



# Environmental Report

WWF-UK 2000/2001

## Contents

Introduction	1
WWF organisational structure	2
WWF-UK EMS structure	3
Direct Effect Performance Report	4
Energy consumption	4
Electricity	5
Gas	6
Transport	7
Waste	8
Procurement – supply chain practice	10
Paper procurement	10
Business and industry engagement policy and practice	11
Investment policy and practice	12
Useful contacts	13
Ten things you can do to influence the way other businesses work	14
<b>Appendix</b> Environmental Policy	15

# Introduction



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. WWF is perhaps best known for its work to protect endangered species, but this is just the

tip of the iceberg. We also work to protect endangered spaces and address global threats to people and nature, such as climate change, deforestation and use of toxic chemicals.

We all have an impact on the environment and WWF is no exception. We believe it is vitally important that we recognise and minimise the impact of our day-to-day activities on the environment, and that we practice what we preach. As director in charge of our Environmental Management System, and following the success of our first report, I am pleased to introduce WWF-UK's second Environmental Report.

Over the last decade, WWF-UK has implemented a corporate environmental policy and we have developed an internal Environmental Management System (EMS) to manage its implementation. The EMS, which incorporates our day-to-day activities, has been established to reduce our impact in the key areas of waste, energy consumption, transport, procurement and our corporate policies – all of which were identified as our key areas of impact on the environment. It is my responsibility to oversee its implementation and ensure we gain maximum financial benefit from minimising consumption of valuable resources and materials wherever possible. The EMS and implementation programme is fully integrated into our corporate planning process – for example, our strategy contains explicit targets such as inclusion of the EMS in our internal audit process. We also include an overview of our EMS in our Annual Review.

This second externally published Environmental Report looks back on our performance over the last 12 months. To ensure best use of our resources – and thus our supporters' contributions – we have decided to have our environmental reports externally verified every other year, which will ensure our EMS and reporting process is up to the highest standard, and that we spend our supporters' money in the wisest possible way.

For this report we used the government's *Environmental Reporting Guidelines for Company Reporting on Greenhouse Gas Emissions* and *Environmental Reporting Guidelines for Company Reporting on Waste*.

Our first public Environmental Report provided the benchmark against which to measure our performance in our second report. Overall, I believe our environmental performance this year has been satisfactory and in places very good: we have reduced our emissions from electricity consumption at our Panda House headquarters to zero by switching to renewable electricity, and we have a paper selection policy in place for both internal paper and external printing and paper uses. However, the news is not all good. At the beginning of the reporting period we implemented a new system to measure CO<sub>2</sub> emissions from staff travel. This sophisticated measurement system has more accurately and comprehensively measured our travel and consequent CO<sub>2</sub> emissions. It shows that our travel emissions have increased, although during the year our number of flights actually reduced and the ratio of journeys covered by train rather than road increased. However, this area remains one of our major challenges for the future – so we will be adopting stringent measures to address this issue during subsequent reporting periods.

We have set ourselves a busy work schedule for our EMS over the coming year. Particular areas for attention will be reducing our impact on climate change from staff travel, incorporating the other WWF-UK office sites into the EMS, and engaging with our suppliers. Looking further ahead, we will be setting more stringent internal monitoring and evaluation targets for our programmes and service effects, and integrating our indirect effects into the scope of our EMS.

This report took approximately 30 working days to complete and we have again minimised our printing costs and environmental impact by publishing the full report electronically on the internet at [www.wwf.org.uk](http://www.wwf.org.uk). We welcome feedback and comments on this report and are always happy to hear your suggestions on how we could do things even better next time.

Leslie Jones OBE  
Deputy Chief Executive

# WWF organisational structure

WWF, the global environment network, was established in 1961. For 40 years WWF has contributed greatly to the conservation of wildlife and the natural environment so that present and future generations can enjoy the benefits and wonders of the natural world. WWF runs a network of national, programme and associate offices in over 50 countries around the world, and runs projects in more than 100 countries across all six continents. WWF's core values are to be challenging, effective, constructive, inspirational, trusted and informed, and these principles provide the basis of all our work.

We work in partnership with governments, business and industry, other conservation organisations, development agencies and local communities to find solutions to the global threats for nature and to carry out conservation. In 1999/2000 the WWF network invested just under £250 million in conservation work to protect the environment for people and for nature. This high level of expenditure in conservation is made possible by the continued support of our members and supporters across the world. WWF-UK is part of the global environment network and our share of this global investment was £27.269 million on projects in the UK and overseas.

WWF-UK has more than 300,000 supporters and we recognise that the environment is a globally, nationally and locally important issue. To this end, we understand that development which is truly sustainable cannot happen without local action. We also acknowledge that we all have an impact

on the environment – so although WWF spends its time and money on conservation and environmental work, we are no exception: we need to practice what we preach and manage and reduce our impact on the environment from our day-to-day activities.

Our UK EMS is site-based and, with the exception of the transport data, the actions and figures in this report refer to our Panda House headquarters in Godalming, Surrey, where last year 83 per cent of the WWF-UK staff were based. During the reporting period, WWF-UK acquired a new site – Dolphin House in Godalming. Fifty staff moved from Panda House to Dolphin House, to ease the pressure on headquarters space. As we have stated, this report refers to Panda House. Dolphin House will be reported upon in next year's report, as will our other external offices. The staff move may have distorted some of the reporting figures, but this is always referred to when this is the case.

## Target

> To extend the scope of the EMS to all WWF office sites to include Dolphin House, Northern Ireland, Scotland, Wales and Regional Offices by the end of the 2001 financial year.

This target will be reported on at the end of the next reporting period. Most aspects of the EMS are in place across our external offices, but there is still work to be done to fully integrate the policy and management system. We aim for this to be completed by the end of the 2001 financial year.

# WWF-UK EMS structure

The Environmental Management System is managed through the structure shown below

Our Trustees play a significant role in the maintenance and performance of the EMS. For example, part of the approval process of the annual budget includes the allocation of funds for environmental management programmes.

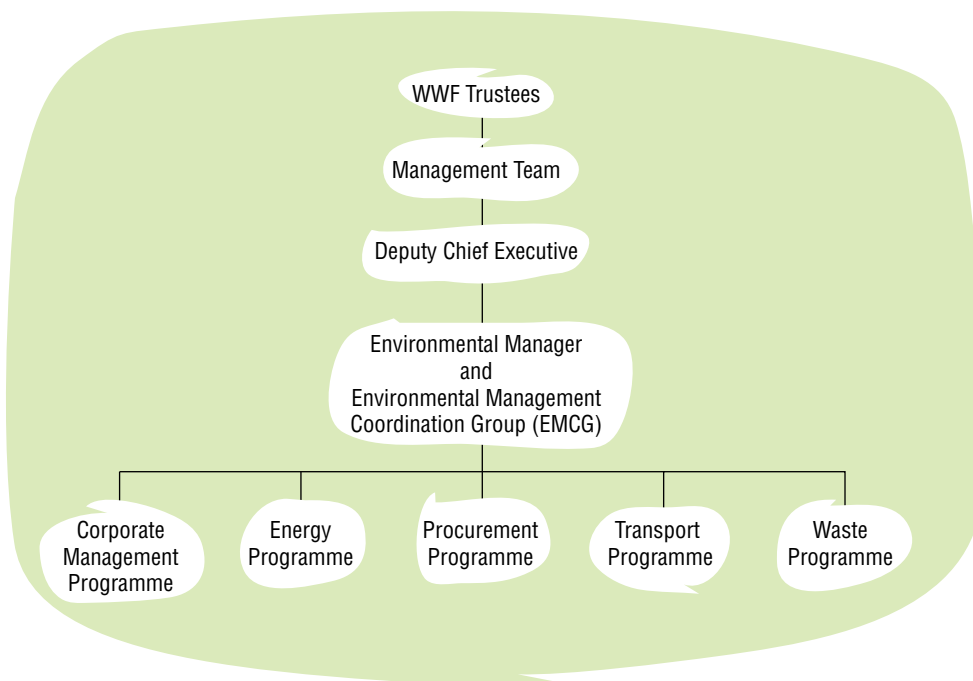
Directors have overall executive responsibility for WWF's environmental performance and management reviews. As such, they approve corporate aspects of the EMS such as the environmental policy, and they ensure that the operation of their individual divisions is undertaken with adequate environmental considerations.

The Deputy Chief Executive, as the director in charge of the EMS, approves the content of environmental programmes and the environmental reports and statements issued by WWF.

The Environmental Management Coordination Group (EMCG) coordinates the EMS activities across WWF and between its departments, and meets every eight weeks to check the Programme Coordinators' progress. The management plans for each programme have been structured to manage the significant direct effects of energy consumption, transport, waste generation, procurement practices and our corporate relations. These direct effects were identified as the most significant in the 1994 Initial Environmental Review.

The Environmental Management Officer is responsible for maintaining the overall system, monitoring and auditing progress, internal reporting, staff training and awareness, and producing management reviews. From time to time, the Chief Internal Auditor also checks progress.

## The Environmental Management System structure



# Direct Effect Performance Report

## Energy consumption

This section draws extensively on information and conversion figures contained in the Department for Environment, Transport and the Regions' Environmental *Reporting Guidelines for Company Reporting on Greenhouse Gas Emissions*<sup>1</sup>. One of the most urgent issues facing the world today is climate change. This is having a major effect on species and habitats because the environment cannot adapt as fast as the climate is changing. Our particular concern is the effect of anthropogenic emissions of carbon dioxide (CO<sub>2</sub>) on the climate. CO<sub>2</sub> is a naturally occurring gas but human activities are emitting huge quantities into the atmosphere by burning fossil fuels. This is dramatically changing the concentration of CO<sub>2</sub> and is overwhelming nature's checks and balances to re-absorb this gas. This unnatural increase in CO<sub>2</sub> is resulting in global climate change – a warming up of the Earth's atmosphere and changing of global weather patterns with potentially catastrophic consequences for biodiversity. Addressing our own CO<sub>2</sub> emissions is therefore of fundamental importance.

WWF-UK's overall CO<sub>2</sub> emissions were approximately 476,335.7 kg CO<sub>2</sub> equivalent. This excludes the emissions from gas, which we offset (see gas section, page 6) and does not include climate change emissions resulting from the disposal of our waste. The emissions result from electricity consumption (reduced to zero) and staff travel. The overall emissions have increased by 26 per cent since the last reporting period, although this is only an apparent rise and not an actual rise. This is because the figures do not tell the whole story: this year for the first time, we accurately measured our emissions from flights using a new and more sophisticated system. Last year's overall emissions measurement was inaccurate due to the system we used then for capturing travel data. (see transport section, page 7).

Our emissions result from the following sources: electricity consumption, gas consumption and transport.

# Electricity consumption

We have met our target in this area because Panda House emissions from our use of electricity during the reporting period were reduced to zero. This was achieved by converting to renewable electricity sources. The conversion was carried out in the middle of the 1999/2000 reporting period through a tendering process, and resulted in a 44 per cent reduction in our emissions last year. The current reporting period represents the first full year in which Panda House was using electricity from solely renewable sources.

Although our electricity comes from renewable sources, it is still a very important resource to conserve and we go to considerable lengths to reduce the amount of energy we consume. Equipment in Panda House such as computers, printers and photocopiers was originally chosen for its superior energy performance. All this equipment has stand-by functions which reduce energy consumption while in use. Although Panda House staff consume electricity from renewable sources and our emissions have been reduced to zero, this masks the actual consumption of electricity.

Overall, the consumption of electricity was 163,509 units, representing a reduction of 17.5 per cent since last year. We have made every effort to calculate this data accurately, although the staff move to Dolphin House may have distorted the figures: the most energy-intensive departments were moved to the new site. Among them were Finance and Supporter Administration, both of which use large databases and operate PCs all day. To make the consumption figures more meaningful, it is necessary to look at the per capita figures. After a decrease of 4.6 per cent in the electricity used per person last year, this year our usage increased by 2 per cent per person in Panda House. We will continue to take measures to reduce our electricity consumption during the next reporting period.

The Energy Coordinator has been implementing an *Action on Energy* programme to reduce the actual consumption of energy, to promote energy saving initiatives to staff and review the outcome of energy saving projects. For example, the *Action on Energy* team launched a campaign to increase the use of stand-by functions on photocopiers and IT equipment during working hours. All equipment is turned off overnight and during the weekend. In previous years the *Action on Energy* team re-labelled the various banks of multiple light switches at Panda House to remind staff to turn off lights in meeting rooms when they were not required. This system has now changed since the refurbishment of our head office: a new energy-efficient lighting system was fitted and light switches have been moved inside each meeting room to make it easier for staff to turn off the lights when they leave the room. The energy reduction programme is continuing, so we should be able to reduce our electricity consumption during the next reporting period.

We met nearly all our targets set out in the 1999/2000 report in this area: reducing our CO<sub>2</sub> emissions from electricity consumption to zero and implementing energy efficiency measures when the new lighting system was installed. However, we did not succeed in converting WWF Scotland to a renewable energy supplier by the end of the 2000 reporting period. At the time of writing, Ecotricity, the company supplying renewable energy to Panda House, did not have a licence to supply energy in Scotland. This prevented us from switching our Scotland office to a renewable energy supply. We aim to meet and exceed this target during the next reporting period, when we will be tendering for a contract to convert all our offices to renewable

energy. As we did when we converted Panda House to a green energy tariff, we will encourage companies tendering for the contract to compete environmentally and financially. By converting all the offices at once, we hope we will save money as well as achieving zero emissions from our use of electricity across the whole organisation.

## Previous targets

- ✓ To reduce CO<sub>2</sub> emissions from electricity consumption to zero for the total reporting period 2000/2001.
- ✗ To convert WWF Scotland to a renewable energy supplier by the end of the 2000 reporting period.
- ✓ To implement energy efficiency measures when the new lighting system is installed in Panda House.

## New targets

- > To convert all our WWF-UK offices to renewable sources by the end of the 2001/2002 reporting period.
- > To implement an energy efficiency programme across all the WWF-UK offices.

### Key

- ✓ Targets met
- ✗ Targets not met

# Gas consumption

We use gas for heating and to provide hot water. Unlike electricity, it is not possible to obtain gas from renewable sources, although it can be sourced from a more environmentally-aware company. To this end we tendered for our gas supply and integrated the concepts of Environmental Contract Management. This resulted in a change of supplier, and for the last two reporting periods our gas has been produced by a company which has an EMS certified to ISO 14001 and produces an environmental report that uses the DETR Greenhouse Gas reporting guidelines.

We achieved more than a 25 per cent reduction in CO<sub>2</sub> emissions from our use of gas between 1997 and 1999, although in the last reporting period our CO<sub>2</sub> emissions from gas increased by 7.2 per cent. This may reflect our problems with the heating system in previous years, which caused considerable periods of downtime in 1998. During this reporting period, our emissions from gas usage were 69,581 kg CO<sub>2</sub>, a decrease of 0.55 per cent since last year. But in per capita terms, this equates to an overall increase of 13 per cent. Although this

appears to be a high increase of gas usage per capita, it is due to the staff move: fewer people are now in Panda House than before, yet it takes approximately the same amount of gas to heat the building and provide hot water.

It is difficult to minimise our gas consumption without changing our heating system, which would be very costly. So in line with areas of our work on climate change – encouraging energy efficiency within the community – we decided to "offset" the CO<sub>2</sub> emissions from our gas consumption by donating energy-efficient light bulbs to elderly members of the local community. We calculated the emissions to be equal to the reduction in CO<sub>2</sub> brought about by 116 energy-efficient light bulbs used in place of standard tungsten filament bulbs (according to the Energy Saving Trust the CO<sub>2</sub> saving per energy-efficient light bulb is 60 kg a year). We purchased these energy-efficient light bulbs and donated them to the local community through EnergyLink London. The light bulbs were distributed in October 2001 to mark Energy Efficiency Week. This is the second year running

that we have done this, and it represents an initiative which is not only good for the environment but also benefits the elderly, who will gain from cheaper energy bills.

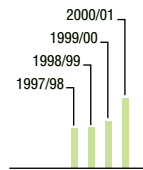
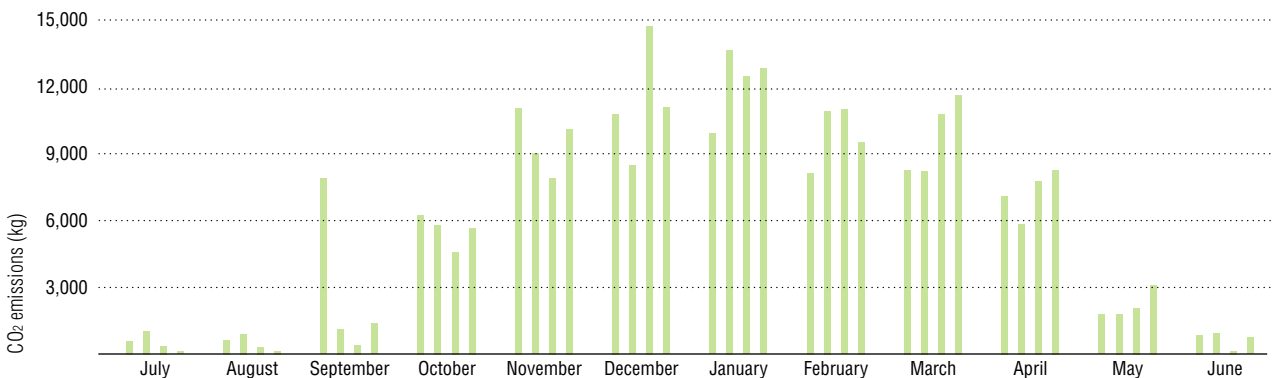
## Previous targets

- ✓ To offset CO<sub>2</sub> future emissions from gas consumption for the reporting period 2000/2001.
- ✗ A 3 per cent reduction of CO<sub>2</sub> emissions from gas per capita in 2000/2001 against the 1999/2000 (NB: Figures may be distorted due to a planned staff move into new premises in 2000).

## New targets

- > To offset CO<sub>2</sub> future emissions from gas consumption for the reporting period 2001/2002.
- > To implement a system to measure CO<sub>2</sub> emissions from WWF-UK's use of gas from all its sites.

## CO<sub>2</sub> emissions from gas consumption



# Transport

Our impact is from road, rail and air transport. We recognise this area represents one of our largest environmental impacts. The nature of WWF's conservation work means that some of our staff need to travel by air to carry out our conservation work, but we are aware of this challenge and we do have a range of initiatives in place to reduce our impact on climate change from transport. We have a policy which requires staff to use sustainable transport whenever possible and we have video conferencing equipment to reduce the need to travel further afield. Staff are also encouraged to car share. For local travel we have a pool of bicycles, and a shower is available at Panda House to enable cyclists to freshen-up. We have also carried out a number of technological initiatives to enable staff to telework. For example, we can now collect all our e-mail from any external location via the Internet.

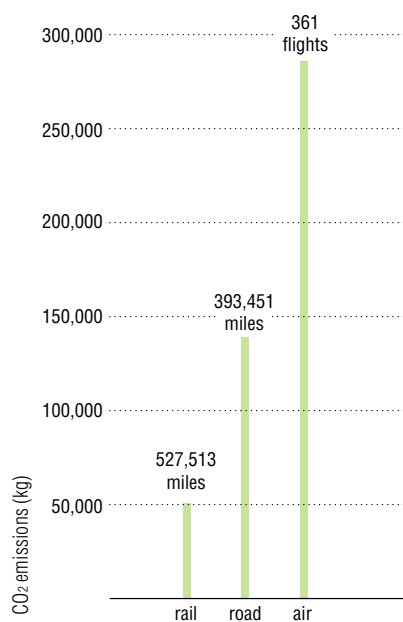
During 1999/2000, for the first time we measured our CO<sub>2</sub> emissions resulting from transport. The results showed our greatest impact on climate change was caused by road transport, followed closely by air travel. The calculations were made using the DETR's *Environmental Reporting Guidelines for Company Reporting on Greenhouse Gas Emissions*. We had previously developed methods of capturing data for measuring emissions resulting from road and rail travel, but last year's reporting process clarified the need for more accurate data on air travel.

This reporting period has shown a reduction in road mileage of 6.3 per cent since last year and we met our target to increase the ratio of distance travelled by rail compared with road. Our road transport is the distance travelled in Regional Organisers' cars, pool cars and taxis, and by staff using their own cars for work use. The work of Regional Organisers is such that they often have to move heavy or awkward loads and have to travel late at night from meetings with

volunteers' groups. The best and safest available option is therefore the car, but one that we selected for its environmental credentials: it has a catalytic converter, manual transmission<sup>2</sup>, good fuel consumption and is completely asbestos and cadmium free. The plastic parts are also labelled and a dismantling manual is available from the manufacturer to help recycling at the end of the vehicle's life. Our regional staff feel very strongly about the importance of driving a car which was chosen on environmental credentials and are aware of the need to drive in a way that has due consideration for the impact on the environment. Finally, the breakdown service we use is supplied by the Environmental Transport Association – which is not a member of the pro-road lobby.

In 1999/2000 we based our air mileage calculations on a crude assumption that 20 per cent of flights were long haul and 80 per cent short haul. In the event, this proved wrong, so for 2000/2001 we amended our systems and developed a more accurate way of capturing flight data – a travel spreadsheet was set up to capture data, including the destination and the approximate CO<sub>2</sub> emitted per flight. This year's figures show our emissions from flights are 286,100 kg CO<sub>2</sub>. Although this is a significant increase over last year's estimated figures, it relates to the more accurate data collection system and not to an actual increase in emissions. In fact, if we consider the number of flights in 2000/2001 (361), this is actually a reduction of 178 (or 33 per cent) over the previous year. Now that we have an accurate system and figures to benchmark our impact from air transport, we can focus on reducing the impact from CO<sub>2</sub> emissions during future reporting periods. We will, of course, continue to reduce CO<sub>2</sub> from our other forms of transport use and promote technological initiatives and sustainable travel to reduce these figures still further.

## CO<sub>2</sub> emissions from transport



### Carbon-neutral conference

We have included the example of our first carbon-neutral conference to demonstrate how the environmental management programme is being considered across all our activities and how our policy is translated into real action. In March, the Prime Minister addressed a major international summit, *Rio+10: Words are not enough*, organised by WWF-UK in association with the Royal Institute of International Affairs. This was the first time that a Prime Minister has addressed a WWF-UK event. We decided to make the conference carbon-neutral because delegates had been invited from all over the world and travel would have resulted in high carbon emissions. To address this problem, we decided to offset these emissions. We calculated the amount of CO<sub>2</sub> which would be emitted by travel to the summit and donated 150 energy-saving light bulbs to the local community. The light bulbs will offset an equivalent of 90,000 kg CO<sub>2</sub> over their lifetime.

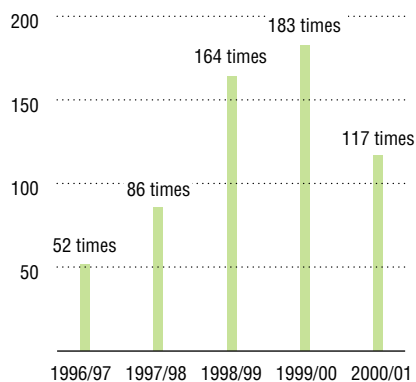
### Video conferencing

A target in last year's report was to measure the use of the video conferencing facility and increase its use continually. A measure was indeed developed, whereby we used the logged record of telephone bills for the facility. It was decided to use the number of times rather than the total time the equipment was used during each reporting period, which enabled us to assess how widely it was used.

2. Automatic gearboxes can increase fuel consumption by 5-10 per cent.



## Video conference usage



The figures in the graph reveal that there were year on year increases since 1996 and that the highest usage occurred in 1999/2000. However, the figures for this year show a decrease of 36 per cent. We will take action to address this issue and have set a target to increase its use above the 1999/2000 usage rate to 200 times a year.

### Previous targets

- ✓ To develop a measure of the use of the video conferencing facility, and increase its use continually.
- ✓ To refurbish and run three promotional events for the Panda House pool cycles by the end of the 2000/2001 reporting period.
- ✓ To have tested intranet-based car sharing software to help Panda House staff identify others with whom they can share, by the end of the 2000/2001 reporting period.
- ✓ To increase the ratio of distance travelled by rail compared with road by the end of the 2001 reporting period (1999/2000 ratio = 1.16 to 1).

### New targets

- > To launch a car sharing forum on the intranet by the end of the next reporting period.
- > To run promotional events to increase the use of the video conferencing facility, and to increase the frequency of its use to 200 times a year.
- > To reduce the emissions of CO<sub>2</sub> from staff flights.
- > To increase the ratio of distance travelled by rail compared with road by the end of the 2002 reporting period (ratio currently = 1.34 to 1).
- > To agree a corporate CO<sub>2</sub> emissions reduction target and to put in place measures to implement this by the end of the 2002 financial year.

# Waste disposal

WWF's waste management programme has been set up to divert as much of our waste from landfill as possible. We follow the waste hierarchy by reducing, reusing and recycling wherever feasible. All our waste material is sent to a materials recovery facility which separates the recoverable material for recycling and that portion which is not recyclable is sent to a waste incinerator in Slough, an energy from waste plant. This section draws heavily from the Department for Environment Transport and the Regions' *Environmental Reporting Guidelines for Company Reporting on Waste*<sup>3</sup>. One point of departure is that WWF's energy policy puts waste incineration with energy recovery lower in the waste hierarchy than recycling. We believe as much material as possible should be recovered for reuse and recycling before material is sent to an energy from waste facility.

It is environmentally important to divert waste from landfill because water seeps into the site, waste decomposes and poisonous liquids called leachate form and can seep into groundwater and then into rivers and streams. The decomposing waste also creates carbon dioxide and methane gas – potent greenhouse gases, so-called because they are a major cause of global warming. Put simply, landfilling waste is not sustainable: space across the UK is fast running out. There is also the problem of what to do with these sites once they are full. Waste takes many years to decompose – “disposable” nappies take 500 years to degrade, for example – and plastics never disappear. Even so, however stringently the waste hierarchy is followed, there is always an element of waste which has to be disposed of in landfill. We make every effort to ensure the percentage of our waste ending up in landfill is as low as possible.

(Further information on waste can be obtained from the WWF recycling fact sheet on our website: [www.wwf.org.uk/animals/recycling.htm](http://www.wwf.org.uk/animals/recycling.htm)).

WWF-UK has a duty of care to ensure that its waste is handled by licensed waste carriers. Two such carriers routinely deal with our waste: Biffa Waste Management, which handles our waste and recycling (not including paper materials) and SCA Recycling, which takes our paper to a sorting plant in Basingstoke where it is graded and sold on to make into recycled paper. Our office-grade paper is sold to the UK Paper mill for recycling. In this way we operate a closed loop recycling system for paper because the office paper we use is made from 100 per cent post-consumer waste. Indeed, our supply of this special paper comes from the mill that recycles our high-grade waste paper.

Consequently, we participate in BioRegional's *Local Paper for London* initiative – Britain's only closed loop office paper recycling scheme. The initiative enables organisations to buy back their recycled paper waste in the form of a high-quality, competitively priced 100 per cent post-consumer waste office paper. BioRegional operates the initiative locally “to reduce the number of road miles required to produce and deliver the product and to create jobs within the capital”.

During 2000 WWF took part in a project to benchmark the amount of printed office paper we were using at Panda House. The results showed that we use less than half the amount of printed office paper consumed by the average UK company. We minimise our use of paper by printing double-sided – all PCs are set to do so by default – and we encourage the electronic archiving of e-mails and encourage staff to reuse scrap paper for notes. Although we make every effort to minimise paper use, we recognise that improvements can still be made in this area. To establish an up to date accurate benchmark of our use of printed paper, we are taking part in a printing study in association with Xerox and the University of Surrey. The project will

provide useful quality data to help us establish how even further reductions in paper consumption can be made.

As well as recycled paper, WWF also uses recycled toner cartridges, which in turn are sent for re-manufacturing. We send obsolete PCs, monitors and peripherals to Intex to be re-engineered, recycled or disposed of in an environmentally responsible way. During the Panda House refurbishment, a new energy-efficient lighting system was fitted and the old fluorescent light bulbs were sent for recycling. Any furniture that needed replacing was sent for recycling or to the network of furniture re-use centres. Any materials that can be reused but are surplus to our requirements are sent to the Surrey Community Recycling and Play Projects (SCRAPP), which runs a store to supply free materials to playgroups, schools and local community projects for children with learning difficulties.

In previous years, we have participated in Global Action Plan's *Action at Work* and *Action at Home* schemes and we hold annual stationery "amnesties", the last one saving us more than £100 worth of stationery. We also strictly monitor all stationery orders and intercept requests from staff when items are available in our stationery reuse cupboard. Staff are re-routed to this facility. We believe this system saves WWF many resources and reduces our impact on the environment. Staff are not allowed to stockpile their own supplies of stationery.

The rest of our waste goes through a Material Recovery Facility (Merf), which segregates the recyclable material out of the waste stream. The Merf has an estimated recovery rate of 15 per cent of material otherwise destined for landfill: this is made into fibre fuel pellets which are then incinerated at

an energy from waste combined heat and power plant. The remainder is sent to landfill. As in the case of our gas and electricity suppliers, we selected our disposal contractor using an Environmental Contract Management approach. UK Waste won the contract in Spring 1999, but since then, it has become part of the Biffa waste group. To ensure we are still receiving the same service and to investigate the recycling rate at the Merf, we carried out another site visit in Spring 2001. This confirmed that the Merf is still recycling approximately 15 per cent of the waste and that the plant separates metals, paper and some plastics for recycling and recovers materials suitable for fibre fuel.

Information supplied by Biffa Waste is as follows:  
**39 skips lifts – with an average weight of 1,265 kg = 49,335 kg.**

Although this represents an increase of four skips over last year, it can be solely attributed to the office refurbishment.

Biffa Waste estimates that on 54 visits, with an average of 12 bags per visit and an average bag weight of 17 kg, Panda House recycled 11,016 kg of paper. *Global Action Plan* estimates that each tonne of recycled paper saves 15 average-sized trees<sup>4</sup>. Based on this figure, our recycling system "saved" 165 trees. Our paper recycling figures remain unchanged since last year.

## Previous targets

- ✓ To visit the UK Waste material recycling facility again and confirm that all recyclable material is being recycled.
- ✓ To dispose of the refrigerators in Panda House in a way that ensures the recovery of the CFC refrigerant at the end of their lives and replace them with "ozone-friendly" alternatives.
- ✓ To ensure that all general waste at Panda House continues to be disposed of via a material recycling facility.
- ✓ To complete a pilot of paper-free faxing and digital document management by the end of the 2001 financial year.

## New targets

- > To visit the SCA sorting and recycling facility to ensure all paper is fully sorted and is being sent for recycling.
- > To undertake a paper consumption project to help inform future office paper reduction targets and initiatives.
- > To reduce the number of skip lifts by Biffa Waste to one every three weeks.

# Procurement — supply chain practice

We understand that our impact on the environment is more wide-reaching than just our office operations at Panda House, and procurement is an important area where we can get to grips with this wider impact. WWF's Environmental Policy commits us to "applying life cycle thinking in our procurement practices" and "communicating the EMS guidelines to employees, suppliers, contractors and other stakeholders and encouraging environmentally sensitive behaviour".

First, we recognise that we have an impact through our use of office stationery. We have applied environmentally responsible procurement standards to all our bespoke corporate stationery items from our stationery supplier. During this reporting period we introduced an electronic product ordering and monitoring system with our stationery supplier. This allows us to measure and minimise our impact from our use of stationery products, and to reduce paper.

Second, we recognise our impact through suppliers, including our print and product suppliers, for the gift catalogue. We have taken measures to address this impact and now have a new paper policy and have met our target to update our eco-selection criteria. These criteria were originally applied to products in the trading catalogue, but during the year we extended their scope to include regional trading goods and licensed products.

We are in the second year of a relationship with Paper Dove, which has been contracted to work in partnership with us on the gift catalogue. We chose Paper Dove because of its enlightened approach to implementing the eco-criteria we set for products in the catalogue. For example, it has an excellent track record in producing cards on 100 per cent post-consumer waste board, and is a leading producer of fair trade paper products. During the last reporting

period we have given Paper Dove guidance on how to write and implement its own environmental policy.

The WWF-UK 2001 gift catalogue contains 163 products including variations on a design. Of these, 114 had either not been licensed by us or had not appeared in previous catalogues. All these products were approved after completion of a questionnaire and after comparison with our strict internal eco-selection criteria. The questionnaire requires detailed information about the impact of the product and covers issues such as the potential for recycling, recycled content, climate change, toxic chemicals and sustainable forestry. The eco-criteria have been updated and are applied to products for the trading catalogue, regional trading goods and all new licensed products. The questionnaire and eco-standards are available on our website and have been designed to encourage suppliers to improve continually. The questionnaire will be frequently updated and improved to allow for increased feedback and engagement with our product suppliers.

## Previous targets

- ✓ To work with Paper Dove to encourage the development of its Environmental Policy.
- ✓ To update the eco-selection criteria for the trading catalogue and extend the scope to include regional trading goods and licensed products by the end of the 2000/2001 WWF financial year.

## New targets

- > To work with all product suppliers to encourage the development of their environmental policies.
- > To develop a feedback process in the product questionnaire which provides suppliers with guidance on how to improve their products and environmental practices.

## Paper procurement

During this reporting period we put in place a paper and board selection policy to apply to all our internal and external paper, and our print suppliers. We have always imposed strict environmental standards when choosing paper for our printing needs and we require high environmental standards from our suppliers. Our paper policy has now made this explicit, and sets out a staged process by which to choose the most environmentally appropriate paper for any particular job. For example, 100 per cent post-consumer waste is always required for our office paper and reports. For more specialist paper products such as corporate Christmas cards or invitations, we will consider paper made from 75 per cent post-consumer waste and 25 per cent waste paper off-cuts from the paper mills, but only if there is no 100 per cent post-consumer waste paper on the market at the specific board weight we require. For very longlife paper products such as books and framed pictures in the WWF gift catalogue, we specify paper which has been independently certified by the Forest Stewardship Council (FSC) if we cannot source 100 per cent recycled paper.

## Target

- > To engage with our print suppliers and encourage development of environmental policies and management systems if they do not already have them in place.

# Business and industry engagement policy and practice

WWF has an excellent track record working with business. Our involvement ranges from fundraising and conservation-led activities to business education and challenging companies that are impacting heavily on the environment. WWF's philosophy has always been to engage with companies in areas of mutual benefit and our approach towards business is positive, collaborative and constructive. It has four key aims: to develop partnerships for mutual benefit, to fundraise for nature and the environment, to stimulate innovation within business and to challenge.

It is important that WWF engages with business and industry because commercial activities have a profound effect on the environment – not least because more than half the world's largest 100 economies are businesses<sup>5</sup>.

In addition, business practices can and do have a huge detrimental impact on the environment and can be major contributors to such urgent issues as climate change, deforestation, degradation of the marine environment, intensive agriculture, pollution, and the destruction of the natural resource base through mining and extracting. WWF is working with business and industry not only to reduce this negative impact but also to search for solutions to environmental problems – and where appropriate, to secure funds for our conservation work. WWF-UK's many and varied relationships with business were identified in the 1994 Environmental Review as one of the significant direct effects on the environment.

It is of the greatest importance that WWF's integrity remains paramount throughout all our work with business. To this end, we have a business and industry engagement policy with ethical criteria at

its heart and a process in place to consider any engagement with the corporate sector. When assessing relationships with business and industry, it is the responsibility of the Business and Industry Core Group to balance the strengths and opportunities of the relationship against the weakness and threats, and to review all continuing relationships. The main philosophy underpinning all decisions is the principle of inherent sustainability. A raft of criteria has to be met before we engage in any corporate partnership: for example, we exclude entering into any direct relationship with companies whose core business is offensive armaments and weapons systems, tobacco, or those that trade in endangered species listed in Appendix 1 of the Convention on International Trade in Endangered Species (CITES). The Core Group met 11 times during the reporting period. It decided how WWF should proceed with 16 significant new business relationships, and coordinated more than 160 relationships. While this is a complex area, WWF's policy is essentially to engage positively with companies where there is hard and convincing evidence that the company is on the path to improving its environmental performance.

During the reporting period we extended the scope of our strict eco-criteria used for the gift catalogue to include licensed products. All licensed products were previously considered by the Core Group, so this move has reduced the number of smaller items it needs to consider and allows it more time to debate the larger potential business partnerships.

The stringent eco-criteria now provide a screening process for potential licensed products, but any grey areas or opportunities for engagement continue to be explored by the Core Group.

To inform our decisions for engaging with the business and industry audience, WWF uses in-house research and a variety of databases, and it draws on outside specialist corporate research when required. A new post has been recruited in our Programmes division to lead our work with business and industry on consumption issues, and to coordinate policy concerning how WWF can best work with the corporate sector to find solutions for some of the world's most pressing issues – particularly over-consumption of the world's natural capital.

## Previous target

✓ All significant new WWF-UK business and industry relationships during 2000-2001 to be vetted by the Business and Industry Core Group.

## New target

> All significant new WWF-UK business and industry relationships during 2001-2002 to be vetted by the Business and Industry Core Group.

# Investment policy and practice

The question of whether a charity's investments could undermine its objectives and mission has been debated at great length. For the growing number of not-for-profit organisations, the answer has been "ethical" or socially responsible investment. All organisations, including charities, have their own reserves to call upon in times of recession, and WWF is no exception. WWF has a long-standing socially responsible investment policy which steers our investments away from companies and funds that conflict with our mission and into those that are more in line with the principles of sustainability.

This socially responsible investment policy and practice uses a negative screening approach and a best of sector approach for high-impact sectors such as those classed in its "extreme caution" and "caution" categories. Together with our own research and knowledge, we also use information supplied by the independent Ethical Investment Research Service (EIRIS) when we screen our portfolio to assess the long-term environmental impacts of companies' activities. But as our last report showed, while this type of activity is often referred to as "ethical" investment, it is important to recognise that any stock market investment, whether in a gas pipeline installed by an oppressive regime or an offshore wind turbine manufacturer, can be criticised on ethical or environmental grounds. It is therefore important to engage with companies in which we hold shares so that we can raise any concerns that may arise. If these concerns are not dealt with, we may either decide to remove the company from our reserve fund or to use our shares to engage directly with that company. Additionally, we send an environmental questionnaire to a number of companies held on the reserve fund.

The WWF reserve fund was managed by two investment advisors, but during the last reporting period it was transferred to one investment management company, Newton Asset Management. After this consolidation, the portfolio underwent considerable re-structuring in line with the investment style of Newton Asset Management and the ethical investment policy was used to inform this process. The re-structured portfolio has since been screened twice to ensure that no companies on the WWF Exclusion List are included in the portfolio.

Over the period covered by this report, the Investment Sub-Committee met on three occasions and at each meeting there was a review of the portfolio using the ethical and environmental investment criteria set out in the policy. There has also been dialogue with the fund manager regarding socially responsible investment.

WWF has also been active in ensuring our banking arrangements carry through the socially responsible policy. In the spring of 2001 WWF transferred its business to the high street's most "ethical" bank – the Co-operative Bank – after 40 years with Lloyds TSB. We decided on this move because of the Co-operative Bank's transparent financial reporting and ethical policies: it was, for example, the first bank to take an ethical stance and make it a principle not to invest in companies needlessly damaging the environment. The bank's ethical investment policy is very similar to our own, so we have the opportunity to work together on many shared environmental initiatives.

Our policy also offers all WWF staff the option to invest their own pension funds in an ethical fund.

## Previous targets

- ✓ All future Investment Sub-Committee meetings to include a discussion of ethical and environmental issues.
- ✓ The WWF-UK Corporate Coordinator to screen the portfolio twice a year to ensure that it does not contain companies on the Exclusion List.

## New targets

- > The Ethical Investment Policy and questionnaire to be reviewed by the end of the 2001 financial year.
- > The WWF-UK Corporate Coordinator, in conjunction with Newton Asset Management, to develop an updated Exclusion List.
- > All future Investment Sub-Committee meetings to include a discussion of ethical and environmental issues.
- > The WWF-UK Corporate Coordinator to screen the portfolio quarterly to ensure that it does not contain companies on the Exclusion List.

# Useful contacts

## Renewable Energy Company

Tel: 01453 756111

E-mail: [info@renewable-energy.co.uk](mailto:info@renewable-energy.co.uk)

## Local Paper for London

Tel: 020 8773 2376

E-mail: [localpaper@bioregional.com](mailto:localpaper@bioregional.com)

Web: [www.bioregional.com](http://www.bioregional.com)

## Environmental Transport Association

Tel: 01932 828882

## Office Green Ltd

Tel: 020 8592 9998

## Intex Ltd

Tel: 01705 594999

## Publications used for this report were:

*Environmental Reporting Guidelines for Company Reporting on Greenhouse Gas Emissions*  
June 1999 (order number 00EP0419)

*Environmental Reporting Guidelines for Company Reporting on Waste*  
June 2000 (order number 00EP0261)

At the time of writing, copies of these Guidelines can be obtained from the Department of the Environment, Food and Rural Affairs. The DEFRA Free Literature number is 0800 1226236.  
Website: [www.defra.gov.uk/environment](http://www.defra.gov.uk/environment)

## WWF contact details

To feed back on this environmental report, or for further information regarding WWF's EMS or its programme of corporate environmental responsibility, contact Diana Brown, Environmental Management Officer at WWF-UK.

Tel: 01483 412208

E-mail: [dbrown@wwf.org.uk](mailto:dbrown@wwf.org.uk)

Director in charge of environmental issues:  
Leslie Jones OBE, Deputy Chief Executive and Director of Finance and Services

EMS Issue Coordinators:

### Waste

Ricki Roose, Facilities Manager

### Energy

Russell Marsh, Climate Change Policy Officer

### Transport

Dr Ute Collier, Senior Climate Change Policy Officer

### Procurement

Suzanne Cruickshank, Trading Assistant

### Corporate Relations

Diana Brown, Environmental Management Officer

### Action on Energy team members

Cathy Bowles, Diana Brown, Pamela Crane, Rebecca Halahan, Cathy Lechner, Russell Marsh, John Neale, Diane Savage, Naomi Vinen.

# Ten things

## you can do to influence the way other businesses work

1

Encourage your employer to use recycled or FSC-certified paper, re-manufactured toner cartridges and renewable energy

2

If you have a car, join the Environmental Transport Association's breakdown service

3

Change your account to a bank with a proven environmental and ethical track record, such as the Co-Operative Bank

4

Check with your independent financial adviser to see if your pension, life insurance and investments can be invested ethically. Alternatively, call the Ethical Investment Research Service (EIRIS) on 0845 606 0324 and request its list of IFAs experienced in advising on ethical investments

5

Buy organic food and Fairtrade products

6

Buy timber products bearing the FSC tick-mark

7

Change your energy supply to renewable sources

8

Ask your employer what the company is doing to develop more sustainable practices

9

Write to companies asking for their environmental policy and environmental report

10

Ask your pension fund for its Statement of Investment Principles



# Appendix

## Corporate Environmental Policy Statement

### Environmental policy commitment

WWF recognises that good environmental management practices are one component of sustainable development and we will 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.

### Policy aims

We aim to achieve continuous improvement in environmental performance by:

- > minimising the consumption of energy and resources;
- > reducing the need for movement of people and goods, and encouraging the use of the least damaging forms of transport whenever possible;
- > taking opportunities for waste minimisation and using renewable, sustainably managed and recycled materials where practical;
- > recovering and recycling materials, as opposed to disposing in a landfill site, wherever feasible;
- > complying with the environmental and ethical guidance in the Business and Industry Engagement Policy, the Ethical Investment Policy and the Eco-standards for the Trading Catalogue;
- > extending the scope of the Environmental Management System to identify and encompass the major indirect effects of WWF-UK.

### Principles of action

We will achieve our environmental aims through our own activities and through our activities which influence others. These principles apply equally to our operations and to our programmes. WWF will apply its environmental principles by:

- > implementing and continuously reviewing our Environmental Management System;
- > publishing a summary of our environmental performance in the Annual Review;
- > publishing a separate externally verified Environmental Report at frequent intervals;
- > setting environmental objectives and targets for each significant direct effect and publishing our performance against these in the Environmental Report;
- > implementing the action plans at our headquarters for each significant direct effect;
- > extending the scope of activities to encompass all the office sites of WWF-UK;
- > monitoring and applying best available environmental practices, techniques and technology in our operations where economically viable;
- > complying with the requirements of environmental legislation as they apply to our operations and striving to exceed them where viable;
- > implementing the environmental and ethical guidance in the Business and Industry Engagement Policy through the Business and Industry Core Group, the Ethical Investment Policy through the WWF-UK Investment Sub-Committee, and the Eco-standards for the Trading Catalogue through the Procurement Coordinator;
- > communicating the EMS guidelines to employees, suppliers, contractors and other stakeholders and encouraging environmentally sensitive behaviour;
- > sharing our experience implementing an environmental management system;
- > participating in appropriate external environmental initiatives;
- > assessing and addressing all new policies, activities, development and practices for their effects on the environment;
- > applying life cycle thinking in our procurement practices;
- > increasing internal awareness of environmental issues through the Staff Handbook, intranet and the new starter induction process.

### Responsibility and accountability

The Deputy Chief Executive and Director of Finance and Services is ultimately accountable for WWF-UK's environmental management performance. The Environmental Management Officer has the authority to oversee the implementation of this policy and is responsible for the maintenance of the system. The Environmental Management Coordination Group comprises key staff from across the organisation and includes Issue Coordinators who are responsible for the implementation of the Energy, Transport, Waste, Procurement and Corporate Relations management programmes.





The mission of WWF – the global environment network – is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity
- ensuring that the use of renewable resources is sustainable
- promoting the reduction of pollution and wasteful consumption

**Taking action for a living planet**

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