




*for a living planet*

**WWF-UK Annual Review**  
2003/2004



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the Hon Lady Ogilvy GCVO

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as at 14 December 2004

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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 resources is sustainable
- promoting the reduction of pollution and wasteful consumption





## Chairman



One of WWF's great strengths, which sets it apart from other environmental organisations, is that we are a truly global network operating in more than 100 countries with vastly different cultures, political systems and environments.

However diverse these countries may be, whatever their differences, they share the same growing problem: a planet whose resources are on the point of collapse. Climate change has no political affiliations; pollution knows no boundaries; rich or poor, east or west, Christian or Muslim, none of us can survive without water.

When WWF set out on its mission more than 40 years ago, our immediate priority was to save the giant panda and the rhino from extinction. But as we fought to protect these and other endangered species, it became clear that we would not succeed in saving any species unless we involved the human beings who shared their habitats. To do that, we had to engage the interest and support of their governments, too.

As the planet has become even more polluted, WWF's work has expanded to meet new challenges. Today, the greatest danger a species faces is just as likely to be a dam 1,000 kilometres away or an oil spill the other side of the ocean.

No single organisation can defeat these and other global threats on its own, which is why WWF continues to develop partnerships that will help us achieve our conservation goals and tackle the greatest threats to the environment: poverty and over-consumption. Some of these partners are international aid agencies such as the UK's Department for International Development, which contributes substantial funding and resources to our programmes. Others are conservation and corporate partners who work on the ground with us on specific initiatives around the world.

In this Annual Review, we have set out to show you the leading international role that WWF-UK is playing with its programme of activities. None of our work would be possible without the generous support of our members and donors and the commitment of our staff and partners. I am most grateful to you all for the part you are playing in helping to change the future by building a world in which people will live in harmony with nature.

*Christopher Ward*

Christopher Ward  
Chairman  
WWF-UK

# Highlights of the year

WWF's work around the world delivers results where they matter. Here, we feature just some of our achievements during the year.

## 1 PRIMATE SUCCESS

In a triumph for WWF's conservation work, Brazil's golden lion tamarin was moved from "critically endangered" to "endangered" on the IUCN Red List of Threatened Species – the world's most comprehensive inventory of the global conservation status of plants and animals.

## 2 INVESTING IN FISH

The first project in the Invest in Fish initiative was launched in Plymouth by the Prince of Wales. This innovative project aims to demonstrate how recovery of fish stocks can be achieved in the Celtic Sea. Invest in Fish is a broad partnership led by WWF-UK, Marks & Spencer and the National Federation of Fishermen's Organisations, and is being tracked closely by the UK government and interested stakeholders as a tangible way forward for an industry in decline.

## 3 TIGER CRISIS AVERTED

WWF joined forces with the Indian government to avert a major crisis facing the country's tigers after water resources dried up in two reserves. We funded the drilling of six wells to replenish a series of ponds throughout the reserves – without which as many as 50 tigers and most of their prey species would have been forced into outside areas, facing almost certain poaching.

## 4 DARWIN MOUNDS SAVED

Following sustained lobbying by WWF, the EU finally agreed permanently to protect the Darwin Mounds, Britain's unique cold-water coral reefs off the north-west coast of Scotland, from being trashed by deep water fishing activities. This is the first time that the EU has prioritised environmental protection over fishing.

## 5 CATASTROPHE FORESTALLED

WWF questioned the legality of EU funding for Spain's National Hydrological Plan – an environmentally catastrophic scheme to extract water from the already depleted River Ebro and pump it 900km to golf courses, subsidised fruit farms and tourist resorts. In March, the newly-elected government halted the plan with immediate effect.

## 6 NEW ELEPHANT DISCOVERED

WWF and the Sabah Wildlife Department in Malaysia led DNA work that identified a genetically distinct subspecies of Asian elephant – the Borneo pygmy elephant (*Elephas maximus borneensis*), which is smaller and more mild-tempered than other elephants. It is believed to have become separated from other elephant populations some 300,000 years ago.

## 7 PANDA CONSERVATION

The Vodafone Group Foundation announced a donation of £600,000 to WWF's panda conservation programme in China, and £400,000 for our programme to protect 4,600km of east Africa's coastal and marine environment.

## 8 LAND MANAGEMENT

WWF and the Alliance of Religions and Conservation signed an agreement to develop a model for managing land owned by religious organisations throughout the world. It's estimated that the 11 major faiths involved own around seven per cent of the habitable surface of the planet.

## 9 PROTECTING NATURE IN EUROPE

WWF lobbied the UK government to increase its list of Special Areas of Conservation – protected areas for rare and endangered species and habitats which form part of the international Natura 2000 network. We have helped secure an increase from the initial 340 sites to 605 now agreed with the European Commission. Our experience has helped the EU's new member states protect their own special areas – for example, Poland's wetlands and forests – and again demonstrates WWF's influence among decision-makers.

*For constantly updated news about WWF's work and successes, visit our website – [www.wwf.org.uk](http://www.wwf.org.uk) – or read WWF News, our members' quarterly magazine.*

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## Chief Executive

WWF's Living Planet Index (LPI), published every two years, is a detailed piece of research that measures changes in the status of more than 1,100 terrestrial, freshwater and marine species. The statistics in the 2004 LPI make far from happy reading.

Between 1970 and 2000, those species declined by an average of around 40 per cent, with the freshwater index doing particularly badly – but that's only half the story. The LPI also tracks the demands that humans make on the planet – our global ecological footprint – which grew by a frightening 70 per cent during the same period.

Common sense tells us that this reckless plundering of the Earth's natural resources cannot go on. In 2001, the whole of humanity's ecological footprint exceeded the planet's biologically productive area by 21 per cent. This global overshoot began in the 1980s and has been growing ever since; today, we are spending nature's capital faster than it is being regenerated – indeed, in Europe, this consumption is at the rate of 300 per cent of capacity, and our lifestyle in the United Kingdom is such that we are indulging in three-planet living. Unless we take immediate action to live in harmony with the natural world, serious trouble is in store.

Every day that passes, the human race is placing itself deeper into ecological debt. But there are options for pulling back from the precipice – which is where WWF comes in. As you can see in this Annual Review, we are working to protect rare and endangered habitats such as forests, seas, rivers and wetlands. We are addressing global threats such as climate change, toxic chemicals and the unsustainable use of natural resources.

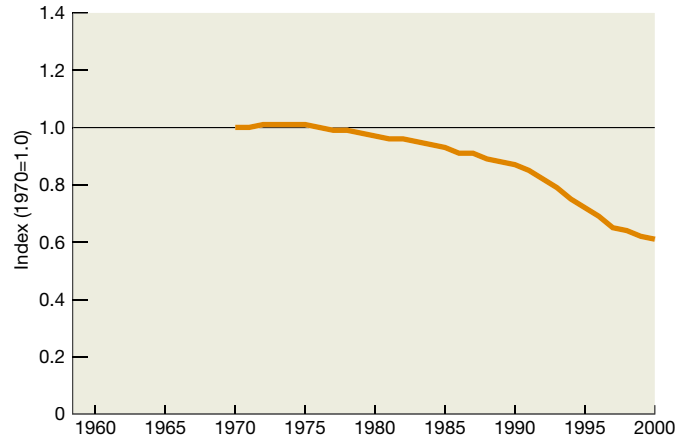
And we are working with government, business, local authorities and schools to ensure that sustainable development – development which meets the needs of people today without compromising those of future generations – becomes the norm.

Today, more than ever before, each one of us has to think about what we can do to protect the Earth's natural resources and address the real and immediate threats to the environment. This "one-planet living" is entirely possible, and perfectly compatible with rewarding lives for us all. The alternative is too dreadful to contemplate – which is why WWF's attention on the task ahead is already strongly focused.

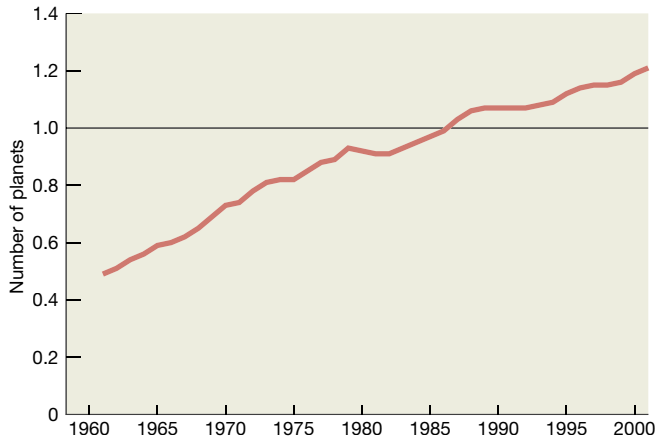
A handwritten signature in black ink that reads "Robert Napier". The signature is written in a cursive, slightly slanted style.

Robert Napier

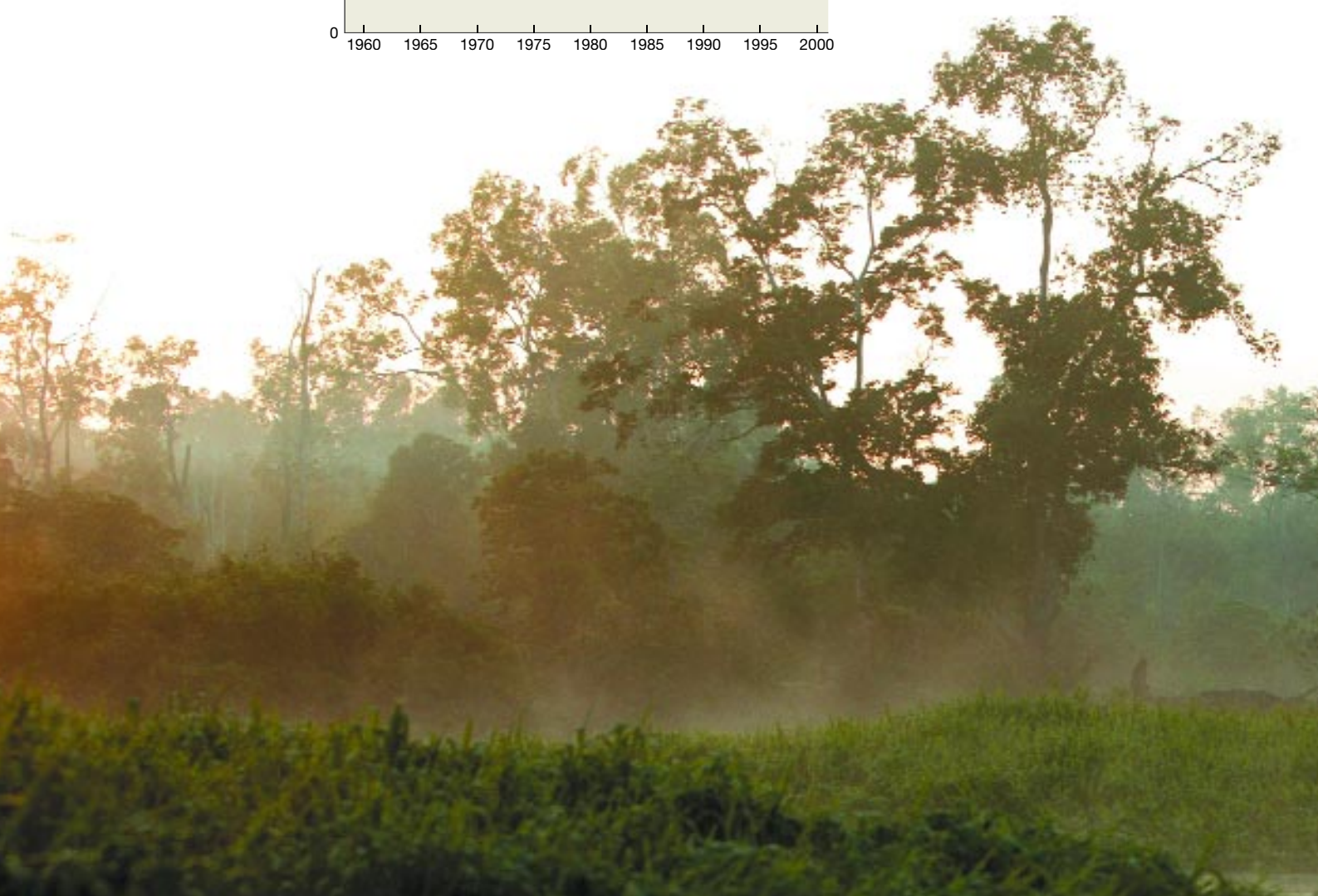
### LIVING PLANET INDEX 1970-2000



### HUMANITY'S ECOLOGICAL FOOTPRINT 1961-2001



To download the full WWF Living Planet Report 2004, go online to our website – [www.wwf.org.uk/livingplanet](http://www.wwf.org.uk/livingplanet)



## WWF works...

To bring about a rapid shift to clean power worldwide;

To persuade the UK government to set strict limits on the power sector and industry, in line with meeting the country's domestic targets; and

To bring together businesses, NGOs and governments, all committed to reducing CO<sub>2</sub> emissions, through coalitions such as a new WWF-supported initiative – the Climate Group. This will exchange best practice information throughout the world.

### **Campaigning for clean energy**

WWF-UK's new climate change campaign – Stop Climate Chaos! – is challenging the power sector to become CO<sub>2</sub>-free by 2050 and thus help stop the global average temperature rising by 2°C, the critical “tipping point” for people and wildlife.

Extreme weather events ranging from floods to drought are becoming more frequent and severe as climate change takes a grip across the world. We celebrate the imminent ratification of the Kyoto Protocol but urgent action is still required to achieve drastic reductions in CO<sub>2</sub> emissions.

The power sector is the largest single source of CO<sub>2</sub> emissions globally as well as in the UK.

In the UK, we are urging power companies and the government to achieve 60 per cent reductions of CO<sub>2</sub> emissions by 2020.

The UK holds both the G8 and EU presidencies in 2005, and the Prime Minister has re-stated his commitment to climate change as one of the two main issues of the presidencies. This combination presents an unrivalled opportunity for the government to lead global action for climate change – and for the Stop Climate Chaos! campaign to make a potent impact.

# Freshwater

## WWF works...

To rejuvenate three of the world's major rivers – the Yangtze in China, the Amazon in Brazil and the Rio Grande along the US-Mexico border – as part of our *Investing in Nature* partnership with HSBC;

To influence European legislation concerning management of the UK's rivers and wetlands;

To improve water quality and reduce pollution in Brazil, through national and regional campaigns;

To lay the groundwork for effective river basin management in China, Mexico and the US; and

To restore year-round flow to Tanzania's Great Ruaha River.



## WWF works...

To reduce the loss of forests, increase the area of protected forests, promote sustainable forest management and improve the livelihoods of people who depend on forests;

To press the UK to support legislation making it unlawful to import timber from illegally logged sources into the EU; and

To support credible independent certification of forests as the best guarantee that timber and other wood products such as paper come from well-managed forests.

### **A commitment to well-managed forests**

During the year, the WWF 95+ Group was re-launched as the WWF-UK Forest & Trade Network. The new name reflects the fact that it is part of the Global Forest & Trade Network, which has developed across 30 countries. This brings together nearly 400 companies that produce, buy or sell timber and paper products and which are committed to sourcing from well-managed forests.

Following the WWF 95+ Group's re-launch, all members were required to re-apply for membership with a credible action plan showing how they intend to identify and eliminate wood products from unknown sources. We received 55 applications, including those from all the major retailers, and we have accepted new members, including Marks & Spencer, Pearson and Travis Perkins.

# Species

## WWF works...

To protect the world's endangered species and their habitats – including great apes, African and Asian elephants, giant pandas, tigers, rhinos, whales, dolphins and marine turtles;

To eliminate illegal trade in the world's endangered species; and

To reduce the conflict between wild species and humans who share the same territory.



## WWF works...

To persuade the government to introduce a UK Marine Act;

To reduce pollution from illegal and accidental discharges into the sea;

To reduce overfishing and the destructive impacts of many fishing operations;

To implement controls to protect sensitive marine habitats; and

To develop the 2003 Green Shipping Group which exemplifies best practice for the shipping industry.



### **Prince of Wales invests in fish**

After more than three years of preparation, the first project in the Invest in Fish initiative, Invest in Fish SW, was launched in Plymouth by the Prince of Wales. This initiative aims to demonstrate how recovery of fish stocks can be achieved in the Celtic Sea.

Invest in Fish is a broad partnership led by WWF-UK, Marks & Spencer and the National Federation of Fishermen's Organisations. The South-west project will run for three years, after which we hope it inspires similar schemes across Europe. The initiative has been funded by the EU to the tune of £1 million, with £600,000 match funding raised from donors, including Cornwall County Council, the Cornish Fish Producers Organisation and the South West Fish Producers Organisation. Invest in Fish is being tracked closely by the UK government and interested stakeholders as a tangible way forward for an industry in decline.

# Toxics

## WWF works...

To change EU law by directly influencing the EU's review of its legislation that regulates man-made industrial chemicals;

To heighten public awareness of the threats to humans and wildlife caused by toxics and contaminants; and

To have the worst chemicals banned, or replaced by safer alternatives where appropriate.

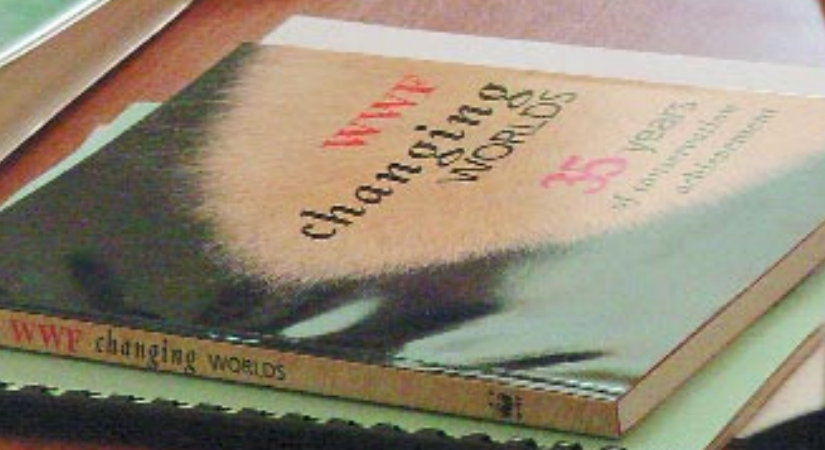


### WWF works...

To secure changes in the policies and practices of governments, companies, multilateral institutions and others, for the benefit of people, nature and the environment;

To ensure that environmental issues are incorporated in national development and poverty reduction strategies; and

To help sustainable development become one of the guiding principles for international trade and investment frameworks.



# UK Social Change



## WWF works...

To bring about a change in UK thinking and attitudes towards what we consume and what we do in our everyday lives;

To persuade the UK government to require good decision-making at all levels, based on effective sustainable development projects;

To address sustainability issues and strategies with business and industry, and to communicate the outcomes to the investment community; and

To enable organisations such as local authorities, businesses and schools to be aware of their impact on the world, develop better policies, and better inform others.

### **Making a start at home**

Bringing about changes in how we think and what we do in our everyday life becomes more imperative with every passing day, as the dramatic message in WWF's *Living Planet Report* (see pages 6 and 7) testifies. Indeed, the urgency of reducing our impact on the planet – our “ecological footprint” – has never been so acute. To see what's being done, turn to page 23.

# Capacity Building Overseas

## WWF works with partners...

To enable local and indigenous communities to safeguard the environment upon which they depend;

To ensure that their livelihoods and wellbeing are protected through their own endeavours;

To engage business and industry in sustainable practices;

To enable people everywhere to implement sustainable development practices for their own benefit – and the planet's; and

To enable parts of the WWF network to become more effective organisations and develop broader skills for future self-sufficiency.



## A living planet partnership

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





Through the Department for International Development (DFID), we are working not only on environment and poverty links, but also on strategic environmental assessments and the importance of environmental sustainability in aiming for Millennium Development Goals. We are also exploring a common agenda on corporate social responsibility, trade and investment.

Meanwhile, WWF retains its role in challenging DFID where we have differing views, and when necessary we hold the government to account on its mandate for sustainable development.

Recently WWF was selected as one of only six NGOs to work with DFID on its programme in Latin America. "This underlines the fact that the environment is recognised as essential to the lives of poor people," says Dominic White, WWF's Partnership Programme Coordinator.

*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)*

**"WWF has much experience in listening carefully to local needs, identifying local skills, promoting learning and capacity building. Local people not only benefit from WWF projects, but actually have a stake in their management"**

*Marc Ravalomanana, President of Madagascar*

# Campaigning for a living planet

Toxic chemicals and climate change are two of the greatest threats to the wellbeing of Planet Earth. Humans, wildlife and some of the world's most vital ecosystems are affected by these potent, dangerous phenomena – which is why WWF is confronting them in hard-hitting campaigns.



## Chemicals and Health

The persistent, defiling and poisoning effects of some man-made chemicals – even those already banned – are threatening human health and the long-term survival of wildlife across the world. Every group of species is affected, from the polar bear in the once pristine Arctic to whales and fish in the deepest oceans.

A good enough reason, therefore, to launch WWF's Chemicals and Health campaign. But what makes it particularly relevant is the fact that we targeted its launch to coincide with the EU's review of its legislation that regulates man-made industrial chemicals. Our intention was to make a direct input into this critical piece of environmental legislation – and this we have done.

During the year, WWF tested people from 18 European countries, every one of whom was found to be contaminated with a cocktail of hazardous man-made chemicals in their blood. Then, together with our campaign partners, The Co-operative Bank

and the National Federation of Women's Institutes, we delivered a 77,000-name petition to the European Parliament, where we lobbied MEPs to legislate for safer chemicals in everyday products and an end to the contamination of children and wildlife.

"One of the problems is that no safety data is available on most chemicals in use today," says campaign director Justin Woolford. "And even where data exists, legislation to phase out the worst chemicals is lacking. That's why WWF is campaigning for the proper regulation of chemicals and, where appropriate, their replacement with safer alternatives." On this crucial issue, says Justin Woolford, there can quite simply be no compromise.

*For more information about WWF's Chemicals and Health campaign, go online to [www.wwf.org.uk/chemicals](http://www.wwf.org.uk/chemicals)*



## One Million Sustainable Homes

Amid all the statistics and international debate about climate change is one indisputable fact – 2003 produced the hottest summer Europe has yet known... and with it, the deaths of an estimated 35,000 people. It was a year to remember, for the wrong reason.

WWF's One Million Sustainable Homes (OMSH) campaign is directly involved in the climate change issue. That's because most homes are greedy consumers of energy, water, timber and other precious natural resources – and they contribute around 27 per cent of the UK's total carbon dioxide emissions associated with energy use.

In contrast, sustainable homes are designed to cause as little damage to the environment as possible. So OMSH is working with the UK government, the building industry and consumers to ensure that a million sustainable homes are developed by 2012.

As part of the campaign, WWF has worked closely with Andrew Stunell MP, whose Sustainable and Secure Buildings Bill became law in September 2004. As a result, all building work in the UK will now have to take into account issues related to sustainable development and the environment – “in a nutshell, it widens yet tightens building regulations, so it's a huge victory for the environment,” declares OMSH campaign director Paul King.

WWF also achieved success in the 2004 Budget, when the Chancellor announced tax breaks for landlords installing energy-efficient equipment in their properties. This concession was a key feature of the OMSH campaign, which was acknowledged by the Treasury as the inspiration for the initiative.

*For more information about WWF's OMSH campaign, go online to [www.wwf.org.uk/sustainablehomes](http://www.wwf.org.uk/sustainablehomes)*



**“The government is committed to the development of more sustainable housing, and shares the concerns that underlie WWF's campaign for one million sustainable homes”**

The Rt Hon Patricia Hewitt MP, Secretary of State for Trade and Industry



## Supporting our work for a living planet



WWF is fortunate to enjoy the enthusiastic backing of some 430,000 members and supporters throughout the UK – people who fund our work and take action to strengthen it.

Through their donations, they fund programmes including conservation of the giant panda in China and our highly successful work with the golden lion tamarin in Brazil. They also campaign on our behalf, bring important environmental issues to the attention of MPs and the media, and take action through our website.

This year, the website attracted more than 1.6 million visits – the highest number recorded so far – and 13,813 people took direct online action. This ranged from writing to the Prime Minister, the Secretary of State for the Environment and other government ministers, to signing petitions and adopting endangered animal species.

“Without the generous backing of our supporters, members and donors, our work throughout the world wouldn’t be possible,” says Nicky Bishop, Director of Supporter Relationship Management. “From the depths of the oceans to the peaks of the Himalayas, WWF is working for the benefit of people and nature, and to all our supporters I offer our grateful thanks.”

*For details about the many ways to help WWF, visit our website – [www.wwf.org.uk](http://www.wwf.org.uk) – and go to the “what can I do?” menu at the top of the home page.*



## Learning to tread with care



From an environmental perspective, is the London congestion charge scheme effective? Should it be copied elsewhere? And do wind farms – or even doorstep recycling services – bring environmental benefits to local communities?

Responses to these and other questions are helping WWF and local authorities in the UK find answers to strategic questions concerning lifestyle and sustainable development. This is because the urgency of reducing our “ecological footprint” – the impact each of us is making on the world and its natural resources – is more acute than ever.

Reducing our footprint is the aim of new WWF partnerships that could provide sustainable solutions and ways forward for local authorities throughout the UK. The footprint programme is developing strategies that will enable government at all levels, from national to local, to take meaningful and effective decisions concerning sustainability.

With more than six billion people living on the planet – and the number is increasing by 215,000 a day – there is an immediate need for everyone to understand how rapidly the Earth’s natural resources are diminishing. Quite simply, if present trends go unchecked, humans will need the resources of three Earth-sized planets to sustain our consumption of energy, crops, meat, fish and wood.

The footprint can be applied to any individual, household, school, business, city, region or country. It will enable people to judge whether initiatives ranging from wind farms and the congestion charge to local recycling schemes really are making a difference in terms of saving the Earth’s natural resources.

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

*More information about WWF’s ecological footprint work can be found at:*  
[www.wwf.org.uk/footprint](http://www.wwf.org.uk/footprint)  
[www.walesfootprint.org](http://www.walesfootprint.org)

*Or contact Rod Sterne, Head of WWF’s local sustainability programme, on 01483 412480; or e-mail [rsterne@wwf.org.uk](mailto:rsterne@wwf.org.uk)*

## Doing business with business

Today's business world has a growing and far-reaching impact upon the natural world – so much so that its role in finding solutions to the planet's pressing environmental challenges is more important than ever.

WWF engages constructively with business and industry in areas of mutual benefit so that we can develop partnerships, raise funds for nature and the environment, stimulate innovation in business, and challenge bad business practice. Over the years – and this year is no exception – WWF has developed a strong track record and reputation for practical partnerships with business.

**Our current partners include the following:**

### **HSBC Holdings Plc**

Millions of people, and hundreds of wildlife species, are directly benefiting from the WWF-HSBC *Investing in Nature* freshwater restoration partnership, established in 2002. Focusing on resuscitating important stretches of three of the world's major rivers – the Amazon, Yangtze and Rio Grande – the partnership is also restoring river and wetland habitats in the UK.

An important element of this partnership is the opportunity for WWF to engage with HSBC in its sustainable agenda, particularly regarding its lending policies.

### **MBNA Europe Bank Ltd**

The year ahead marks a decade-long partnership between WWF and MBNA Europe Bank Limited. This year we launched the WWF PVC-free\* Visa card, which has enabled MBNA to reduce its own impact on the environment. We have also re-launched the MBNA WWF loan programme, which will make a significant contribution to funding WWF's work.

MBNA has recently joined the WWF-UK Forest & Trade Network, which marks a huge step forward in our partnership. MBNA's membership commits the Bank to acquiring more of its paper material from well-managed forest sources.

### **The Co-operative Group**

The Co-operative Bank is one of our Chemicals and Health campaign partners. In addition, smile, the internet bank, is helping us to raise funds via a current account promotion, and Co-operative Retail is launching an endangered species soft toy promotion in 2,600 stores throughout the UK. These activities not only raise funds for WWF, but also provide invaluable campaign awareness among the public.

### **The Vodafone Group Foundation**

Our partnership with The Vodafone Group Foundation (VGF), a registered charity set up by The Vodafone Group Plc, is driven by a shared "passion for the world around us". VGF supports two areas of WWF's key work – our giant panda conservation programme in China and our Eastern African Marine Ecoregion Programme, which spans Somalia, Kenya, Tanzania, Mozambique and South Africa. The programmes aim to protect the fragile biodiversity of both regions, and the species that depend upon them, and to provide local communities with alternative livelihoods. As a measure of support for WWF's conservation work, Vodacom – partner network to Vodafone in Tanzania – recently extended its network coverage to include Mafia Island Marine Park – a key project site that until now was without effective communications.

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

American Express Services Europe Ltd  
Antalis Ltd  
Blue Line  
Calypso Soft Drinks Ltd  
Canon Europa NV  
Coinstar  
Co-operative Retail  
Crowley Esmonde Ltd  
Environmental Business Products  
Fellowes Manufacturing (UK) Ltd  
HSBC Holdings Plc  
International Bon Ton Toys BV  
MBNA Europe Bank Ltd  
smile, the internet bank  
The Body Shop UK/ROI  
The Co-operative Bank Plc  
The Vodafone Group Foundation

*For more information about our work with business and industry, contact Edwina Silvester, Head of Corporate Support, on 01483 412365, e-mail [esilvester@wwf.org.uk](mailto:esilvester@wwf.org.uk) or visit [www.wwf.org.uk/business](http://www.wwf.org.uk/business)*

The WWF Credit Card and loans are issued by MBNA Europe Bank Limited, Registered Office: Stansfield House, Chester Business Park, Chester CH4 9QQ. Registered in England number 2783251. For full details of WWF Credit Card interest rates and payment requirements please see the terms and conditions of the credit card. MBNA is authorised and regulated by the Financial Services Authority. Credit is available, subject to status, only to UK residents aged 18 or over. We will monitor or record some phone calls. \* The magnetic strip and chip on the card are not 100 per cent PVC-free for security reasons.



WWF

ÁGUA PARA A VIDA,  
ÁGUA PARA TODOS

HSBC

# Trusts and Major Individual Support

The trusts and major donors who support WWF are key partners in the development of our global conservation programmes.

This year we have launched CCC, the Conservation Champions Club. Conservation Champions are people who are aware of the problems facing nature and the environment, and who have the power to help in a particularly meaningful way.

In addition to the CCC are WWF's Seeing is Believing programme, which enables our major supporters to see at first hand some of our programmes on the ground, and the Guardians programme, through which our committed supporters can donate to specially selected programmes.

For more information about WWF's Trusts and Major Individual Support, call Mary O'Donovan on 01483 412419, or e-mail [modonovan@wwf.org.uk](mailto:modonovan@wwf.org.uk)

"When I went mountain gorilla trekking in Rwanda and Uganda, it was one of the most memorable trips of my life – I feel extremely privileged to have seen these extraordinary animals in their natural habitat. I am proud to be providing financial support to a project which helps to ensure that WWF's valuable work out there can continue." Marc Citron, Conservation Champion

“More than 30 years ago, my grandfather developed a passion for nature conservation in its wildest sense. Since that time we have seen many positive changes: species coming back from the brink of extinction, and laws and policies changed to help conserve our wildlife and environment.

“Today my family continues wholeheartedly to support WWF and I cannot recommend too highly the long-term contribution WWF makes to our planet, both visibly and otherwise.

“A grant made by my family Trust more than 20 years ago helped set up what has now become the groundbreaking education department at WWF. This team played a major role in getting Education for Sustainable Development onto the National Curriculum for England, and is committed to assisting us all to be responsible global citizens. I am delighted that our support has led to such significant progress.”

Sir Richard Kleinwort Bt, Trustee of the Ernest Kleinwort Charitable Trust

We are grateful for the generous support of many individuals and Charitable Trusts:

#### **Major Individuals**

Mark Citron  
Nicholas Close  
Staffan Encrantz  
Mr & Mrs Oliver Heathcote  
Roger Hooper  
Ms Carol Kemm  
Peter Kratz  
Dr Anthony Mussett  
Carol and Michael Storey

#### **Trusts and Foundations**

Allan & Nesta Ferguson Charitable Trust  
Biffaward  
Brownington Foundation  
Cinderford and Ofenheim Trusts  
Comic Relief  
Cornwall County Council  
Cornish Fish Producers Organisation  
David and Elaine Potter Charitable Foundation  
Ernest Cook Trust  
Ernest Kleinwort Charitable Trust  
HB Allen Charitable Trust  
Henderson Charitable Trust  
J&E Crosfield Charitable Trust  
Kinsurdy Charitable Trust  
Marjorie Coote Animal Charities Trust  
Mr & Mrs JA Pye's Charitable Settlement  
Muriel Lawson 1983 Charitable Trust  
Rufford Maurice Laing Foundation  
St Katherine's Fund  
Simon Gibson Charitable Trust  
South West Fish Producers Organisation  
The BOC Foundation for the Environment  
The Fishmongers' Company's Charitable Trust  
The Ingram Trust  
The Shears Foundation  
Tolkien Trust

## Legacies

By its very nature, WWF's work to conserve the world's biodiversity for future generations requires much long-term planning.

Legacies are a vital part of this development work, enabling us to take a perspective on the natural world that is both enduring and effective.

These days, income from legacies provides around 20 per cent of our funds, so the contributions people make to us in their wills is significant indeed.

Leaving a legacy to WWF is a lasting gift to the environment, and it costs you nothing in your lifetime. A pledge is not binding, but it does help enormously in our commitment to the future wellbeing of the planet.

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:

Mrs EM Abraham  
Mr GH Anderson  
Mrs BM Bateman  
Mr NK Berry  
Mrs SC Berry  
Miss DJ Bilson  
Mr RAE Blackburn  
Mrs KC Bowie  
Mr GAL Broadwood  
Mr D Burns  
Mrs ME Campbell  
Mrs AJ Clayton  
Mrs DM Cole  
Miss KM Daviss  
Mrs PM Douthwaite  
Mrs JM Eyles  
Mr SH Field  
Mr D Foggitt  
Mrs SA Glassborow  
Miss ZEM Hammond  
Mr HE Jamieson  
Mrs EM Jeeves  
Miss RA King-Smith  
Mrs MR Kirkley  
Mr T Leddra  
Mrs HGD Low  
Mrs J Lowry  
Mrs MM McLeod  
Miss VC Marsden  
Miss RM Matthews  
Dr PW Nathan  
Mr DN Nelson  
Mrs JR Noble  
Mrs GW Parkinson  
Mrs JC Pascoe

Mrs IM Perry  
Mrs MR Piper  
Mr JP Pollitzer  
Mrs MG Price  
Miss AHB Prins  
Mrs BA Prior  
Mrs EA Ralph  
Mrs MD Rennie  
Mrs IL Rhead  
Miss TA Rice  
Miss EM Rushgrove  
Miss A Smellie  
Mrs MO Theodorson  
Miss MG Tute  
Mrs GO Tyrrell  
Mrs MD Williams  
Miss B Winter

*For more information about how you can help WWF with a legacy, call 01483 426445 or e-mail [legacies@wwf.org.uk](mailto:legacies@wwf.org.uk)*

As the environmental challenges facing the world continue to grow in scale and complexity, WWF-UK's work becomes more and more important. The year under review has seen our activities expand and our influence yield positive results.

To be effective in our work, we have to confront critical global threats to the health and security of the natural world and the people and wildlife that depend on it. These threats include climate change, the use of toxic chemicals, and the unsustainable consumption of natural resources.

At the heart of this global environmental crisis – for that is what it is – is the certainty that humans cannot continue to consume more and more of the Earth's limited natural resources without regard for the impact upon the planet and the consequences for future generations. That is why WWF will continue to integrate its conservation goals with the needs of the world's people, particularly the most vulnerable.

## FINANCIAL REVIEW

Despite the tougher fundraising climate, we have increased our total income by £2 million compared with the previous year. Key to our success has been our ability to engage with and appeal to different groups of donors. Our performance this year has been particularly challenging.

Expenditure on generating funds decreased slightly from £8.8 million to £8.6 million, leading to an improved cost:income ratio of 24 per cent from 26 per cent last year.

A combination of income growth and tight control of overhead costs has enabled us to invest £25.8 million in our critical conservation programmes. This represents a five per cent increase on last year's record investment. We now have 12 major programmes in place around the world. These are joined by our Footprint and Invest in Fish work in the UK. Details of these and other conservation activities are outlined in our Annual Report, which can be downloaded from our website at [www.wwf.org.uk](http://www.wwf.org.uk)

Our transition from projects to a series of major long-term programmes was supported by a fundamental review of the processes and procedures needed to monitor the effectiveness of our conservation expenditure. The programmes are developed in collaboration with our overseas partners, ensuring joint ownership of the goals and outcomes and the means by which they will be achieved. Monitoring plans are in place, and progress is being regularly reported. We are working with our colleagues in the WWF network to ensure we have common processes which support and facilitate the work of the field offices.

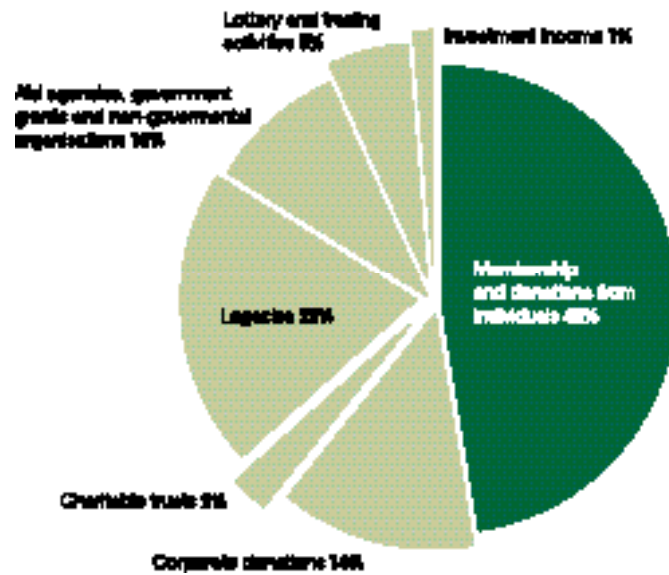
Stock markets at last showed some recovery this year and after two years of losses on our investments we are pleased to report an investment gain of £0.7 million during the year. Our investments have still not returned to their previous peak in 2000/01, but this is at least a step in the right direction. Our investment policy is to maintain the real value of our investments by way of a diversified portfolio consistent with our legal powers. Our investments are regularly reviewed, using recognised environmental and socially responsible criteria. We are pleased to report that notwithstanding our rigorous screening of our investment portfolio, we have experienced a higher investment return than the market benchmarks.

We have recorded a surplus of £5.6 million in 2003/04, including the £0.7 million growth on the investment portfolio and the £2.9 million revaluation of the Bohunt Estate. Our level of free reserves at 30 June 2004 is £10.0 million, representing just over three months' expenditure, or 91 per cent of our current commitments to conservation programmes. We remain committed to keeping our reserves low, but have to balance this against our increasing commitments to long-term conservation programmes at a time when we cannot assume we will continue to experience growth in income.

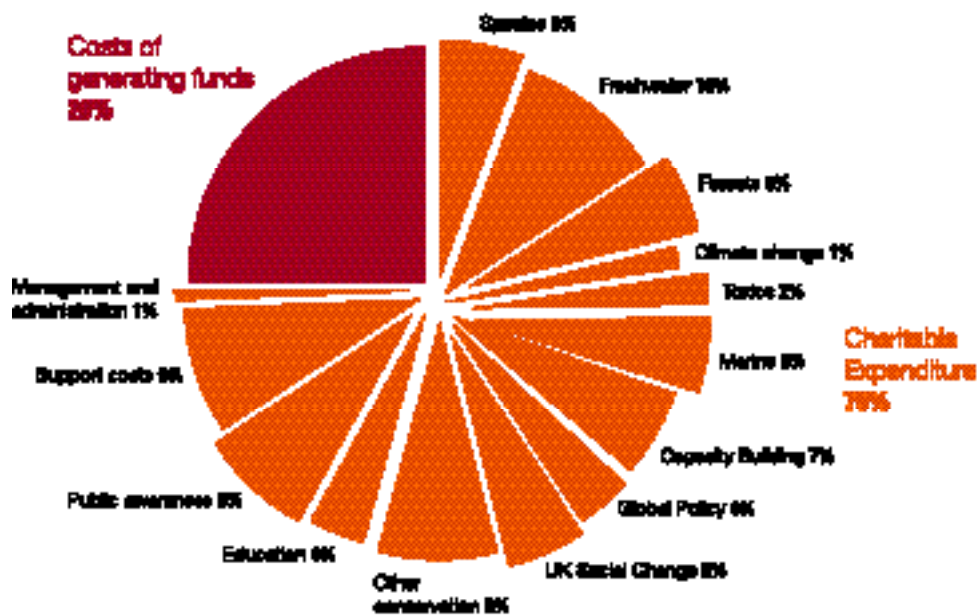


Christopher Ward  
Chairman  
WWF-UK

## Income



## Expenditure



# Consolidated statement of financial activities

(incorporating an income and expenditure account) for the year to 30 June 2004

	Unrestricted Funds £'000	Restricted Funds £'000	Endowment Funds £'000	Total 2003/04 £'000	Total 2002/03 £'000
<b>Incoming resources</b>					
Membership and donations from individuals	11,513	5,178	-	<b>16,691</b>	16,352
Corporate sponsorships and donations	1,611	3,265	-	<b>4,876</b>	3,087
Charitable trusts	162	717	-	<b>879</b>	600
Legacies	7,891	118	-	<b>8,009</b>	7,880
<i>Activities in furtherance of the charity's objectives</i>					
Aid agencies and government grants	-	3,267	-	<b>3,267</b>	3,007
Income from non-governmental organisations	38	375	-	<b>413</b>	138
<i>Activities for generating funds</i>					
Lottery promotions	373	-	-	<b>373</b>	299
Community and trading activities	1,010	396	-	<b>1,406</b>	1,529
Investment income	467	-	-	<b>467</b>	579
Input Value Added Tax recovered from prior years	-	-	-	-	844
<b>Total incoming resources</b>	<b>23,065</b>	<b>13,316</b>	<b>-</b>	<b>36,381</b>	<b>34,315</b>
<b>Resources expended</b>					
Costs of generating funds					
Cost of generating voluntary income	6,700	332	-	<b>7,032</b>	7,116
Lottery promotions	120	-	-	<b>120</b>	104
Community and trading activities	1,003	138	-	<b>1,141</b>	1,183
Corporate sponsorship and donations	210	-	-	<b>210</b>	263
Investment management fees	36	-	15	<b>51</b>	32
Cost of recovering Input Value Added Tax	-	-	-	-	99
	<b>8,069</b>	<b>470</b>	<b>15</b>	<b>8,554</b>	<b>8,797</b>

Consolidated statement of financial activities for the period to 30 June 2004 continued

	Unrestricted Funds £'000	Restricted Funds £'000	Endowment Funds £'000	Total 2003/04 £'000	Total 2002/03 £'000
<b>Charitable expenditure</b>					
Grants payable in furtherance of the charity's objectives					
Species	2	2,178	-	<b>2,180</b>	2,497
Freshwater	248	3,229	-	<b>3,477</b>	2,543
Forests	56	1,788	-	<b>1,844</b>	2,038
Climate change	268	225	-	<b>493</b>	762
Toxics	426	312	-	<b>738</b>	1,090
Marine	496	1,258	-	<b>1,754</b>	1,186
Capacity Building	516	1,761	-	<b>2,277</b>	2,488
Global Policy	762	754	-	<b>1,516</b>	922
UK Social Change	471	1,100	-	<b>1,571</b>	1,382
<b>Cost of other activities in furtherance of the charity's objectives</b>					
Conservation	2,781	-	-	<b>2,781</b>	2,706
Education	1,309	-	-	<b>1,309</b>	1,348
Public awareness	2,654	-	-	<b>2,654</b>	2,735
Support costs	2,975	-	-	<b>2,975</b>	2,600
Management & administration	271	-	-	<b>271</b>	204
<b>Total charitable expenditure</b>	<b>13,235</b>	<b>12,605</b>	<b>-</b>	<b>25,840</b>	<b>24,501</b>
<b>Total resources expended</b>	<b>21,304</b>	<b>13,075</b>	<b>15</b>	<b>34,394</b>	<b>33,298</b>
Net incoming resources/(resources expended) before transfers	1,761	241	(15)	<b>1,987</b>	1,017
Gross transfers between funds	(40)	40	-	-	-
Net incoming resources/(resources expended)	1,721	281	(15)	<b>1,987</b>	1,017
Net gains/(losses) on investment assets	3,414	-	228	<b>3,642</b>	(532)
<b>Net movement in funds</b>	<b>5,135</b>	<b>281</b>	<b>213</b>	<b>5,629</b>	<b>485</b>
<b>Total funds brought forward</b>	<b>11,394</b>	<b>1,513</b>	<b>2,042</b>	<b>14,949</b>	<b>14,464</b>
<b>Total funds carried forward</b>	<b>16,529</b>	<b>1,794</b>	<b>2,255</b>	<b>20,578</b>	<b>14,949</b>

All activities derive from continuing operations.  
There are no recognised gains or losses in the current or preceding financial year other than as shown in the statement of financial activities.

# Balance sheets

at 30 June 2004

	Group 2004 £'000	Group 2003 £'000	Charity 2004 £'000	Charity 2003 £'000
<b>Fixed assets</b>				
Tangible fixed assets	<b>1,661</b>	1,635	<b>1,661</b>	1,635
Investments	<b>11,104</b>	6,640	<b>11,104</b>	6,640
	<b>12,765</b>	8,275	<b>12,765</b>	8,275
<b>Current assets</b>				
Stocks	<b>97</b>	85	-	-
Debtors	<b>4,312</b>	3,002	<b>4,244</b>	2,856
Amounts due from WWF-UK Trading Limited	-	-	<b>94</b>	134
Cash on short-term deposits	<b>7,734</b>	7,512	<b>7,734</b>	7,512
Cash at bank and in hand	<b>104</b>	93	<b>95</b>	90
	<b>12,247</b>	10,692	<b>12,167</b>	10,592
<b>Current liabilities</b>				
Creditors: amounts falling due within one year	<b>4,434</b>	4,018	<b>4,360</b>	3,924
<b>Net current assets</b>				
	<b>7,813</b>	6,674	<b>7,807</b>	6,668
<b>Total assets less current liabilities</b>				
	<b>20,578</b>	14,949	<b>20,572</b>	14,943
<b>Accumulated funds</b>				
Endowment funds	<b>2,255</b>	2,042	<b>2,255</b>	2,042
Restricted funds	<b>1,794</b>	1,513	<b>1,794</b>	1,513
Unrestricted funds [including a revaluation reserve £2,893,000 (2003: nil)]	<b>16,529</b>	11,394	<b>16,523</b>	11,388
<b>Total funds</b>				
	<b>20,578</b>	14,949	<b>20,572</b>	14,943

The financial statements were approved by the Trustees on 14 December 2004 and signed on their behalf by:

Christopher Ward  
*Chairman*

Colin Day  
*Honorary Treasurer*

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.



# Practising what we preach

Like all other organisations, WWF has an impact on the environment. That's why we are careful to address the effect of our day-to-day activities – so that we practise what we preach.

This year sees publication of our fifth Environmental Report. It looks back on our environmental performance over the last 12 months and describes areas where we have made progress and the areas that still pose a challenge to us. Overall, our performance during this reporting period has been good in some areas but in need of improvement in others.

Our performance data in the area of waste is good, but travel is poor, especially to our WWF offices in Scotland and Switzerland, where more sustainable forms of travel are available. As a result, we have put in place a new sustainable travel policy containing instructions for staff to take the train to Scotland and use phone or video conferencing to replace travel to our WWF International office in Switzerland. However, good long-term environmental performance improvements also need to be supported by robust systems. This year we have continued to make improvements to the underlying data collection methods and to embed the environmental systems into the wider corporate management and operational processes.

A challenging work schedule has been set for the year ahead. We are undergoing our corporate strategic planning process and will be aligning our environmental management programme with the overall direction that the organisation is headed over the next five years. As part of this progress, we will be producing an environmental strategy and will report back on its implementation in next year's Environmental Report.

To ensure our environmental systems and reports are up to the highest standards, we subject them to a rigorous audit process. The Environmental Report is externally verified biennially. We subject the report and underlying environmental systems to a biennial internal audit process, as well. This year our report has been verified by our external auditors SGS.

We have minimised our printing costs and environmental impact by publishing the full report in a downloadable PDF format on 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. Call her on 01483 412208 or e-mail [ems@wwf.org.uk](mailto:ems@wwf.org.uk).

## The WWF Council of Ambassadors

The WWF Council of Ambassadors is a distinguished and influential group of senior volunteers. Members have 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 in, and support of, our work. As eminent individuals, their role as ambassadors is to promote WWF's work and to assist us in specific areas where we would benefit from their advice or participation.

Sir Rudolph Agnew

Sir David Attenborough CH, CVO, CBE, FRS

Mr Richard Aylard CVO

The Hon James Buxton

Field Marshal Sir John Chapple GCB, CBE, DL (Chairman)

Ms Julia Cleverdon CVO, CBE

Ms Michele Corrado

Mr Jeremy Edwards

Sir John Egan DL

Lady Gilbert

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



## How to contact us

If you have any enquiries 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 Supporter Care, Panda House, Weyside Park, Godalming GU7 1XR, telephone 01483 426333 or e-mail [supportercare@wwf.org.uk](mailto:supportercare@wwf.org.uk)

A lush, moss-covered forest floor with ferns and tree trunks. The scene is filled with vibrant green moss and ferns growing on a fallen log and the forest floor. The background shows a dense forest with sunlight filtering through the trees.

**The WWF Annual Review 2003/2004**

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Designed by Alun Evans

Produced by the WWF-UK Design Team

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Invest In Fish

WWF-Canon / C HAILS

WWF-Canon / E SVENSEN

WWF-Canon / WWF-SPAIN / G SCHMIDT

WWF-Canon / D LANDENBERGUE

WWF-Canon / M GUNTHER

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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 resources is sustainable
- promoting the reduction of pollution and wasteful consumption

**Cover Photograph**

A dry river basin in the East Sepik province of Papua New Guinea. WWF is developing a model for river basin management across New Guinea.

The framework will protect important freshwater and forest resources in the Sepik that offer significant habitat for threatened species such as the harpy eagle and cassowary, as well as providing subsistence livelihoods for local communities.

To this end, we are supporting a range of activities in the Sepik river basin, including the establishment of protected areas, the sustainable harvest of freshwater and forest products, and the development of ecotourism, healthcare and community education.



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

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