic funding is being spent on large-scale programmes to alleviate poverty and improve the local natural environment in the developing world.

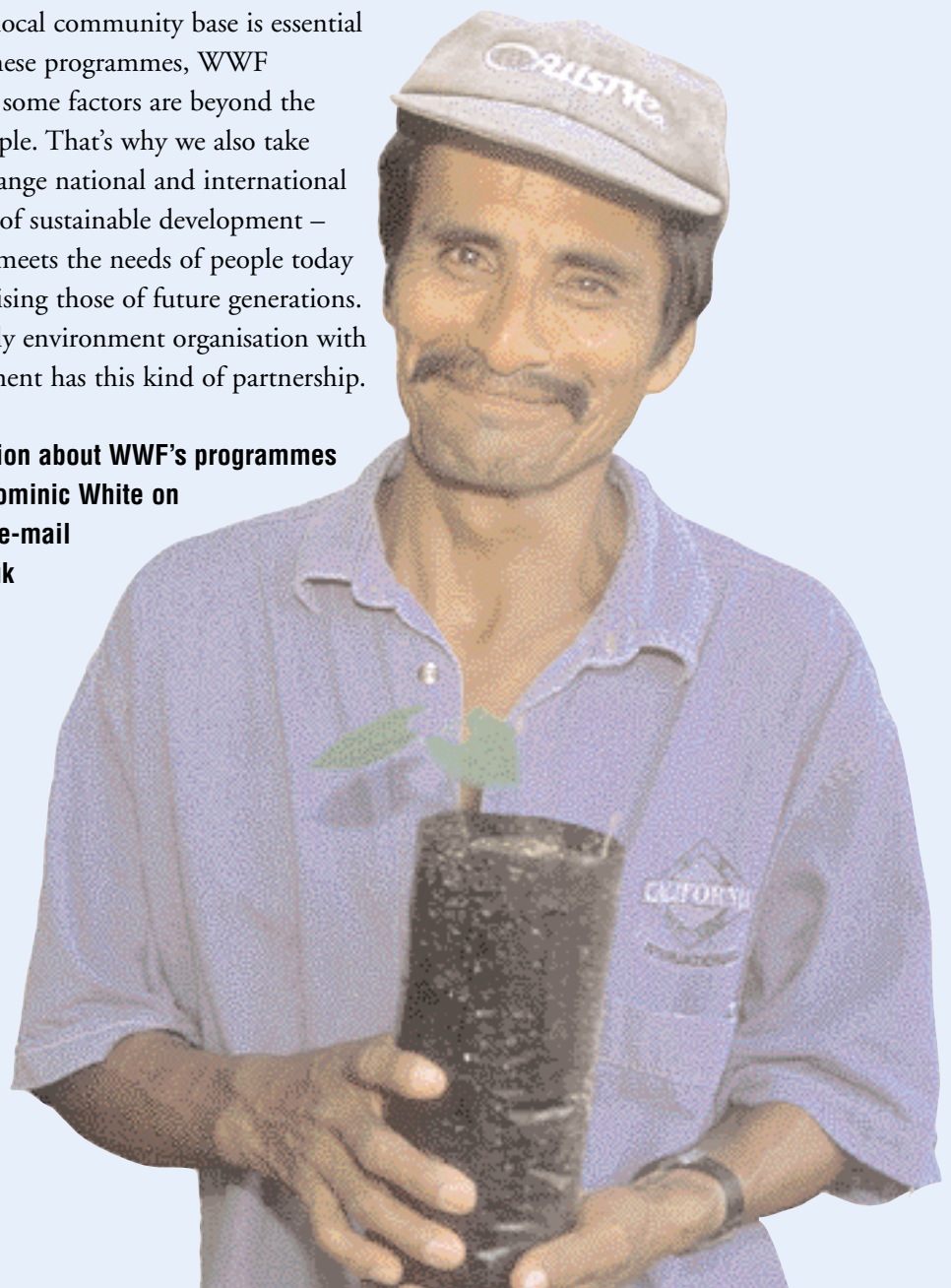
Most of WWF's programmes, reported on page 6, are supported by this partnership agreement. They are designed to enable local communities to develop their own organisations, manage their resources, or jointly manage state resources with governments.

"In other words, WWF is taking direct action to support the sustainable development of valuable natural resources," says Dominic White, WWF's Partnership Programme Coordinator. "In effect, we are essentially putting into action the words of some of the major international development organisations – because in the end, it's not possible to protect the environment without tackling poverty, and it's impossible to tackle poverty in the long term without protecting the environment."

While a strong local community base is essential to the success of these programmes, WWF acknowledges that some factors are beyond the reach of many people. That's why we also take direct action to change national and international policies in pursuit of sustainable development – development that meets the needs of people today without compromising those of future generations.

WWF is the only environment organisation with which the government has this kind of partnership.

**For more information about WWF's programmes in the field, call Dominic White on 01483 412566, or e-mail [dwhite@wwf.org.uk](mailto:dwhite@wwf.org.uk)**





# Campaigns

WWF's challenging and provocative campaigns have struck a chord with the public during the year – and, as we report here, have also produced results. But if we're to enjoy a sustainable lifestyle that's free of the danger from chemicals and other contaminants, there's still much to be done as we strike the right balance between using and protecting the environment.

## Wildlife trade

In a triumph that marks the culmination of the WWF and TRAFFIC Wildlife Trade campaign, the UK's Criminal Justice Bill is being amended to increase the maximum penalty imposed on wildlife trade criminals from two to five years.

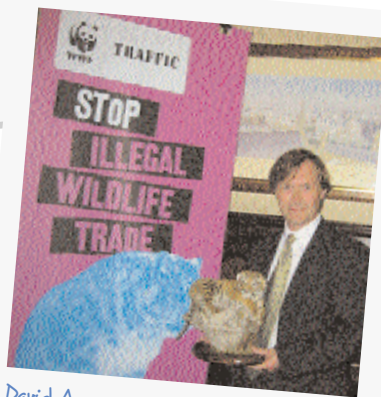
This UK-based success story will have far-reaching effects on some of the world's most endangered wildlife, and will provide police officers with the powers they need to close down illegal markets in the UK. The campaign was supported by 344 MPs, and more than 120,000 people who signed our petition calling for change.

"WWF put the issue on the government's agenda and pressed for change to increase the penalties," says David Cowdrey, who directed the campaign. "Without the campaign, the law would have stayed as it was."

**For more information about the campaign's progress and achievements, visit our website at [www.wwf.org.uk/wildlifetrade](http://www.wwf.org.uk/wildlifetrade)**



*A small sample of illegal wildlife trade products.*



*David Amess was one of 344 MPs who supported the Wildlife Trade campaign.*



*New sustainable homes at the Greenwich Millennium Village.*

## One million sustainable homes

As part of WWF's work to address global threats to the planet – not least climate change and the wasteful use of natural resources – we are campaigning for a million sustainable homes to be developed in the UK by 2012.

The energy we use in our homes contributes around 27 per cent of the country's CO<sub>2</sub> emissions – the principal cause of climate change – and up to 70 per cent of timber consumed in the UK goes into the construction industry.

With these and other issues in mind, our campaign has set up a task force with partners including the house-building industry, investors, government agencies and planners. Together, we are addressing the impact of housing on the environment and are pressing for building standards that would substantially reduce CO<sub>2</sub> emissions, water use, and household waste sent to landfill.

"We do of course recognise the need to build more homes in some parts of the UK," explains campaign director Paul King. "We're pro-development so long as it's sustainable development."

**For more information about the campaign, visit our website at [www.wwf.org.uk/sustainablehomes](http://www.wwf.org.uk/sustainablehomes)**



# Oceans Recovery Campaign

WWF's Oceans Recovery Campaign (ORCA) is calling on the UK government to bring a Marine Act before parliament in order to protect the UK's waters, and to bring together and simplify the hundreds of laws and policies that affect the marine environment.

"Only such an Act will deliver long-term protection and ensure the future of the our marine wildlife and habitats and help secure the livelihoods of people who depend on the seas for their living," says campaign director Matthew Davis.

ORCA has already highlighted the crisis in our seas, which culminated in the signing of the WWF Declaration for Oceans Recovery by government, marine industries and celebrities.

**For more information about the ORCA campaign, visit our website at [www.wwf.org.uk/orca](http://www.wwf.org.uk/orca)**



*A UK Marine Act will help fish stocks recover...*



*... and protect the livelihoods of fishermen.*

## Chemicals and health



*Children's development can be affected by exposure to some chemicals.*



*Margot Wallström, EU Environment Commissioner has her blood tested for man-made chemical levels.*

WWF, the National Federation of Women's Institutes and the Co-operative Bank joined forces during the year to campaign for the proper regulation of a range of chemicals that contaminate humans and wildlife.

Over the last 50 years, man has engineered and released more and more chemicals, to the point where they are now in most things we buy, from food packaging to computers – yet only a fraction of the 80,000 or so man-made chemicals on the

market today are supplied with basic safety data. Now, as every animal and person on Earth is exposed to a cocktail of hazardous chemicals, the EU is conducting a long-overdue review of legislation to regulate industrial chemicals. The WWF campaign is designed to bring pressure to bear on the EU to restrict the manufacture and use of these harmful chemicals, and to require the use of safer alternatives.

"Chemical production is increasing, global contamination is higher, and we are witnessing unprecedented impacts on numerous species across the world, including humans," warns campaign director Justin Woolford. "The EU review offers us a once in a lifetime opportunity to ensure a safer future for people and wildlife."

**For more information about the campaign, call 01483 860869 or visit our website at [www.wwf.org.uk/chemicals](http://www.wwf.org.uk/chemicals)**



# The Chief Executive

WWF's 2002 Living Planet Index, which tracks trends in populations of hundreds of species of mammals, birds, reptiles, amphibians and fish, makes alarming reading. It estimates that by 2050, humans will over-consume the Earth's biological capacity to such an extent that human welfare will inevitably suffer.

Which means that if present trends go unchecked, we would need three Earth-size planets to sustain our consumption of crops, meat, fish and wood. In anybody's book, that's a hefty overdraft. It's also why, this year, WWF has been examining how we can best scale up our work to meet this enormous challenge.

The result is that we are focusing our worldwide conservation work into a series of programmes that will be larger in scale and longer term than in the past (see pages 6-10). Designed to identify local and root causes of biodiversity loss, these programmes are also intended to provide some solutions to the conservation challenges facing the world.

Here are just two examples. In Mexico we aim to deliver half a million hectares of certified forests, a million hectares of protected areas, and improved river basin management in three forested watersheds. And in Tanzania we are working to restore the year-round flow of the Great Ruaha River by 2010. This will substantially improve the lives of some three million people, and enhance the wildlife and habitats of nearly 10 per cent of the country's land area.

We are also addressing the Living Planet Index's alarm call through our latest campaigns for a sustainable way of life that's free of the danger from chemicals and other contaminants. It is now essential that we in the west adopt a lifestyle that strikes the right balance between using and protecting the environment. If we don't, the predictions are dire.

As we develop our programmes and campaigns during the coming year, I will be asking our members and supporters for their help – and as past experience has proved beyond doubt, their backing can be a powerfully effective tool. As you can read on page 14, our Wildlife Trade campaign is bringing about an important change in UK law, and the 120,000 people who signed our petition to the government, the 9,700 who signed through our website, and the thousands more who wrote to their MPs, all played a hugely important role in the campaign's success. I thank them warmly for their backing and I look forward to their future support for our three current campaigns – for a million sustainable homes to be developed in the UK, for a Marine Act to safeguard our precious seas, and for an environment that's free of hazardous chemicals.



Robert Napier  
Chief Executive, WWF-UK

A handwritten signature in black ink that reads "Robert Napier". The signature is written in a cursive, slightly slanted style.

For details of our programmes around the world, turn to page 6. For news of our campaigns, see page 14 and visit our website – [www.wwf.org.uk](http://www.wwf.org.uk) – which is frequently updated. The WWF Living Planet Report can also be downloaded from our website.





# Conservation in action

Mafia Island Marine Park, off the coast of Tanzania, is a paradise for divers, snorkellers and seafood gourmets. But its marine life requires WWF's constant attention and expertise...

Lifebuoys have their alternative uses. Especially when it comes to turtles.

"Turn it on its back – then rest it on the buoy!"

The instruction was calm, but tinged with urgency. We were aboard the *Ukombozi*, the WWF-funded patrol boat in Tanzania's Mafia Island Marine Park, and we had approached a local fishing boat to check that all was well. It was nothing more than a routine trip... until we pulled up alongside.

The fishermen were known to the WWF crew – indeed, we had helped them with a loan to buy their fishing gear – so we were expecting to see no more than the usual catch of fish. But then we saw the prize on board: one large green turtle.

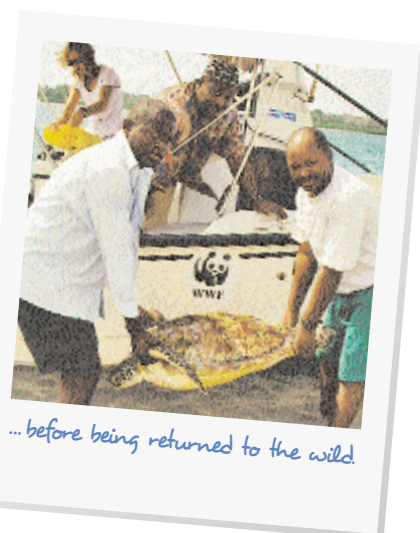
Turtles aren't an uncommon sight here: after all, this marine park, set in the lapping waters of the Indian Ocean and covering some 800 sq km, is noted for its extraordinary marine life – an abundance of corals, more than 400 species of the most colourful fish you could imagine, the occasional laid-back dugong and thriving colonies of green and hawksbill turtles.

"This one got caught in our net," explained the boat's skipper. "But look – it's in very good condition!"

Jason Rubens, who heads WWF's extensive project in the marine park, clambered on board the fishing boat to examine the turtle, and the rest of the catch. After friendly banter with



A green turtle is examined, tagged and measured...



...before being returned to the wild.

the crew, he took delivery of the creature and placed it gently upside down on the boat's lifebuoy.

Abdulla, our boatman, gunned the engine for a fast trip to Utende beach on Mafia Island, where we were met by Catharine Muir, who runs the marine park's turtle and dugong conservation programme. Also there to greet us were a sizeable number of villagers: news travels fast in these parts, even without the mobile phone which blissfully doesn't work here. "It may seem odd," explained Jason, "but most of these people will never have seen a live turtle before – and they'll certainly never have seen what we're doing to it."

What we were doing to it – or rather, what Catharine was doing to it – was logging its size, sex, species and age. This was a female green turtle, between 30 and 40 years old – in her prime, as far as breeding goes. Although the most common turtle species here, it's still listed as endangered.

Within moments, Catharine had deftly applied a metal tag to both front flippers. "Tags tell us their habits," she explained. "They reveal whether the turtle in question is nesting or visiting, and how often it returns." And thereby lies an epic tale: of all turtles born, only one in 1,000 survives to adulthood. During that time, it may well travel distances equivalent to circumnavigating the

globe several times – but even after 30 years or more, the female will unfailingly return to the area where she was born, there to lay her own eggs. It's an extraordinary achievement against seemingly impossible odds.

By now, Catharine's work had been completed. The turtle was handed back to WWF, the *Ukombozi's* engine was re-started, and we set course for the far reaches of Chole Bay. There, we rendezvoused with the fishermen who had snagged the turtle in the first place, and amid much joy, their prize catch from an hour or so ago was released back into the wild. Then, with the speed of lightning, she was gone.

"A year ago, that turtle would have been dead meat within minutes of being caught," Jason said later. "They'd have netted it, killed it and sold it without a second thought." But now, thanks to a modest but effective reward offered by WWF for every live turtle handed over, the killing has stopped.

What I had been fortunate to witness first-hand was not just conservation in action, but conservation that benefited both wildlife and people. Everyone was a winner – including this observer, who'll remember seeing an endangered species as close as it's possible to get... and releasing it back into its natural environment. It was an emotional moment, and it was WWF at its very best.

**Peter Denton**

# The Guardians

**A generous, practical commitment to WWF's work is the hallmark of the Guardians, who are about to celebrate their 10th anniversary.**

This year, the WWF Guardians are contributing in no small way to the success of our work with local people in Namibia, where we are demonstrating that properly-managed wildlife resources can bring strong social, environmental and financial returns to their communities.

Improved management of local wildlife resources and the surrounding countryside is now generating sustainable income for the future. Not least among the initiatives is the establishment of conservancy guards, who prevent poaching activities and take part in frequent game counts and wildlife monitoring.

The Guardians are among our most committed supporters, each donating a minimum of £1,000 to specially selected programmes. To thank them for their continuing generosity, WWF's Chief Executive, Robert Napier, hosted an evening reception at the National Portrait Gallery in London. Next year is the 10th anniversary of the Guardians' foundation, and to mark the occasion a number of special initiatives are being planned. Details will appear on our website – [www.wwf.org.uk](http://www.wwf.org.uk) – in due course.

**If you would like to find out about  
the Guardians programme,  
call Sue Whitehead on  
01483 412416 or e-mail her:  
[swhitehead@wwf.org.uk](mailto:swhitehead@wwf.org.uk)**





# UK footprint

**WWF works in more than 90 countries on critical issues including climate change, rare and endangered species, and toxic chemicals.**

However, the origins of these and many other environmental problems lie in developed countries, including the UK, and in our attitudes and behaviour. That is why WWF is working on a programme to measure and reduce the UK's "ecological footprint" – the impact we make on the natural world and its resources.

Thanks to a £500,000 grant from Biffaward, the landfill tax credit scheme operated by Biffa Waste Services and the Royal Society for Nature Conservation, work is off to a flying start. "There's a need for government at all levels to reduce our collective burden on the Earth," says Stuart Bond, Sustainable Development Officer at WWF Cymru. "They can do this by planning for sustainable communities, launching renewable energy and waste minimisation programmes, for example, and by creating integrated transport initiatives."

In Scotland the North Lanarkshire Partnership and the North East (Aberdeen City and Aberdeenshire Councils) are partnering WWF in an exercise to measure their impact on the planet and then to find ways to reduce it. In England, WWF is working on a similar project in partnership with stakeholders in the West Midlands, Sunderland and the North-east.

In Wales, building on the groundbreaking *Footprint of Wales* report, WWF is leading an in-depth project with 12 public, voluntary and academic partners, which will identify strategies for reducing our footprint. And in Northern Ireland, WWF is promoting ecological footprint as an indicator of human pressure on the natural world.

**For further information about WWF's ecological footprint work, contact Ann Finlayson on 01483 412489 or e-mail her: [afinlayson@wwf.org.uk](mailto:afinlayson@wwf.org.uk)**

# Instant information

Whether satellite-tracking polar bears across the Arctic wastes or galvanising the public to support one of our campaigns, WWF's internet website – [www.wwf.org.uk](http://www.wwf.org.uk) – is an essential part of keeping in touch with our supporters and members.

Back in 1996, we were one of the first non-government organisations in the UK to establish a presence on the internet, and since then our website has won plaudits for its clarity and content.

This year, more than 1.2 million people accessed the website –

double the number of visitors the previous year. In addition, nearly 7,000 people sent letters to MPs through our website activities, and 9,700 people signed our Wildlife Trade campaign petition online.

“This really demonstrates the power of the internet,” says Matt Farrow, WWF's website manager, “and the number of people using it for straightforward, practical purposes also illustrates how easy it is to use.”

In many respects, the website is our “shop window”. Visitors are greeted by the latest news (82 news stories were published during the year), after which they have access to a huge amount of research information about wildlife, the environment and WWF's programmes around the world. Factsheets and a range of other documents can be downloaded, and visitors can shop from our gift catalogue, make a donation, browse our picture gallery and even adopt an animal – all at the click of a button.

Our campaigns and other activities are featured prominently, as is our work with the business community. Teachers, children and even job-seekers are also catered for, and special areas of the website record our activities in Northern Ireland, Scotland and Wales.

“The real advantage of the website is that any part of it can be, and is, updated instantly,” says Matt Farrow. “That gives our online visitors an advantage over everyone else, especially when it comes to breaking news, latest research statistics, or an instant satellite fix on where our two polar bears are. Try it and see...”

**For the latest news and information about WWF, wildlife and the environment, log on to [www.wwf.org.uk](http://www.wwf.org.uk)**

## Arctic bearings

Two polar bears. Two million square kilometres of frozen Arctic wilderness. But where are they?

In normal circumstances, the question would be impossibly difficult – but thanks to modern technology, the answer's simple. The bears are tagged with radio collars, which beam their positions via a satellite to WWF's website.

WWF is funding research at the Norwegian Polar Institute to understand how polar bears use their habitat and spend their time. “Our research has already shown that even in the same population, polar bears can have very different survival strategies,” explains Matt Farrow, WWF's website manager. “Some wander over large areas across the Barents Sea hunting from the sea ice all year round, while others seem to spend their whole life in just one of the fjords.”

This research is enabling scientists to understand how polar bears will be affected by climate change and other events that are shaping the natural world. For the latest information, and to see where they are now, log on to WWF's website – [www.wwf.org.uk/polarbears](http://www.wwf.org.uk/polarbears)



# International politics

One of the most significant events of the year was the World Summit on Sustainable Development in Johannesburg, where a WWF team lobbied political leaders and the business world on matters ranging from environmental protection to the eradication of poverty.

But the much-heralded summit was a disappointment – largely due to “an obvious lack of political will to move on,” reported Sally Nicholson, WWF’s Head of Global Policy. “Short-term national interests, north-south tensions and a focus on Iraq prevented global solutions being reached on global problems. This was supposed to be a summit about implementation, but few targets were agreed, with even less action to back up the fine words.”

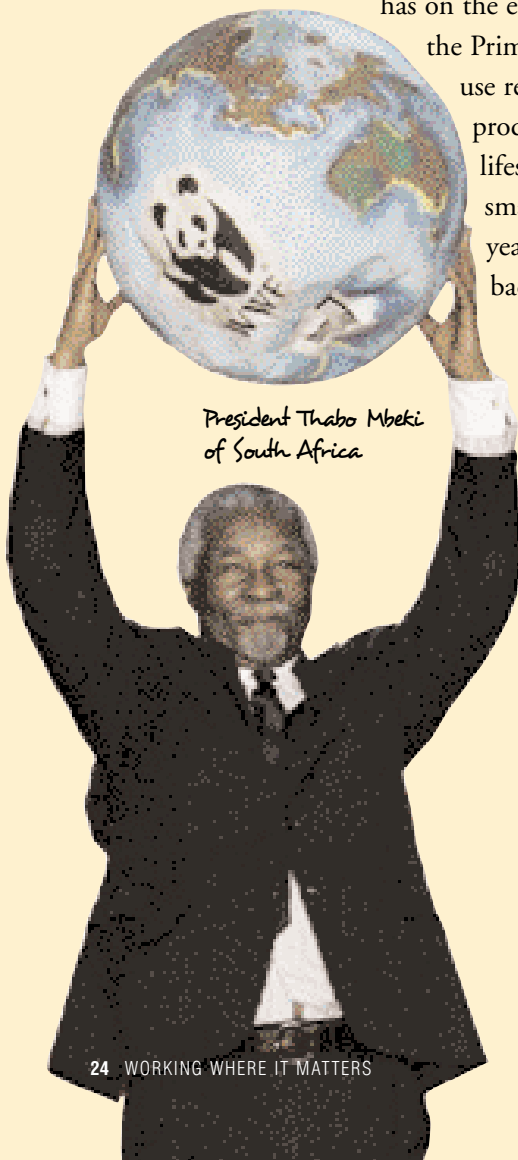
Even so, some important progress was made on marine conservation, species and habitat conservation and freshwater targets. WWF’s work behind the scenes also culminated in some significant intergovernmental partnerships to take forward forest conservation and renewable energy.

For Wales, the First Minister, Rhodri Morgan, took a prominent role in establishing a network of regional governments determined to ensure that sustainable development becomes a key governmental responsibility.

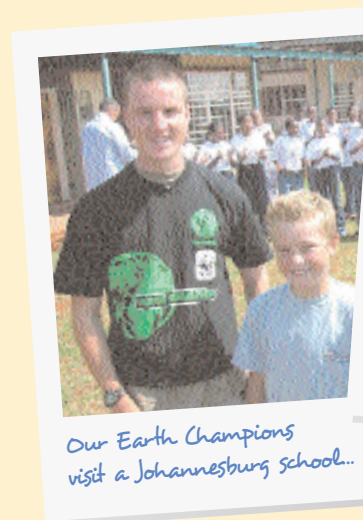
The UK government is now revising its own sustainable development strategy to take into account the Johannesburg outcomes. WWF is determined to ensure that this addresses the impact the UK

has on the environment beyond our own borders. In this respect, the Prime Minister has already said that “rich nations need to use resources much more efficiently, and reduce their production of waste. We cannot continue to live our lifestyles without making our environmental footprint smaller in this way – by doing more with less”. In the year ahead, WWF will be pressing the government to back these words with meaningful action.

**Also at the summit were WWF’s Earth Champions – children chosen to represent the four schools that won a competition organised by WWF, the UK government and devolved administrations to engage young people in sustainability issues.**



President Thabo Mbeki  
of South Africa



Our Earth Champions  
visit a Johannesburg school...



...and a sustainable housing  
project (right) supported by WWF.

# Zero Energy Community Centre

The Zero Energy Community Centre is a 10,000 sq ft building in the heart of the city of Toronto, Ontario. It was designed and built by the City of Toronto, the Department of Environment and Energy, and the City of Toronto's Green Building Office. The building is a prime example of green building and sustainable design.

The building is a prime example of green building and sustainable design. It features a variety of sustainable features, including solar panels, energy-efficient lighting, and water-saving fixtures. The building is also designed to be a model of community engagement and social responsibility.



10 x 10

# Fundraising ...with Trusts and Major Donors

The trusts and major donors who support WWF play an important role in the development of our global conservation programmes. In addition to their critically important financial support, they also offer us the benefit of their expertise in a variety of fields. It is, says Mary O'Donovan, Head of Trusts and Major Donors, a relationship that goes far beyond funding.

This year, we have launched an ambitious new travel venture, *Seeing is Believing*, which enables our major donors to see at first hand some of our worldwide programmes on the ground, meet local staff, and gain a unique insight into how WWF is working to conserve endangered species and spaces for future generations.

“By joining us in this unique experience, they directly contribute towards WWF’s overall conservation goals,” says Mary O’Donovan. “Equally important, they also have the opportunity to help local people and their conservation projects at first hand.”

**For further information about WWF’s special programme for Trusts and Major Donors, call Mary O’Donovan on 01483 412419 or e-mail her: [modonovan@wwf.org.uk](mailto:modonovan@wwf.org.uk)**



**WWF receives generous support from many trusts, foundations and individuals, to whom we express our thanks and gratitude. They include the following:**

**Trusts and Foundations**

1989 Willan Charitable Trust  
Allan & Nesta Ferguson Charitable Trust  
A&R Woolf Charitable Trust  
Biffaward  
Cinderford and Ofenheim Trusts  
Comic Relief  
David and Elaine Potter Charitable Foundation  
Dumbreck Charity  
Ernest Kleinwort Charitable Trust  
Gilbert and Eileen Edgar Foundation  
HB Allen Charitable Trust  
Henderson Charitable Trust  
Ingram Charitable Trust  
Iris Darnton Foundation  
Jordan Charitable Foundation  
Kinsurdy Charitable Trust  
Kirby Laing Foundation  
Laing's Charitable Trust  
Macdonald-Buchanan Charitable Trust  
Madeline Mabey Charitable Trust  
Marjorie Coote Animal Charities Trust  
Martin Laing Foundation  
Maurice Laing Foundation  
Mitchell Trust  
Mr & Mrs JA Pye's Charitable Settlement

Muriel Lawson (1983) Charitable Trust  
Richard Budenberg Charitable Trust  
Rufford Foundation  
South Square Trust  
St Katharine's Fund  
The Balcombe Trust  
The BOC Foundation for the Environment  
The Underwood Trust  
Victoria Park Charitable Trust

**Individuals**

Ms Fabiola Arredondo  
Mrs Rena Bourne  
Mr Marc Citron  
Mr Staffan Encrantz  
Professor Oswald Hanfling  
Mr and Mrs Oliver Heathcote  
Mr Christopher Ingram  
Mr Nicholas Kirk  
Mr Dominic Lee in memory of Mr Adrian Lee  
Dr Anthony Musset  
Ms Belinda Olins  
Mr Timothy Plaut  
Mr Andreas Utermann  
Mr Christopher Ward



# Doing business with business

During the year, WWF has continued to forge strong links with the business community, bringing benefits to the environment and providing funds for our work throughout the world.

“We are working with some of the leading names to create high-impact long-term relationships,” says Andy Gould, who heads WWF’s Company Fundraising Team. “It’s a valuable two-way process that helps and encourages businesses to act responsibly towards the environment, and benefits WWF not only through raising funds, but also through use of their communications networks to spread our key messages.”

This year, the team raised £3.6 million, and is aiming for a higher total in the years ahead.

Among our partners are the following:

- **HSBC**, the financial services organisation, whose important *Investing in Nature* programme is covered on page 11;
- **MBNA**, with whom we have established a further five-year relationship, coinciding with a new WWF environmentally friendly credit card design;
- **Vodafone**, which has donated £150,000 to panda conservation in China and is researching into more effective conservation through the use of mobile technology;
- **Fellowes**, the office equipment company, which over the past 10 years has donated nearly £400,000 to WWF;
- **Cheltenham and Gloucester**, sponsors of the WWF Big Swim, one of the most popular fundraisers of the year which this year generated record publicity in newspapers with a combined circulation of 5.3 million; and
- **Toyota Prius**, which is sponsoring the activities and news sections of WWF’s education website, [www.wwflearning.co.uk](http://www.wwflearning.co.uk). The website is widely used by teachers and students as a resource centre for environmental topics, and our partnership with Toyota Prius will enable us to continue providing the best in relevant global news, opinion and curriculum projects.

WWF takes this opportunity of thanking the following companies for generously supporting our vital work across the world:

AMP  
American Express Membership Reward Programme  
Antalis Ltd  
Bank of Scotland  
Blueline Office Furniture  
Calypso Soft Drinks Ltd  
Canon (UK) Ltd  
Cheltenham & Gloucester plc  
Crowley Esmonde  
Diagio  
Echo Research Limited  
Fellowes Manufacturing (UK) Ltd  
HSBC Holdings plc  
International Bon Ton Toys Ltd  
MBNA Europe Bank Ltd  
Orange Personal Communication Services Ltd  
Pasta Delverde  
Payne-Gallway Publishers  
Powergen plc  
Remarkable Pencils Ltd  
Six Continents plc  
The Body Shop (UK)  
The Royal Bank of Scotland  
Toyota (GB) plc  
Vodafone Group Foundation

**For further information about the benefits of a business partnership with WWF, contact Andy Gould, Head of Company Fundraising.  
t: 01483 412368  
e: [agould@wwf.org.uk](mailto:agould@wwf.org.uk)**



# Practising what we preach

**We all have an impact on the environment and WWF is no exception. That's why we take steps to address the impact of our day-to-day activities on the environment – so that we practise what we preach.**

This is our fourth annual report on our environmental management system (EMS), which covers the impact on the environment from staff travel, our energy consumption, purchasing, waste and corporate policies. For the first time, our EMS operates in all WWF-UK's office sites, and this year's report includes data from those offices.

We continue to focus on staff travel which, while necessary, causes a significant impact on the environment. This year, we have taken a radical approach to the matter by launching an internal carbon dioxide (CO<sub>2</sub>) budgeting system. Each WWF team has been given a CO<sub>2</sub> budget to manage, and we think this will help us meet our CO<sub>2</sub> reduction targets over the coming years.

In addition, we have focused on the environmental impact of our corporate policies and the underlying systems that help implement them, and we have met all our targets in this area. We have upgraded the service we receive from Ethical Investment Research Service (EIRIS) which we use to screen companies we may wish to work with, or invest in. We have also reviewed our business and industry engagement policy and improved the monitoring and evaluation process, which is used to help us assess the performance of all our business engagement activities.

As our environmental systems continue to develop, we are increasing our emphasis on how we influence and work with our suppliers and service providers, so that we can help them achieve higher standards in corporate environmental behaviour. We are pleased to report that, as a direct result of our engagement activities, one of our key print suppliers has been awarded ISO 14001 certification for its high standard in environmental management.

Our full report also details our efforts to address energy use, reduce waste, increase our recycling rate and improve the environmental credentials of our purchasing activities. As in the past, it includes performance measures, targets, a copy of WWF's full corporate environmental policy and contact details to help other organisations implement good environmental practices.

**The full report can be downloaded from our website at [www.wwf.org.uk](http://www.wwf.org.uk). Alternatively, a summary can be obtained from Diana Brown, WWF's Environmental Manager and Ethics Analyst. Call her on 01483 412208 or email her: [dbrown@wwf.org.uk](mailto:dbrown@wwf.org.uk).**



# Trustees' report

for the year ending 30 June 2003

WWF-UK has had a good year, both in terms of achieving our environmental objectives and raising funds to support our work. I have been impressed by the staff's professionalism, dedication and hard work, and by the Trustees for their enthusiasm and wise counsel. I also pay tribute to our members, donors and volunteers on whom we depend so much.

While international attention is centred on economics, trade and wars, WWF perseveres with its task of placing the environment into the context it deserves and requires. Our international activity forms the core of our work and during 2002/03 this was substantially developed so that we now concentrate on programmes rather than projects. Projects tend to be relatively small, short-term and look at local causes of biodiversity loss, whereas programmes are larger in scale, cover the longer term and look at both local and root causes of biodiversity loss. Through this scaling-up of our operation, WWF-UK hopes to achieve greater focus and develop sustainable solutions to environmental challenges.

However, the challenge of influencing key players remains as formidable as ever. But this strengthens our resolve to ensure that environmental issues and consequential action are

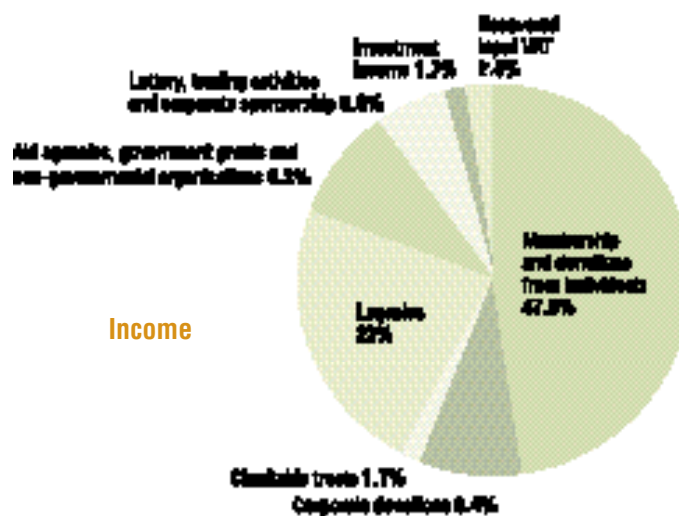
high on the agenda of governments, business and the public. We will not reduce our efforts until all the key players are striving to improve the global environment.

We will continue to build the capacity of our conservation partners throughout the world so that local self-supporting organisations are established or strengthened: they will then be in a strong position to tackle the challenge of sustainable development. This will ultimately enhance WWF's positive impact on the natural environment.

The pressures on the planet and its natural resources are unremitting, but the WWF network is determined to make a substantial difference for the better. In the years ahead, I will strive to ensure that WWF-UK builds positively on its very real successes. Equally, I look forward to playing a role in developing the work of WWF's global network. WWF must prosper if the planet is to be protected and enhanced, not only for ourselves but also for the generations to come.

## Income

Income for the year was £34.32 million – more than we have ever raised before and this compares with £31.46 million last year. This was an excellent result



against the background of continuing economic uncertainty and the war in Iraq. One of the most pleasing features of this performance was the increase in the number of our supporters – up from 320,000 in 2001/02 to 330,000 in 2002/03. We greatly appreciate our supporters and the concern they display for the global environment.

WWF-UK's major sources of income are membership and donations from individuals and legacies. Both of these performed strongly in 2002/03 bringing in £16.35 million and £7.88 million respectively. Membership and donations were up by eight per cent and while legacies declined slightly during the year (down three per cent) this was nevertheless encouraging against the background of falling stock markets. Many other charities fared much worse.

During the year we were very pleased to receive a VAT refund windfall of £844,000. This resulted from a European Court ruling which allowed us to claim back even further than we were able to several years ago when we negotiated revised arrangements with HM Customs and Excise. During the year the value of our investment portfolio fell and this was a result of the continuing downturn in global financial markets.

Our investment portfolio represents our reserves but we are not a charity that holds a large amount of reserves and we are not, therefore, significantly dependent on our investment income to fund our activities.

### Expenditure

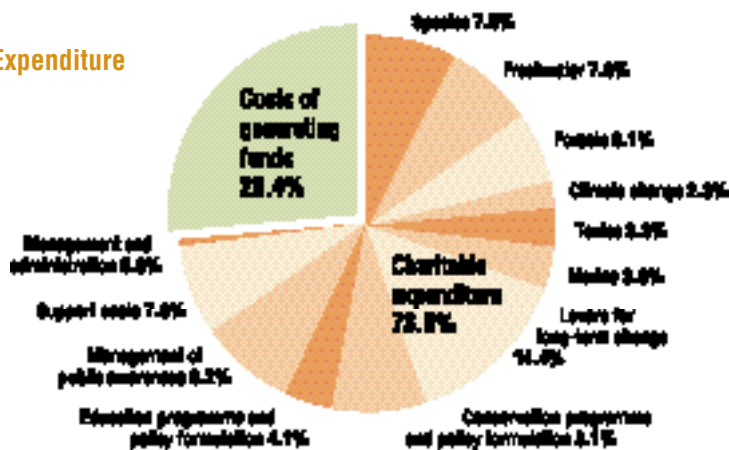
This year we spent a record £33.3 million in total. This allowed us to develop our work and have a real impact on the natural world. A very important strategic shift for WWF-UK is the development of our international projects work into programmes, as outlined elsewhere in the Annual Review.

WWF-UK made an operating surplus of £1.02 million in 2002/03 and this was largely due to the VAT windfall. During the year we continued to attempt to reduce overheads and maximise our expenditure on the programmes. The operating surplus reduces to £485,000 when unrealised investment losses are deducted. These losses were, however, less than the benchmark against which we compare our investment performance.

*Christopher Ward*

**Christopher Ward**  
Chairman, WWF-UK

### Expenditure



# Group consolidated balance sheet

as at 30 June 2003

	Group 2002/03	2001/12
	£'000	£'000
<b>Fixed assets</b>		
Tangible fixed assets	1,635	1,491
Investments	6,640	6,675
	<b>8,275</b>	8,166
<b>Current assets</b>		
Stocks	85	13
Debtors	3,002	4,263
Amounts due from WWF-UK Trading Limited	–	–
Loans to conservation organisations repayable within one year	–	13
Cash on short-term deposits	7,512	5,347
Cash at bank and in hand	93	–
	<b>10,692</b>	9,636
<b>Current liabilities</b>		
Creditors: amounts falling due within one year	4,018	3,338
Net current assets	6,674	6,298
Total assets less current liabilities	<b>14,949</b>	14,464
<b>Accumulated funds</b>		
Endowment funds	2,042	2,227
Restricted funds	1,513	2,465
Unrestricted funds	11,394	9,772
Total funds	14,949	14,464

*This is an extract from the accounts of WWF-UK which received an unqualified audit report. A copy of the full audited accounts which contain the detailed information required by law is available on request.*

# Group statement of financial activities

as at 30 June 2003

	Total 2002/03 £'000	Total 2001/02 £'000
<b>Incoming resources</b>		
Membership and donations from individuals	16,352	15,180
Corporate donations	2,879	1,516
Charitable trusts	600	697
Legacies	7,880	8,120
Activities in furtherance of the charity's objectives		
Aid agencies and government grants	3,007	3,031
Income from non-governmental organisations	138	300
Activities for generating funds		
Lottery promotions	299	429
Community and trading activities	1,529	1,414
Corporate sponsorships	208	331
Investment income	579	445
Input Value Added Tax recovered from prior years	844	–
<b>Total incoming resources</b>	<b>34,315</b>	<b>31,463</b>
<b>Resources expended</b>		
Costs of generating funds		
Fundraising costs	7,116	6,946
Lottery promotions	104	124
Community and trading activities	1,183	1,213
Corporate sponsorships	263	317
Investment management fees	32	41
Cost of recovering Input Value Added tax	99	–
	<b>8,797</b>	<b>8,641</b>
<b>Charitable expenditure</b>		
Grants payable in furtherance of the charity's objectives		
Species	2,497	1,966
Freshwater	2,543	1,309
Forests	2,038	2,906
Climate Change	762	329
Toxics	1,090	322
Marine	1,186	1,434
Levers for long-term change	4,792	4,565
	<b>14,908</b>	<b>12,831</b>
Cost of activities in furtherance of the charity's objectives		
Conservation programme and policy formulation	2,706	2,183
Education programme and policy formulation	1,348	1,445
Management of public awareness	2,735	2,758
	<b>6,789</b>	<b>6,386</b>
Support costs	2,600	2,560
Management and administration	204	191
<b>Total charitable expenditure</b>	<b>24,501</b>	<b>21,968</b>
<b>Total resources expended</b>	<b>33,298</b>	<b>30,609</b>
<b>Net incoming resources/(resources expended) before transfers</b>	<b>1,017</b>	<b>854</b>
Gross transfers between funds	–	–
<b>Net incoming resources/(resources expended)</b>	<b>1,017</b>	<b>854</b>
Net (losses)/gains on investment assets	(532)	(1,327)
Net movement in funds	485	(473)
<b>Total funds brought forward</b>	<b>14,464</b>	<b>14,937</b>
<b>Total funds carried forward</b>	<b>14,949</b>	<b>14,464</b>

# Planning for tomorrow's world

Every year, many thousands of people leave gifts in their wills to their favourite charities and organisations – and for many, WWF is a natural choice.

A glance through the pages of this Annual Review will leave the reader in little doubt as to the scale and effectiveness of WWF's programmes throughout the world – but such work involves not only substantial expenditure, but also advance planning.

Legacies are vital to WWF because they enable us to plan ahead and take a long-term view of our conservation and education programmes. This forward planning also helps us to

ensure that the legacies themselves are put to the best possible use for the benefit of future generations and the natural world.

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 £25,000 or more during the year:

Dr MI Adamson	Miss MG Essame	Mrs THE Larkins	Miss CM Schroder
Mrs IF McLean Anderson	Miss GM Fenner	Miss RE Layton-Bennett	Mr GDE Scoones
Miss RY Back	Miss SJ Fowlie	Mrs J Le Baron Whyte	Dr ROF Shanks
Miss VM Bacon	Mrs AM Gadsden	Mr AM Leggat	Mr JG Shaw
Mrs DA Bellmain	Dr DJ Galbraith	Miss M Lewis	Mrs F Sheterline
Miss E Birch	Mrs MM Gare	Mrs KE Lloyd	Mr AEW Sindall
Mr EH Boswell	Mrs AE Goolding	Miss BA Lock	Miss EM Smith
Mr J Bowers	Mrs J Gordon	Mr NA Mardon	Mr GN Smith
Miss DM Burbidge	Mr HP Graydon	Miss IF Marsden	Mr J Struthers
Mr EE Burdall	Mrs A Gross	Miss JW Mason	Mrs SB Stubbs
Mr JM Burt	Mrs JE Haiselden	Dr FG McIntyre	Miss NF Tanner
Dr M Dixon Cameron	Mrs GG Hartley	Mrs JM McNicol	Mr PRG Taylor
Mr PS Chamberlain	Miss DJ Heath	Mrs M McPherson	Miss JI Teale
Miss EM Coates	Mrs L Whittaker Herbert	Mrs CM Morrison	Mr RC Thomas
Mr RG Coleman	Major F Bouverie	Dr DAV Oatway	Miss MI Thorn
Mrs I Collins	Hingston	Miss C Parry	Mrs BM Turner
Mrs BF Conway	Mr WE Hughes	Mrs R Pepper	Miss EM Vinall
Miss E Counsell	Dr JH Hughes	Miss M Perry	Miss SN Walker
Mrs V Cowie	Mrs JR Jackson	Mrs MA Price	Miss SM Walker
Colonel DN Cronin	Mr PT Jeggo	Mrs E Reed	Mr WD Warner
OBE TD	Mrs EM Jones	Mrs OJ Rich	Miss HE Wells
Miss J Dale	Mrs MEL Kater	Miss B Rogers	Ms MI West
Mr AJ Davis	Miss VP Kevan	Mrs A Rolt	Mr WT Wheat
Mrs DM De La Tour	Mrs VM King	Mrs EM Musgrave	Dr JM Woolley
Debenham	Mrs AM Kitchener	Sargent	Mrs EC Woulfe
Mr AJ Edwards	Miss DM Knudsen	Miss MD Schofield	Mrs JM Zedner

For more information about how you can help WWF with a legacy, contact Sally Burrowes on 01483 412315, or e-mail her: [sburrowes@wwf.org.uk](mailto:sburrowes@wwf.org.uk)

# Pioneers of nature

Two of WWF's founders, Guy Mountfort and Max Nicholson, died during the year at the respective ages of 97 and 98.

"These two remarkable men transformed opinion throughout the world about the need for conservation," said Sir David Attenborough. "Both produced an engine room that was unstoppable."



Guy Mountfort



Max Nicholson

Guy Mountfort was the architect of WWF's international programme to save the tiger from extinction. He also led scientific expeditions to Bulgaria, Hungary, Jordan, Spain and Pakistan. His three expeditions to Coto Doñana in southern Spain laid the foundations of the Doñana National Park, now one of the most outstanding natural areas in Europe and one of the few places where the endangered Iberian lynx is found.

"Guy Mountfort's books on his various expeditions helped win government and public support for conservation – something which, at the time, few people had even heard of," recalled Christopher Ward, Chairman of WWF-UK. "He was undoubtedly one of the father figures of the modern conservation movement, and his early work to protect the tiger is unsurpassed."

In 1978, Guy Mountfort was awarded the WWF Gold Medal for his outstanding contribution to conservation. He was also created a Commander of the Order of the Golden Ark in the Netherlands, and was awarded the OBE in 1970. He was a Vice-President of WWF-UK, and is survived by his widow and two daughters.

As well as being a founder of WWF, Max Nicholson was also instrumental in setting up Earthwatch, the Nature Conservancy, the British Trust for Ornithology and IUCN, the World Conservation Union. He was a Vice-President of WWF-UK up to the time of his death, and was also Vice-President of the Wildfowl and Wetlands Trust and an Honorary Fellow of the American Ornithologists' Union.

"His contribution to nature conservation cannot be overstated," said Robert Napier. "He was a towering figure, the like of which we shall probably never see again."

In an interview with *WWF News*, our members' magazine, in 2001, Max Nicholson remarked, "WWF has put wildlife on the map in a way that had never been imagined. Before WWF, it wasn't conceived as something that governments should take action about. It is now." That was largely thanks to him and his other far-sighted founding colleagues.

In 1971, he was appointed Commander of the Victorian Order for personal services to the Royal Family. He was also a Companion of the Bath, acknowledging his work in the civil service. Widowed twice, he is survived by three sons.

# How you can help WWF

Whatever the time of day, somewhere in the world WWF is taking action to conserve endangered species, protect endangered spaces and address global threats to the planet.

Every donation to WWF makes a difference to our vital work – and if you donate through the Gift Aid scheme, your generosity will be even more effective, because the government will add 28p to every £1 you give.\*

Here's how your donation to WWF could help.

## £10 could fund

- the salary of a rhino protection unit ranger in Nepal for 4 days
- the purchase of 10 seedlings to help regenerate Mexico's forests

## £100 could fund

- a buoy to mark no-fishing zones in the Mafia Island Marine Park, Tanzania (see page 19)
- a comprehensive medical kit for staff in Dudwha National Park, India, where WWF is working to protect the tiger

## £1,000 could fund

- the restoration of six hectares (equivalent to five full-size football pitches) of forest in Colombia
- a village VHF radio base station and solar charging kit, vital for law enforcement and community liaison in the east Africa marine ecoregion.

## £10,000 could fund

- 10 seed projects in Colombia, involving children in organic gardening, tree planting and nursery programmes
- an online Ecological Footprint calculator, or training for local authority staff to use this tool to measure our impact on the environment (see page 22)

## £100,000 could fund

- the establishment of a sanctuary for dugongs (also known as sea cows), plant-eating marine mammals at risk of extinction along the east African coast
- all the principal activities planned for our One Million Sustainable Homes campaign over a year (see page 14)



Rainforest, Mexico



Fishing boat, Mafia Island



Tree planting programme, Colombia



A sustainable home in the London Borough of Sutton.

## And remember:

gifts of listed shares and securities – often donated to WWF in lieu of cash – are exempt from Capital Gains Tax. Not only that, but the donor can also claim tax relief on the market value of the shares.

For further information about making a gift to WWF, please call the Supporter Care Helpline on 01483 426333 or e-mail [supportercare@wwf.org.uk](mailto:supportercare@wwf.org.uk)

\*assuming the amount of Income Tax and/or Capital Gains Tax you pay is at least equal to the tax that WWF will reclaim on your donations in the tax year.

# WWF Ambassadors

The WWF Council of Ambassadors is a distinguished and influential group of senior volunteers. They have each achieved a significant profile in their profession and/or field of interest or expertise and are committed to WWF's mission.

We enormously appreciate our ambassadors' continuing interest, support and commitment to our work. As eminent individuals, their role as ambassadors is to promote WWF's work and to assist us in specific areas where we know we would benefit from their advice or participation.

Sir Rudolph Agnew  
Sir David Attenborough 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 Bernard Donoghue  
Mr Jeremy Edwards  
Sir John Egan DL  
Lady Gilbert  
Dr Pehr Gyllenhammar  
Mr Nicholas Hood CBE  
Baroness Howe of Idlicote CBE  
Mr David Jones  
Dr Alan Knight OBE  
Mr John H Laing  
Sir Christopher Lever Bt  
Mr Stephen Love  
Professor Norman Myers CMG  
Mr Martin Palmer  
Dr David Potter CBE  
Professor Sir Ghillean Prance  
FRS, VMH  
Mrs Helen Robinson OBE  
Mr Nick Ross  
Professor Robert Swan OBE  
Ms Tessa Tennant  
Mr Terry Waite CBE  
Mr Frank Windsor  
Professor Robert Worcester

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WWF's mission 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;
- promoting the reduction of pollution and wasteful consumption.



**Taking action for a living planet**



INVESTOR IN PEOPLE

#### Cover photograph

A fisherman casts his net into the lake at Sena Madureira, Brazil. This gentle, sustainable way of life is supported by WWF in many parts of the world.

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