



**WWF** *for a living planet*

## WWF-UK Environmental Report 2004/05

WWF's mission is to conserve the natural world by building a future in which people live in harmony with nature. To achieve this on a global scale it is inevitable that we have an impact on the environment. However, we are dedicated to reducing this impact to an absolute minimum.

To help us achieve this, WWF-UK has a challenging environmental policy and an environmental management system (EMS). In particular, we assess staff travel, energy consumption, waste, purchasing, our investments and our business engagement policies.

This report outlines our environmental performance in these areas during the 12 months from 1 July 2004 to 30 June 2005. To minimise the environmental and financial costs associated with printing, our Environmental Report is only available online.

If you have any comments about this report, or suggestions on how we could improve our environmental reporting, please e-mail us at [ems@wwf.org.uk](mailto:ems@wwf.org.uk)

An overview of WWF-UK's work during the reporting period can be found in our *Annual Review* [www.wwf.org.uk/annualreview](http://www.wwf.org.uk/annualreview).

### OVERVIEW OF OUTCOMES IN 2004-05

- We introduced divisional carbon budgets. In future this tool will help us to manage our CO<sub>2</sub> emissions from flights. While the overall number of flights reduced by 31 per cent our total travel CO<sub>2</sub> emissions increased by two per cent due to an increase in long-distance flights during the year.
- We joined the WWF-UK Forest & Trade Network.
- Our gas consumption decreased by 13 per cent as a result of consolidating our head office staff into one building, but our electricity usage went up by four per cent.

### VERIFICATION STATEMENT

I have reviewed the activities and data contained in this report and reported my findings to WWF management in accordance with usual practice. On the basis of my review of documentation and the explanations I have received, I have concluded that the report is a fair representation of WWF-UK's environmental performance in the year 2004-2005.

Caroline Lovelace  
Head of Internal Audit  
WWF-UK

## EMS OVERVIEW

Our environmental management system (EMS) focuses on reducing the environmental impact of our:

- energy consumption
- employee travel
- waste generation
- purchasing practices
- investments

Our main priorities are to reduce the impacts of staff travel and encourage our suppliers to improve their environmental practices.

### Scope of the EMS

WWF-UK has 11 office sites and employs 290 (FTE) staff. As well as our head office in Surrey, which houses the majority of employees, we have an office in Scotland and in Northern Ireland, two in Wales, a further four across the English regions and a project office in Penzance. Our EMS covers all staff across all these sites.

In addition, environmental considerations are embedded in our corporate policies such as the business and industry engagement policy, socially responsible investment policy and sustainable travel policy.

## THE STRUCTURE OF WWF-UK'S ENVIRONMENTAL MANAGEMENT SYSTEM

Our environmental management system (EMS) is managed according to the structure outlined below:

### Role of trustees

Our own internal accountability and corporate social responsibility (CSR) agendas are an important factor in the trustees' governance role. The Finance and Business Committee approves the annual *Environmental Report*. The Audit Committee monitors progress in the following year against any audit recommendations raised during the verification process.

### Role of directors

Directors have overall executive responsibility for our environmental performance and for delivery of the policy. They ensure that environmental considerations are at the heart of everything we do, both from the corporate management viewpoint and through the operation of their individual divisions. Each director is also in charge of a divisional carbon dioxide (CO<sub>2</sub>) budget.

### Role of director in charge of environment

The Director of Resources has overall responsibility for WWF-UK's environmental systems and, as chair of the Environmental Management Steering Group, approves the content of environmental programmes and related areas of ethical conduct.

#### Role of Environmental Management Steering Group

The Environmental Management Steering Group oversees, directs and coordinates EMS activities across WWF-UK. The group oversees the implementation of the plans to manage our impact from energy consumption, employee travel, waste generation, procurement practices and our investment portfolio. These five issue areas make up our internal environmental (EMS) programme priorities.

#### Role of Environmental Management Unit

The Environmental Management Unit is responsible for ensuring that the organisation practises what it preaches. This entails maintaining the overall environmental management system, developing strategies, monitoring and auditing progress, training staff, producing reports, internal communications and management reviews, and providing supplier screening and ethical guidance. The unit also develops specific projects to improve our environmental performance and reduce our ecological footprint.

#### Role of Internal Auditor

The Internal Auditor performs a detailed internal audit in the years when we do not go through the external verification process. Environmental considerations are also part of the Internal Auditor's Annual Audit Programme – one of the ways the EMS is embedded into the organisation's management process.

### PERFORMANCE AGAINST TARGETS

#### July 2005 targets

1. Incorporate WWF's Invest in Fish partnership project office into the scope of the EMS.
2. Produce a five-year Environmental and Responsible Office strategy.
3. Produce an internal communications campaign for the environmental management programme.
4. Implement an interim internal reporting mechanism on our performance against our travel KPIs and CO<sub>2</sub> budgets.
5. Carry out a review of our environmental reporting.
6. Produce an ecological footprint\* for our head office.

#### Performance

We met the first four targets and have made progress against the other two. These were delayed due to a temporary staff shortage.

\* Every business, resource and individual has an impact on the environment known as an "ecological footprint". WWF-UK has contracted the Stockholm Environment Institute to assist in determining our footprint.

### NEW TARGETS

#### July 2006 targets

1. Go carbon neutral.
2. Carry out a review of our environmental reporting.
3. Produce an ecological footprint for our head office.

## CORPORATE ENVIRONMENTAL POLICY STATEMENT

WWF-UK is committed to fulfilling its environmental objectives through everything it does. We recognise that good environmental management practices are one component of sustainable development and we strive to set a good example by continually improving our performance in this area. We are committed to minimising any environmental damage that our activities in pursuit of our mission may cause – whether from our day-to-day operations or from our policies and projects.

### TRANSPORT

#### Sustainable travel

During 2004, WWF-UK introduced a tougher sustainable travel policy. Together with continuous monitoring of staff travel data and the introduction of divisional CO<sub>2</sub> budgets, this has significantly improved our ability to manage our CO<sub>2</sub> emissions from flights. However, this is yet to be translated into real emissions reductions.

#### Air travel

Our international conservation work requires some of our staff to travel overseas. However, we are committed to minimising our business-related travel and reducing our transport-related carbon emissions.

#### Rail, road and UK travel

We reduce the impact of our road travel by using low emission pool cars (a small fleet of Toyota Prius hybrid cars).

#### Videoconferencing and teleconferencing

To optimise the use of videoconferencing as a viable alternative to international travel, we are working on a strategy across the WWF network to develop our videoconferencing facilities. Our teleconference phones improve communications within the UK and across the network without requiring travel.

### PERFORMANCE AGAINST TARGETS

#### July 2005 targets

1. Reduce the number of flights to WWF International by 10 per cent.
2. Increase the proportion of journeys to WWF Scotland made by rail to 75 per cent.
3. Increase the ratio of rail travel against road travel (from the 2003/04 figure of 1.8 : 1).
4. Implement a training programme for the travel coordinators.
5. Reduce CO<sub>2</sub> emissions from staff travel by five per cent of the benchmark (2003/04 data).

#### Performance

We met the first four targets. Notably the reduction, by 45 per cent, of the number of flights to WWF International far exceeded our target. In addition we exceeded the targets for rail journeys to Scotland (with 81 per cent being by rail) and for the ratio of rail to road travel (actual 2.0 : 1).

We did not achieve the ambitious target of reducing our corporate travel emissions by five per cent. Although we cut the total number of flights by over 30 per cent, more long-distance flights

were undertaken in the period due to a high volume of field visits, so our CO<sub>2</sub> emissions on travel alone went up by three per cent. Long-distance flights make up the majority of our air travel and will be the focus of our CO<sub>2</sub> emissions reductions in the next reporting period.

#### Figures

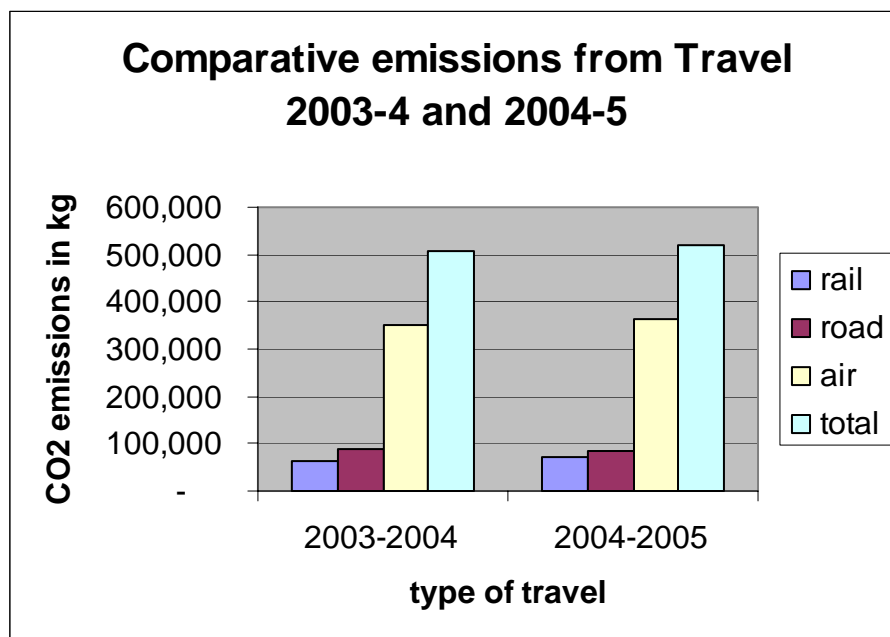
Over the reporting period, our staff travelled 1,165,000km by rail and 81 per cent of journeys to WWF Scotland were by rail. Our road transport is the distance covered in our pool cars, hired vehicles and personal cars in the course of work. During the reporting period we have estimated that employees travelled 583,000km by road.

#### NEW TARGETS

##### July 2006 targets

1. Reduce the CO<sub>2</sub> emissions from staff travel to 490,000kg (518,000kg in 2004/05).
2. Offset CO<sub>2</sub> emissions from all WWF-UK related employee travel, using a Gold Standard quality project, for the reporting period 2005/06.
3. Produce a strategy for increasing the use of the videoconferencing equipment, and explore WWF network opportunities to deliver this strategy.
4. Develop a training and awareness programme to deliver increased use of videoconferencing in the 2006/07 reporting period.

#### REPORTING DATA



**Total 2003-2004 506,000kg CO<sub>2</sub> equivalent Target was 481,000kg: not achieved.**

**Total 2004-2005 518,000kg CO<sub>2</sub> equivalent Target was 481,000kg: not achieved**

Flight-related CO<sub>2</sub> emissions have been captured using an internally developed data capture spreadsheet embedded with a CO<sub>2</sub> calculator provided by the Carbon Neutral Company website. Staff travelling 322km or more are required to complete travel approval forms, enabling us to capture information on flights and long distance rail journeys accurately.

The emissions from road and rail data has been approximated using a measure that was developed in 2000 and has been used consistently since. The 2004-05 road data is an estimate.

## WASTE DISPOSAL

WWF-UK is committed to the principles of *reduce–reuse–recycle* as part of our programme to minimise the amount of waste we send to landfill. We also have a duty of care to ensure that our waste is handled by licensed waste carriers.

### Reduce

All our computers are set to print double-sided by default, employees are requested to carry out double-sided photocopying and printing e-mails is discouraged. We avoid over-ordering stationery by monitoring requests before they are processed, and employees are directed first to our “reuse” stock of stationery.

### Reuse

Wherever possible we reuse materials – or pass surplus or obsolete items to organisations that can make good use of them. We operate a reuse stationery cupboard and send old IT equipment to Computer Aid for reuse or recycling.

### Recycle

All WWF-UK offices recycle paper, cardboard, glass, cans, toner cartridges, fluorescent lighting tubes, and IT equipment that cannot be redistributed within the network.

## PERFORMANCE AGAINST TARGETS

### July 2005 target

1. Sign up to the Local Paper for Surrey scheme and promote the scheme to our local suppliers.

### Performance

We met our waste disposal target. During the reporting period, we reviewed our arrangements for recycling and the removal of waste from our offices in Godalming.

Our high-grade wastepaper is sold to the M-Real mill in Kent. We buy it back in the form of 100 per cent post-consumer waste *Evolve Office* paper. This “closed-loop” recycling system minimises the ecological footprint of our office paper purchasing. It has also enabled us to sign up to the Local Paper for Surrey scheme, a project that promotes closed-loop office paper recycling.

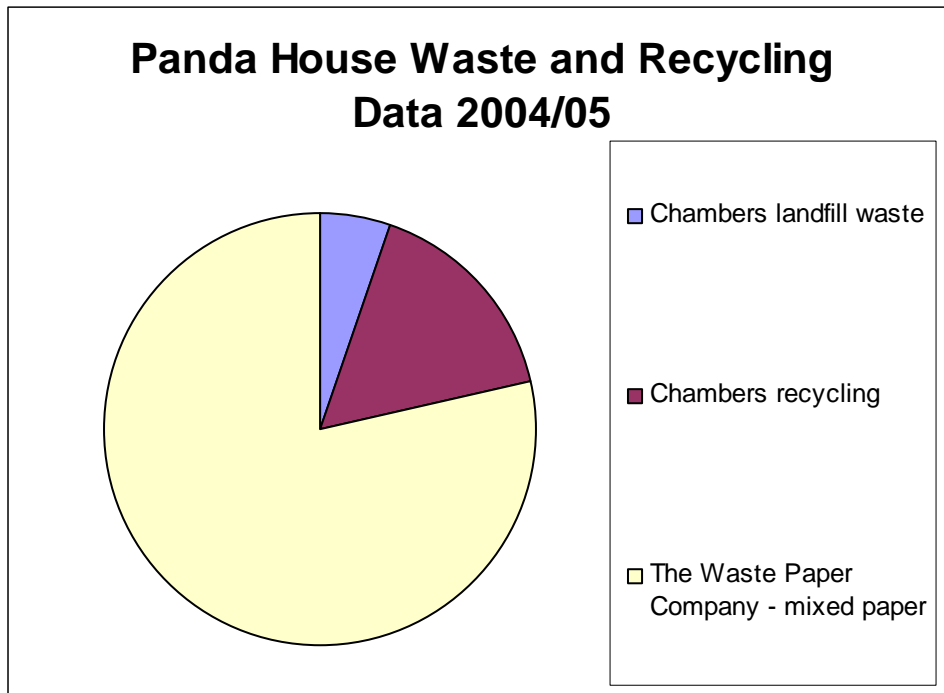
We also broadened the recycling facilities in our head office to include cardboard and paper towels. However, since these materials are extremely light they have had little overall effect on our recycling tonnages.

## NEW TARGETS

### July 2006 target

1. Reduce the amount of our waste going to landfill by one per cent, to four per cent of total waste.

## REPORTING DATA



*(Chambers landfill waste represents 5 per cent, Chambers recycling represents 16 per cent, paper recycling represents 79 per cent, on our overall waste and recycling pie chart).*

## PROCUREMENT

The products we source for our trading catalogue and online shop, those we license as part of our corporate fundraising activities, and activities within our supply chain all have an impact on the environment.

### Opportunity for change

However, these areas also offer opportunities for our EMS to have a positive impact that reaches beyond the operations of WWF. All our purchasing is guided by our corporate environmental purchasing policy, through which we encourage suppliers and service providers throughout our supply chain to adopt greener credentials in their day-to-day practices.

We are also members of the Charities Purchasing Consortium which enables us to share our experiences of applying environmental and ethical criteria while encouraging others to apply these criteria.

### Product eco-standards

Our eco-procurement approval system, developed principally to help us select products for our trading operations, is now applied to all significant purchasing activities across the organisation. Potential suppliers respond to a questionnaire about products; we then assess results against strict eco-standards.

Environmentally exceptional products can now achieve “gold star” status, which enables us to guide shoppers to the environmentally superior products within our range. We also engage with suppliers to highlight potential areas for improvement.

Other purchasing

Environmental impact is a key factor when we choose IT equipment, office furniture, stationery and services. We consider energy efficiency and the use of toxic chemicals (we look for the TCO symbol, which indicates minimum use of toxic chemicals during manufacture). We buy office furniture made from recycled materials or from wood certified by the Forest Stewardship Council. We also apply strict criteria to corporate licensing agreements, and our marketing agency, and require potential paper and print suppliers to complete an environmental awareness questionnaire.

## PERFORMANCE AGAINST TARGETS

July 2005 targets

1. Produce and agree an environmental engagement programme with WWF's new marketing agency, WAVV DDB, to direct dialogue on environmental and CSR issues over the next five years.
2. Ensure that any purchases relating to staff and office move projects comply with the *Environmental Statement for Staff Moves* and our environmental policy.
3. Join the WWF-UK Forest & Trade Network (FTN), for our internal purchasing practices.
4. Produce a revised responsible timber and paper purchasing policy, aligned to the requirements of the WWF-UK FTN.

Performance

We met all these targets.

During the year WWF-UK moved all head office staff into one building by making better use of space and resources, including hot desks. This has reduced most overheads and our ecological footprint.

## NEW TARGETS

July 2006 targets

1. Set up data capture systems to collate FTN data against the required FTN reporting categories.
2. Implement an improved eco-suppliers assessment questionnaire.
3. Benchmark and implement strategies to reduce office paper print consumption in our head office.

## BUSINESS AND INDUSTRY ENGAGEMENT POLICY AND PRACTICE

Commercial activities have a profound effect on the environment. By engaging with business – whether through partnerships to find innovative solutions or challenging poor environmental practices – WWF can minimise negative impacts and support regeneration.

Engaging with business

To ensure our business engagements align with our priority areas of work and do not harm WWF's reputation, we have robust and ethical policies and systems that determine how we work



with the corporate sector, the companies with whom we work, and the organisations from which we can and cannot accept funds.

## PERFORMANCE AGAINST TARGETS

July 2005 targets

1. Ensure business engagement values are integrated into every business and industry endeavour.
2. WWF-UK staff to deliver one significant presentation a month to a business audience between January and July 2005, following the approval of the business and industry actions paper.
3. Update all processes and policies of business and industry engagement, and communicate them internally.
4. The Business and Industry Core Group to ensure all new WWF-UK relationships in 2004/05 adhere to the engagement policy and support the priorities outlined in our five-year strategy.

Performance

We met all these targets.

In future we will report on our B&I performance in our Annual Review and it will no longer be covered in our EMS report.

Our dedicated business website – [wwf.org.uk/business](http://wwf.org.uk/business) – outlines WWF's business and industry policy and related processes. Future reporting on this aspect of our work will appear on this site.

If you'd like to share your views about WWF's work with business, please e-mail our Business Communications Manager, [dlovegrove@wwf.org.uk](mailto:dlovegrove@wwf.org.uk)

## INVESTMENT POLICY AND PRACTICE

Socially Responsible Investment Policy

WWF-UK's SRI policy ensures that our environmental objectives are applied to our investment decisions. It steers us away from companies and funds that conflict with our mission and towards those that are more in line with the principles of sustainability.

WWF-UK's fund manager

WWF-UK employs Newton Investment Management, part of the Mellon Group, to implement the policy. Its specialist charity fund management team is experienced in implementing ethical or socially responsible investment policies.

WWF-UK's sustainable finances

All WWF-UK's finances are aligned with the principles set out in our SRI policy. Our banking services are provided by the Co-operative Bank, the high street's most ethical bank. Our staff are given the option to invest their pension in an ethical fund.

## PERFORMANCE AGAINST TARGETS

### July 2005 targets

1. All Investment Sub-committee meetings to discuss ethical and environmental issues and screen the fund quarterly to ensure companies on the exclusion list do not appear on the portfolio during the financial year.
2. Invest a percentage of the portfolio in WWF's Living Planet Fund.
3. Agree a system with the fund's portfolio manager to discuss voting rights for WWF's reserves fund.

### Performance

We have met the first two of these targets: over three per cent of the value of the portfolio was invested in WWF's Living Planet Fund.

With regard to the third target; we have had preliminary discussions with the portfolio's fund manager about whether WWF can exercise its voting rights on the fund. A decision on how best to do this will be made during 2005/06 and the agreed process will be reported in next year's report.

## NEW TARGETS

### July 2006 targets

1. Review and update our Socially Responsible Investment Policy.
2. Provide an environmental and ethical assessment for WWF-UK's financial services review.

## ELECTRICITY CONSUMPTION

### Green energy market: a renewables obligation

In April 2002 the UK government introduced the Renewables Obligation (RO), which requires all electricity supply companies to source a growing percentage of their electricity from renewable sources, with a target of 10 per cent by 2010 and 15.4 per cent by 2015.

### WWF-UK's green energy supplier

WWF-UK purchases its electricity from Ecotricity, a progressive and green supplier. Ecotricity focuses its resources on building new renewable energy generators to create additional renewables capacity for use in the UK energy market. It is committed to increasing the green content of its customers' electricity by at least 10 per cent each year. Under its "new energy" tariff, Ecotricity is developing new wind-power infrastructure to match at least 10 per cent of our electricity use every year.

## PERFORMANCE AGAINST TARGETS

### July 2005 targets

1. Replace 50 per cent of our CRT computer monitors with energy-saving flat screen alternatives.
2. Encourage the landlords of our managed office sites to convert to Ecotricity's new green energy tariff.

3. Sign Ecotricity's Merchant Wind Power supplier agreement as part of our new integrated energy procurement and efficiency strategy.
4. Install a wood-burning boiler in WWF Scotland's new office premises.
5. Maintain our head office CO<sub>2</sub> emissions from electricity use against 2003/04 data, following the transfer of employees from a second office site to the main office.

#### Performance

We met the first two of these targets and have made progress against the other three.

We have replaced 50 per cent of CRT computer monitors with energy-saving flat screen alternatives. The new energy-saving flat screen monitors and the hot desks should lead to reductions in consumption in next year's reporting period.

We have encouraged the landlords at two of the five managed offices we currently occupy to convert to a green energy tariff; another is considering converting.

Our energy supply contract with Ecotricity expires in March 2006 and we hope to replace it with a contract for Ecotricity's Merchant Wind Power tariff.

During the year, the planning application was agreed for an outhouse to contain a wood-chip boiler at our new office site in Scotland. The actual move has been completed since the end of the financial year and will be reported in the 2005/06 Environmental Report.

The additional out-of-hours work that was required in moving all head office staff from two buildings to one, and installing technological improvements, was a key factor in our electricity consumption rising by four per cent across our head office sites.

Notwithstanding this increase, Ecotricity's supplier agreement factors a further 10 per cent of new green energy into our electricity tariff each year. Therefore, despite the four per cent rise in electricity consumption in our head offices, we have achieved our target of maintaining CO<sub>2</sub> emissions, seeing a one per cent reduction of CO<sub>2</sub> emissions across the two office sites.

#### NEW TARGETS

##### July 2006 targets

1. Sign Ecotricity's Merchant Wind Power supplier agreement, as part of the new integrated energy procurement and efficiency strategy.
2. Encourage all landlords of our managed offices who are not already on a green tariff to convert to Ecotricity's new green energy tariff.
3. Install a wood-chip boiler in WWF Scotland's new office premises.
4. Reduce WWF-UK's total electricity consumption by one per cent from 2004/05 data.

## REPORTING DATA

<b>Office</b>	<b>% change 03/04 to 04/05</b>	<b>Usage 03/04 (kWh)</b>	<b>Usage 04/05 (kWh)</b>
<b>Head Office</b>	<b>4 % increase</b>	<b>324,100</b>	<b>337,059</b>

### Reporting

Following the introduction of the Renewables Obligation, we anticipate that the Department for Environment, Food and Rural Affairs (Defra) will issue new guidelines on how to report on CO<sub>2</sub> emissions from green electricity tariffs. Until that guidance is released, we continue to use the standard grid conversion figures to report on our CO<sub>2</sub> emissions from electricity consumption.

### GAS CONSUMPTION

We use gas to provide space heating and hot water at our head office. This is the only office from which we obtain gas data, since our other offices use electric night storage heaters or are part of a managed office and therefore outside our direct control.

### PERFORMANCE AGAINST TARGETS

July 2005 target

1. Offset CO<sub>2</sub> emissions from our gas consumption.

Performance

We met this target, and offset the rest of our corporate CO<sub>2</sub> emissions to obtain a carbon-neutral status.

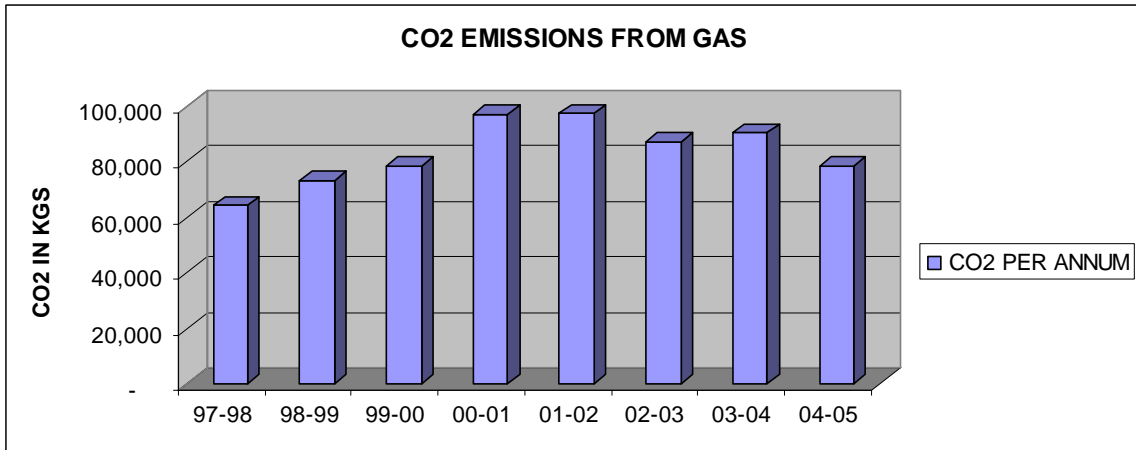
During the reporting period our total emissions from gas usage were 78,000kg CO<sub>2</sub> – a decrease of 13 per cent.

### NEW TARGETS

July 2006 targets

1. Reduce our gas consumption by five per cent of 2004/05 usage (target 74,000kg) and offset CO<sub>2</sub> emissions from our gas consumption for the reporting period using a Gold Standard quality project.
2. Replace half the gas-fired boilers in our leased head office premises with new condensing boilers.

REPORTING



*In 2000/01 our head office was split across two sites.*

*In 2004/05 all employees at the second site were moved back to the main office.*