



Contents

Section

1.0	Introduction by Leslie Jones OBE, Deputy Chief Executive	2
2.0	WWF organisational structure	3
3.0	WWF-UK EMS structure	4
4.0	Direct effects performance report	5
4.1	Energy consumption	5
4.1.1	Electricity	5
4.1.2	Gas	7
4.1.3	Transport	8
4.2	Waste disposal	10
4.3	Procurement	12
4.4	Business relations	14
4.5	Investment policy and practice	15
5.0	External verification statement	16
6.0	Contact information	17
Appendix		
1	Environmental policy	19



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

WWF-UK

Panda House, Weyside Park
 Godalming, Surrey GU7 1XR
 t: +44 (0)1483 426444
 f: +44 (0)1483 426409

www.wwf.org.uk



1.0 Introduction by the Deputy Chief Executive

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. We all have an impact on the environment and WWF is no exception. In striving to achieve our mission, we acknowledge how important it is to practice what we preach, and it is crucial that we both understand and minimise the impact of our day-to-day operations on the environment. As director in charge of our environmental management systems, I am pleased to introduce WWF-UK's 2001-2002 externally-verified environmental report.

Those who have followed our environmental reporting process from the start will know that this is our third report and the second that has been externally verified. To ensure best use of resources – and thus our supporters' contributions – we have decided to have our environmental reports externally verified bi-annually. This will ensure that our environmental systems and reporting processes are up to the highest standard, and that we continue to spend our supporters' money in the wisest possible way.

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 areas of transport, energy consumption, waste, procurement and our corporate policies – all of which were identified as key areas of direct impact on the environment. It is my responsibility to oversee implementation of the EMS and to ensure we gain maximum financial benefit from minimising consumption of valuable resources and materials wherever possible. The EMS 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 environmental report looks back on our performance over the last 12 months which covers the WWF financial year from 1 July to the end of the following June. Overall, I believe our environmental performance has been very good during this reporting period. We have reduced our CO₂ emissions caused by staff travel and we have set rigorous short- and long-term corporate emission reduction targets in this area so that we continue to reduce our impact on climate change. A new, tougher travel policy and an even more sophisticated system for measuring and monitoring our travel will help us meet these targets.

We have also successfully incorporated all our external office sites into the existing environmental management system and have set challenging work programmes for each

of our external offices. In other areas, we have started a comprehensive engagement programme with our print suppliers and we have reviewed our investment policy and practice – a new socially responsible investment policy has been put in place and a robust system for researching and assessing companies has been designed and implemented.

However, much work remains to be done, and we have a busy schedule for the coming year. During the current reporting period we began engaging with our print and product suppliers for the Gift Catalogue and we recognise that this is an area where WWF-UK's EMS could have a wide-reaching positive impact on outside companies. During the coming year we will be mapping all our suppliers and service providers in order to create a comprehensive supply-chain engagement plan, which we will then use to direct engagement work with our suppliers. We will also continue our work to reduce WWF-UK's impact on travel and to benchmark data from our external offices. Looking further ahead, we will examine how best we can integrate the "service effects" from our core programme of environmental work, so that we can incorporate WWF-UK's indirect effects into the scope of the EMS.

This report took approximately 25 working days to complete, and once again we have minimised our printing costs and environmental impact by publishing the full document in a downloadable PDF format on our website at www.wwf.org.uk. We welcome feedback and comments on the report and are always happy to receive your suggestions on how we could do things even better next time.

Leslie Jones OBE
Deputy Chief Executive



2.0 WWF organisational structure

WWF, the global environment network, was established in 1961. It runs a network of national, programme and associate offices in more than 50 countries, and has projects in more than 100 countries across all six continents. We work in partnership with governments, business and industry, other conservation organisations and local communities to find solutions for global threats to nature. The WWF network invested £158.4 million in its global conservation programme in 2001. WWF-UK is part of this global environment network and our income figure for the year from our 2001/2002 audited accounts was £31.463 and 71.8 per cent of this was spent on the global conservation programme. An overview of WWF-UK's work during the reporting period can be read in our Annual Review. We have 320,000 supporters and we recognise that the environment is an important issue globally, nationally and locally. We acknowledge that truly sustainable development cannot happen without local action.

Our UK EMS has traditionally been site-based at our Panda House Head Office – with the exception of transport data. In last year's report we set ourselves a target of extending the EMS to incorporate all our UK external office sites into our environmental systems. We have met this overall target by a carrying out a number of activities across the reporting period starting in November 2001, when a detailed audit questionnaire was sent to each external office. This was followed with site visits to the external offices, where results of the desk-based audit were checked, and staff interviews and one-to-one EMS awareness training were carried out. From this information we have developed individual action programmes for each external office.

Although the EMS has been successfully extended across WWF-UK's network of offices, during the coming year we need to establish benchmark data for each external office. Benchmark figures at each office will allow us to report on the environmental performance of these sites in future reports.

Targets

Previous 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.

New Target

To benchmark data at each office site within the key areas of waste, energy and procurement (transport and the impact of our corporate policies are already covered on an organisation-wide basis).

✓ = target met

X = target not met



3.0 WWF-UK EMS structure

Our trustees have a significant role to play 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.

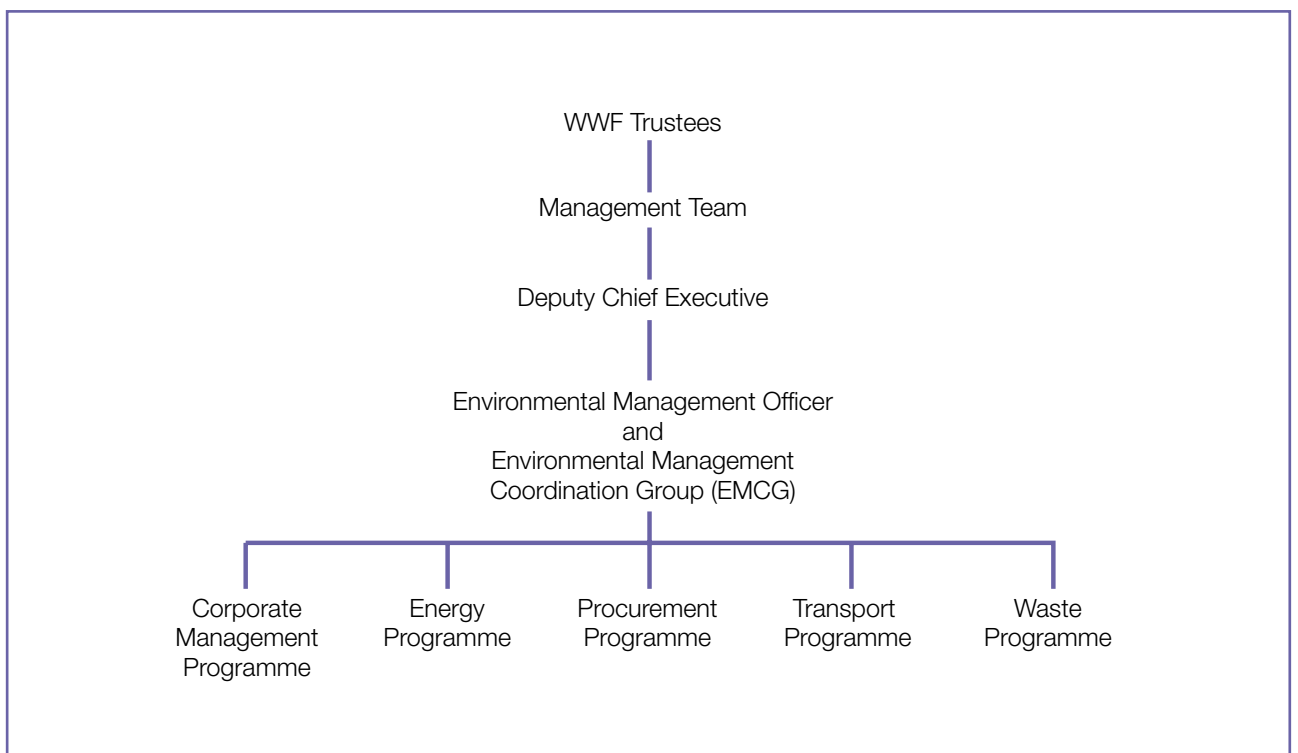
Directors have overall executive responsibility for WWF's environmental performance and management reviews. They approve corporate aspects of the EMS such as the Environmental Policy and they ensure that the operation of their individual divisions is undertaken with adequate environmental consideration.

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 bi-monthly to check Programme Issue 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 our initial 1994 Environmental Review.

The Environmental Management Officer is responsible for the maintenance of the overall system, monitoring and auditing of 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 is managed by the structure shown below





4.1 Energy consumption

Climate change is one of six global issues on which WWF network works. We consider climate change, caused by the unnatural build-up of carbon dioxide (CO₂) and other so-called greenhouse gases in the Earth's atmosphere to be one of the greatest threats to people and nature. Our particular concern is the effect of anthropogenic emissions of CO₂ on the climate. Over millions of years huge reservoirs of carbon were laid down, and heat from the Earth's outer crust and pressure converted the store of carbon into coal, oil and natural gas. Human use of these fossil fuels is depleting the carbon store and releasing it into the atmosphere at an unprecedented rate. This unnatural increase of CO₂ in the atmosphere is enhancing the natural "greenhouse effect", leading to a major change in the planet's climate with potentially catastrophic consequences for habitats and species – including people and their communities.

Addressing our own CO₂ emissions is therefore of fundamental importance. WWF-UK's direct impact on climate change is from the energy we consume in our UK office sites – gas and electricity which provides heat and power, and staff travel within the UK and overseas. Overall, WWF-UK's corporate CO₂ emissions were approximately 422,401 kgs CO₂ – this figure excludes the emissions from gas (which we offset) and climate change emissions resulting from the disposal of our waste. Our corporate CO₂ emissions include all our UK staff travel data and the emissions from use of electricity at our head office, which equates to zero as we use green energy at Panda House and Dolphin House. Our corporate CO₂ emission figure represents a decrease of 4.3 per cent on last year's figure due to the travel reduction policies and initiatives that were put in place during the reporting period.

4.1.1 Electricity consumption

Head Office

Panda House and Dolphin House, which form our main Head Office in Godalming where 83 per cent of our staff are based, were both converted to a renewable "green" energy tariff in 2001. Consequently the CO₂ emissions resulting from use of electricity at our Head Office is zero. However this masks our actual consumption of electricity. Overall, the consumption of electricity was 200,858 units (kwh) in Panda House and 50,234 units (kwh) in Dolphin House. As these figures represent the benchmark year for Dolphin House we will be using this figure to measure our

performance in future years. However, in Panda House per capita figures show an increase of eight per cent on the previous year's figures. The increase may be due to our Programmes staff spending more time in the office after the tragedy of 11 September which can be related to the reduction in staff travel during this period. We will monitor usage figures carefully to ascertain the reasons behind the increases and report on our findings in next year's publication.

External Office Sites

This is the first year that our EMS has encompassed the external office sites, so we have no figures for the per capita energy use or the CO₂ emissions resulting from this resource consumption. However, during the coming reporting period, the systems that have been set up to capture energy consumption figures at each office site will be used to provide the benchmark figure for each site.

Conversion to Green Energy

Devolved Offices

We have four office sites in the devolved countries of the United Kingdom – one each in Scotland and Northern Ireland, and two in Wales (Cardiff and Caernarfon). WWF Northern Ireland has been converted to green energy and at the time of writing WWF Scotland office was in the process of converting onto a green tariff. However, both offices in Wales are based in communally managed offices that places these buildings' service providers outside our control. However, we will still strive to meet our target and will be engaging with the landlords to persuade them to convert to





a green energy tariff in the future. We will report on our progress in next year's report.

English Regional Offices

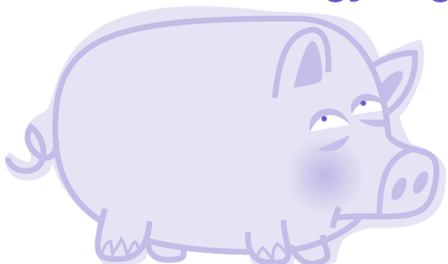
We have four office sites in the English Regions – the South West office is based in Bristol, the Midlands office in Birmingham, the North East office in Thirsk and our London office in Southwark Street. Three of the four regional offices have been converted to a green energy tariff during the reporting period – the energy supply company, Unit [e], supplies the South West office, and Ecotricity supplies our Northern office and London office. We are in dialogue with the landlord of the Midlands office, which was the last of the regional offices to be set up and is also based in a managed office. We will make every effort to encourage the landlord to convert the whole building to green energy and we will report back on our progress in next year's environmental report.

Overall we have met 50 per cent of our target to convert all our WWF-UK offices to renewable sources by the end of the 2001 reporting period. Those sites that have not yet been converted are part of communally managed offices and we are engaging with these landlords to encourage them to switch to a green tariff.

Energy Efficiency Programme

The other target in this section was to implement an energy efficiency programme across all the WWF-UK office sites. This target was met with the help of the Action at Work team and a cheeky "energy hog". The energy hog sticker was used in meeting rooms in all our office sites to remind staff to turn off lights when leaving the room; the hogs were also used on printers and photocopiers. The Action at Work team carried out a "naming and shaming" campaign, targeting staff who leave computer monitors on overnight. Regular after-hours checks resulted in staff who had left their monitors on being greeted next day by a brightly-coloured energy hog sticker in the centre of their screen. The energy hog theme was used throughout the organisation and proved highly effective.

Don't be an energy hog



switch it off when not in use!

Targets

Previous Target X

To convert all our WWF-UK offices to renewable sources by the end of the 2001/2002 reporting period.

New Target

To engage with the landlords of our communally managed office sites to encourage them to convert to green energy in the future.

New Target

To benchmark electricity consumption at each office site.

Previous Target ✓

To implement an energy efficiency programme across all the WWF-UK offices.

New Target

To implement an annual energy efficiency programme across all the WWF-UK offices.





4.1.2 Gas consumption

We use gas in Panda House and Dolphin House for heating and to provide hot water. Our Head Office sites are the only ones using gas: our external offices use electrical night storage heaters for heating or they are part of a communally managed office and outside our control. This means we were unable to meet our target of setting a measure for gas use because electricity is used instead.

Unlike electricity, it is not possible to obtain gas from renewable sources, although it can be sourced from a more environmentally-aware company. With this in mind, we tendered for our gas supplier. Our gas is supplied via a distribution company which sources gas from a company that has an EMS certified to ISO 14001 and produces an environmental report that uses the DEFRA greenhouse gas reporting guidelines.

During the reporting period our total emissions from gas usage at Panda House and Dolphin House were 97,347 kgs CO₂. Of this, 80,342 kgs CO₂ resulted from gas use in Panda House (where the majority of staff are based) and 17,005 kgs CO₂ resulted from gas use in Dolphin House, where 43 staff are based. In per capita terms gas usage in Panda House results in 35.6 kgs CO₂ per capita per month and in Dolphin House usage emissions are 32.7 kgs CO₂ per capita per month. This represents the benchmark year for Dolphin House and the first year we have been able to present the CO₂ emissions figures in a graph. For the graph showing CO₂ emissions from gas usage at Panda House, the underlying historical and current reporting year's figures have been adjusted in order to reflect more accurate conversion factors, than previous reporting periods.

Once again we have offset our CO₂ emissions from gas – but rather than doing this by buying energy-saving lightbulbs that can be replaced with standard lightbulbs when they reach the end of their life, we have decided to offset our use of gas through the Johannesburg Legacy Project. This project was set up by Future Forests as part of the World Summit on Sustainable Development held in September 2002. We have paid the project £577.89 to offset our gas emissions. This money will help fund a range of energy efficiency and renewable energy projects in South Africa.

Targets

Previous Target ✓

To offset CO₂ future emissions from gas consumption for the reporting period 2001/2002.

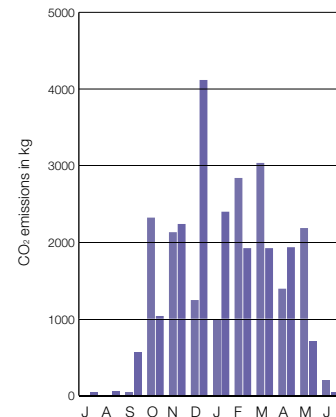
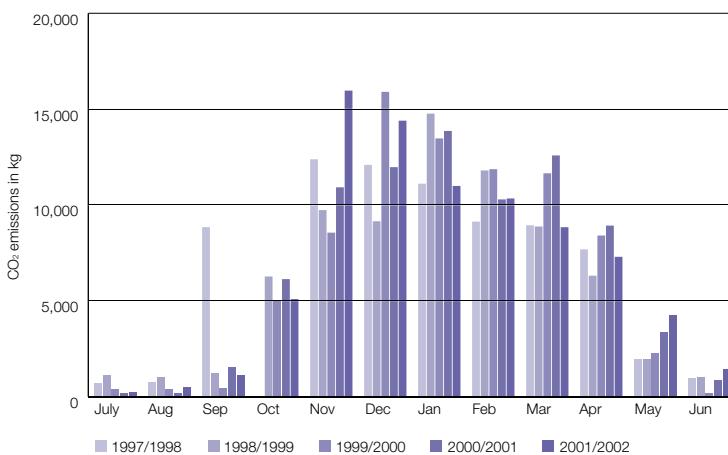
Previous Target ✗

To implement a system to measure CO₂ emissions from WWF-UK's use of gas from all its sites.

New Target

To offset future CO₂ emissions from gas consumption for the reporting period 2002/2003.

CO₂ emissions from gas consumption at Panda House and Dolphin House





4.1.3 Transport

In order to carry out our vital international conservation work, it is inevitable that staff need to travel overseas. We recognise that this is the cause of WWF-UK's main direct impact on the environment, and this aspect of our EMS has been under considerable focus over the reporting period. Over time, our aim is to reduce the impact from staff travel to the lowest practicable level.

To this end we have produced a new travel policy that goes even further than our previous policy, and we have developed strict and descriptive staff travel guidelines to implement it. We are also placing greater emphasis on using global communications facilities, such as telephone and video conferencing, more widely.

Last year for the first time, we put in place an improved system for measuring travel to Scotland, Northern Ireland and overseas – allowing us accurately to measure our CO₂ emissions in this area. We have developed this system even further during this reporting period, which will allow us to measure, monitor and manage staff travel and the resulting CO₂ emissions much more effectively.

This section of the environmental report draws heavily on the government's environmental reporting guidelines for greenhouse gas emissions (reference).

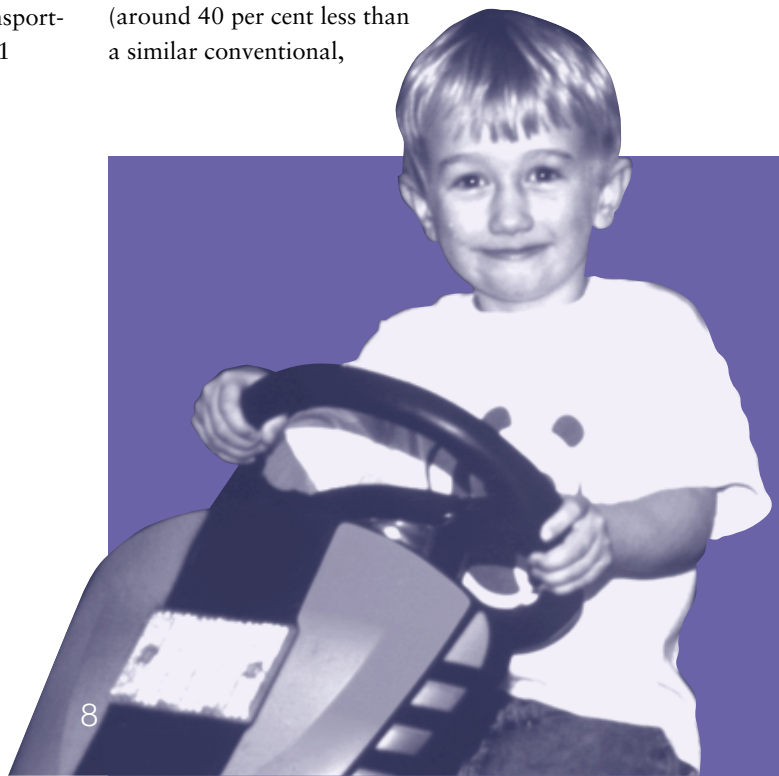
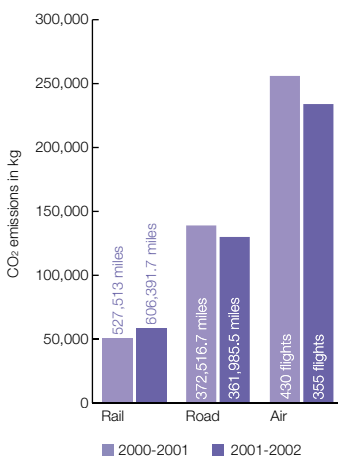
Over the reporting period our CO₂ emissions from air travel were 233,545kgs CO₂. This is a reduction of nine per cent from the previous year's benchmark figure (the benchmark figure has been adjusted in order to reflect more accurate measuring systems used in this reporting year). Although the new travel policy and travel reduction initiatives were put in place during the reporting period, the other contributing factor to this reduction in our transport-related CO₂ emissions were the terrorist attacks on 11

September 2001. Because this was an unusual year internationally, we have decided not to use the reduction figure as a forecast for what could be achievable in future years for our air travel. Instead we have made a commitment to reduce CO₂ from all staff travel by ten per cent of the benchmark year by the end of the next reporting period. We have also agreed a long-term emissions reduction target in order to put the travel reduction programme into a broader context. We aim to reduce travel by 25 per cent of the benchmark figure by 2010.

WWF-UK's environmental impact from travel also involves road and rail. Our travel policy and related guidelines ensure we minimise our impact on climate change by requiring staff to use sustainable travel whenever possible and, when this is not practicable, staff are encouraged to car-share.

This reporting period has shown a reduction in road mileage of three per cent since last year and we have met our target to increase the ratio of journeys travelled by rail compared with road. Our road transport is the distance covered in our pool cars, regional organisers' (ROs) cars, taxis and personal car use for work purposes. The work of our ROs is such that they often have to move heavy or awkward loads and need to travel back from meetings with volunteer groups, often late at night and in rural areas. The best and safest available option is therefore the car. During the reporting period we changed our small fleet of cars to the Toyota Prius, which uses a highly efficient, low emissions 1.5-litre petrol engine, its electric motor, or a combination of both. As a result, in many high-density traffic situations, Prius is totally emissions-free. The Toyota Prius is capable of achieving approximately 60mpg around town and emits 114g/km of CO₂ (around 40 per cent less than a similar conventional,

2000/2002 staff travel CO₂ emissions





automatic petrol-engined car). Other harmful emissions are reduced by around half, well under the European Step 4 levels that will not be introduced until 2005. We believe that it is the cleanest vehicle technology currently on the market which, together with our ongoing reduction in road journeys, will minimise the impact of our transport activities on the environment.

We have met the following targets in this section: we have reduced our emissions from travel, set ourselves short- and longer-term corporate emissions reduction targets caused by travel, and put systems in place to meet them. We have also met our target to launch a car-sharing forum on the intranet and have held a number of events during the year to promote the range of travel-reducing measures we have put in place.

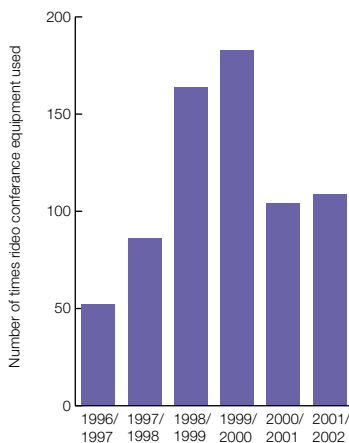
Video Conferencing

Last year we met our target to develop a measure for the use of our video conferencing facility and we published a target to increase the use of this equipment to 200 times by the end of the year. We have met part of our target in this area as a number of promotional events, staff training workshops and demonstrations of the facility were successfully held during the year, however this did not translate itself into increased usage figures. The equipment was used 109 times in the year, a modest increase from the previous year's 104 times, but not enough to meet our target of 200 times throughout the year. Staff would like to videoconference more but have complained about the poor sound and visual quality of the video link and the general unreliability of the existing facilities.

In order to maximise video conference usage and to profit from its potential to reduce travel, we have decided to replace the ageing facility with new state of the art

equipment. This enables staff to share documents, carry out PowerPoint presentations and use the video link in real time. The old equipment was hampered by visual and audio time delays that made video conferencing an unattractive option to staff needing to carry out longer meetings across video link. We also felt that it was better use of supporters' money to invest in travel reduction initiatives and travel saving equipment rather than paying to offset our CO₂ emissions at this early stage of the travel reduction programme.

Use of video conferencing



Targets

Previous Target ✓

To launch a car sharing forum on the intranet by the end of the next reporting period.

Previous Target ✗

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.

Previous Target ✓

To reduce the emissions of CO₂ from staff flights.

Previous Target ✓

To increase the ratio of distance travelled by rail compared with road by the end of the 2002 reporting period (ratio currently = 1.416 to 1).

Previous Target ✓

To agree a corporate CO₂ emissions reduction target from staff travel and to put in place measures to implement this by the end of the 2002 financial year.

New Target

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.

New Target

To increase the ratio of distance travelled by rail compared with road by the end of the 2003 reporting period (ratio current = 1.675 to 1).

New Target

To train all travel coordinators in the new video conferencing facility and to run two promotional events during the year.



4.2 Waste disposal

WWF-UK has a duty of care to ensure that its waste is handled by licensed waste carriers. We go beyond our legal duty of care and are committed to the principles of *Reduce – Reuse – Recycle* as part of our waste management programme. This section uses conversion figures supplied in the government’s environmental reporting guidelines on waste and recycling, along with data supplied by WWF-UK’s licensed waste carriers.

Reduce

We go to considerable lengths to minimise use of materials in the day-to-day running of our UK offices. For example, use of the 100 per cent post-consumer waste office paper is minimised by a number of initiatives: all computers and printers are set to print double sided by default, and printing e-mails is activity discouraged. Our IT network system allows staff to archive e-mails electronically and to have remote web access that enables them to collect their e-mails anywhere in the world. This last initiative has greatly reduced the need for staff to print out e-mails before travelling overseas.

Reuse

All stationery orders are strictly monitored and a reuse cupboard is situated in our central post room at Head Office. In the past we have arranged stationery “amnesties” which have saved the organisation £250 and £100 in respective years. Materials that are surplus to use, such as outdated printed materials and other miscellaneous items are sent to the Surrey Community Recycling and Play Projects (SCRAPP), which operates a store that supplies free materials to play groups and local community projects for children with learning difficulties. SCRAPP collected on

five occasions during the reporting period – a total of some 55 boxes full of printed materials.

Recycling

WWF-UK makes every effort to recycle as much of its waste as possible. One of our licensed waste carriers is SCA Recycling, which collects all our office paper for recycling from Panda House and Dolphin House. Our office grade paper is sold for recycling and we buy 100 per cent post-consumer waste office paper: in this way we close the recycling loop for our internal office paper. We also send all toner cartridges for recycling, and we despatch old but functional PCs, monitors and peripherals to other offices in the WWF international network. During the reporting period 100 IT units were redistributed to WWF offices around the world.

During the reporting period we reviewed our waste disposal and recycling services. We decided to reduce the service from Biffa Waste Management and contracted Greener World, a London-based recycling company, to provide our recycling collection requirements. This company is a licensed waste carrier and now collects mixed paper, cardboard, glass and cans from Panda House.

External Offices

The external office sites all follow the waste hierarchy ladder – reducing and reusing resources where possible – and they carry out high levels of recycling for office paper, mixed paper, glass, cans and plastic bottles. However, as most of our external offices sites are very small – generally four staff per office – the amounts of waste and recycling generated is minimal. Even so, we will still benchmark waste and recycling figures across the external offices during the coming reporting period, but we do not expect this to add much to our existing waste tonnages.

General Waste

The last rung on the waste hierarchy is occupied by the landfill facility – the least sustainable option for waste disposal. Even if the waste hierarchy is strictly followed (always opting for the best practicable environmental option [BPEO] for each material) there will always be an element of waste that can only be disposed of in landfill. Biffa Waste Management, a licensed carrier of waste, takes general waste from our Head Office to a local Materials Recovery Facility (MERF), which recovers any materials suitable for fibre fuel for Waste from Energy. The remainder is sent to landfill.

2001\2002 Office waste and recycling

Office paper from Panda House	4,800kg
Office paper from Dolphin House	530kg
Total office paper	5,330kg
(for reporting period until May 2002 new recycling scheme started)	
General waste	23,270kg
Cardboard	260kg
(total from April until end of financial year)	
Glass	292kg
(total from April until end of financial year)	
Mixed paper	4,400kg
(total from April until end of financial year)	



We have met and surpassed our target in this area: we replaced the 12.2m³ litre skip hired from Biffa with two 1.1m³ skips for general waste, thanks to the new recycling scheme serviced by Greener World. This is a reduction in our on-site waste collection capacity of 10.2m³. Biffa currently empties the two 1.1m³ skips weekly, whereas previously the 12.2m³ skip was emptied bi-weekly. Therefore actual reduction in general waste capacity is 3.9m³ per week at Panda House, which equates to an overall reduction of 64 per cent. We are working to increase our recycling rates still further so that we can reduce the service from Biffa even more.

Paper Consumption Project

In this year's report we set ourselves a task of undertaking an office paper consumption project to help us better understand our use of this resource and to inform future reduction initiatives. We met this target by taking part in a case study in partnership with Xerox and Surrey University's Centre for Environmental Strategy. The study formed part of an engineering doctorate research project and has allowed us to accurately benchmark data on internal office paper use from printing. The results show that over 70 per cent of WWF-UK's internal print jobs during the study were in relation to four activities – report writing, e-mail, letter and memo writing and photocopying. Reporting writing had the largest share of these print activities, accounting for 28.3 per cent of print jobs and 26 per cent of paper use. Perhaps the most surprising result from the study was that only 30 per cent of our printing was done double sided, during the sample week, and we will be looking into why this figure is so low during the next reporting period. Further initiatives that we will be carrying out in order to improve our environmental performance from internal office printing will include using the *Action at Work* team to monitor printing of e-mails, and working with IT to ensure staff print double-sided whenever possible.

Targets

Previous Target ✓

To visit the SCA sorting and recycling facility to ensure all paper is fully sorted and is being sent for recycling.

Previous Target ✓

To undertake a paper consumption project to help inform future office paper reduction targets and initiatives.

Previous Target ✓

To reduce the number of skip lifts performed by Biffa Waste to one every three weeks.

New Target

To accompany Greener World on a collection round to ensure all our material is recycled through the correct reprocessing channels.

New Target

To ensure all PCs and photocopiers are set to print double sided by default and to hold two reduction initiatives on office paper consumption by the end of the 2002 financial year.





4.3 Procurement

We acknowledge that our impact on the environment is more wide-reaching than merely our office operations: therefore, 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". First, we recognise the impact we have from internal purchasing – of office furniture, stationery and IT equipment. To this end we have policies in place that require staff to consider the environmental impact of the product, from manufacture to its disposal, and to apply strict environmental purchasing standards. We have a policy of buying FSC-certified office furniture, which applies to all new office furniture wherever feasible, and we have applied environmentally responsible procurement standards to all our bespoke corporate stationery items received from our suppliers. Purchasing is strictly monitored and centrally managed at our Head Office to ensure these environmental standards are adhered to. All our new personal computers and monitors are to the TCO standard, which certifies that reduced amounts of toxic and persistent chemicals were used in the manufacture of the equipment concerned.

Second, we recognise the impact we make through our external print suppliers and product suppliers for the Gift Catalogue. We have taken measures to address this impact: for example, we have had a detailed paper policy in place since 2000 and during the last reporting period we updated our eco-selection criteria and extended the scope of these to include regional trading and licensed products.

For this reporting period we set ourselves a target of developing an engagement system as part of the product approval process. We have met this target and have put in place a feedback system that allows us to engage with individual suppliers on issues that were identified during the product approval process. We have also developed relationships with many of our key product suppliers who, with our advice, have improved many aspects of their products, such as reducing packaging materials to elimination of any toxic related substances in production. This area will continue to be developed and we will report back on progress in next year's report.

Earthly Goods Gift Catalogue - Product Suppliers

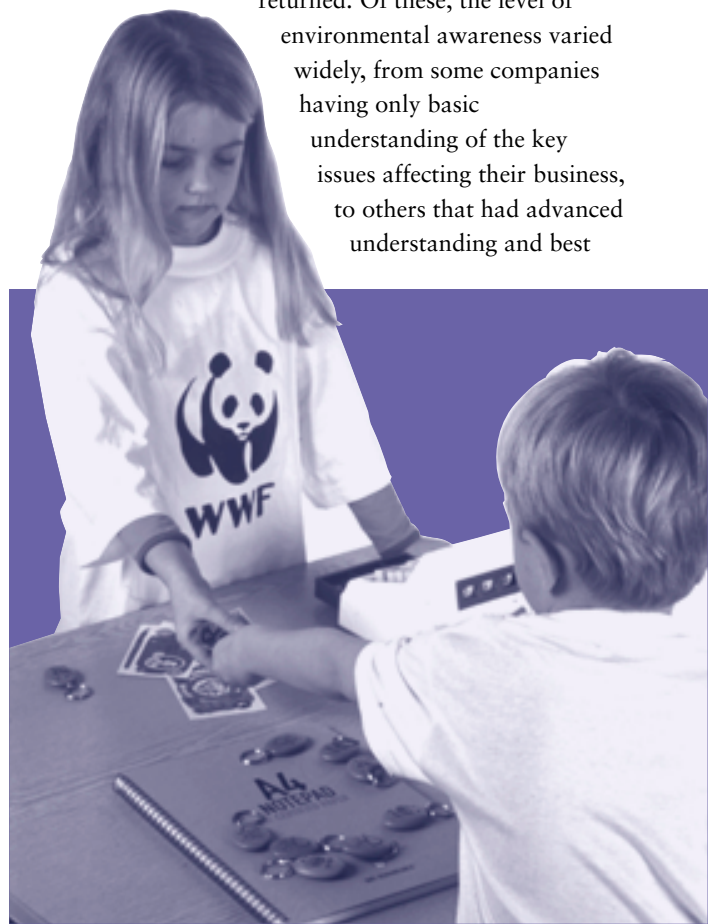
During the reporting period WWF made the decision to bring the management of the Gift Catalogue in-house. This enabled us to maintain tighter control on our brand message and, more important, to ensure that all products met with our strict environmental criteria.

This year for the first time we are pleased to promote not only a mail order catalogue, but also an on-line catalogue available at www.wwf.org.uk/shop This will result in the reduction of vital resources during the coming reporting period. In this catalogue we are promoting more than 200 gift ideas. In total we reviewed over 300 products and failed more than 50 lines which did not meet our strict eco-criteria. We continue to work with our licensee partners and this year we are promoting more than 15 lines from our corporate suppliers.

Print Suppliers

In last year's report we outlined our new paper and board selection policy which applies to all our internal and external paper purchasing, including paper purchasing through our print suppliers. During this reporting period we communicated this paper policy to existing and potential paper suppliers and we have been engaging with our print suppliers on corporate environmental issues. We have also improved internal awareness about paper and print issues by setting up a mini-site on the intranet.

A detailed environmental questionnaire was sent to all WWF-UK's external print suppliers to identify those companies with good environmental standards. Of the 30 questionnaires sent out, only eight were returned. Of these, the level of environmental awareness varied widely, from some companies having only basic understanding of the key issues affecting their business, to others that had advanced understanding and best





practice examples. Our leading print company on environmental issues is Beacon Press – a well-known environmental sector leader in the print industry. We followed the questionnaire with further correspondence containing specific guidance on how to be a “green printer” and general guidance on setting up a corporate environmental policy and programme. We are entering into more detailed discussions with a selected number of our print suppliers to encourage environmental improvements over time and to share best practices. The ultimate objective of the project is to engage with locally-based print suppliers so that we can reduce our “print miles”. We will report back on our progress in future environmental reports.

Supply Chain Engagement – The Way Ahead

We have a golden opportunity to share our expertise and to influence outside companies by actively engaging with our suppliers. As our environmental management programme has developed and we have got better at reducing our direct impacts, it is now time to look at our supply chain. We have started this by working with our paper, print and gift catalogue product suppliers, and over time we will roll out our supplier engagement programme more widely, as we get to grips with our wider impact through the supply chain. By doing this we are also fulfilling one of the principles of our Environmental Policy that commits us to “communicate the EMS guidelines to... suppliers... and encourage environmentally sensitive behaviour”.

Targets

Previous Target ✓

To work with all (gift catalogue) product suppliers to encourage the development of their Environmental Policies.

Previous Target ✓

To develop a feedback process in the product questionnaire to provide suppliers with guidance on how to improve their products and environmental practices.

Previous Target ✓

To engage with our print suppliers to encourage development of environmental policies where suppliers do not already have a policy in place.

New Target

To map all WWF-UK's suppliers and service providers in order to inform a comprehensive engagement plan that will be implemented in future reporting periods.





4.4 Business relations

WWF has an excellent track record working with business and industry. Our involvement ranges from fundraising activities to business education, innovation and, when necessary, challenging companies on environmental issues and practices. WWF's approach to business is positive, collaborative, constructive and solutions-oriented, and our philosophy has always been to engage with companies in areas of mutual benefit.

Our Business and Industry Engagement Policy has four key aims: to develop partnerships for mutual benefit, to fundraise for our environmental programme, to stimulate innovation within business and to challenge where necessary.

Business and industry is an important audience for our work because commercial activities have a profound effect on the environment – not least because more than half the world's top 100 economies are businesses and the remaining half are countries. Through working with the private sector, WWF can raise significant corporate funds, provide expertise and bring influence to bear, thereby achieving environmental benefit to maximum effect.

WWF-UK's range of varied relationships with business were identified in the 1994 Environmental Review as one of our significant direct effects on the environment. In order that our impact from engaging with business is at all times positive, and to protect WWF's reputation and integrity, there needs to be a robust and rigorous policy and decision-making criteria that underlie all our engagements with the corporate audience.

The mainstay of our decision-making system is the Business and Industry Engagement Policy, which has ethical criteria at its heart and a clear decision-making process in place to consider when we should engage with commercial companies. Our policy is to enter into a relationship which contributes to the attainment of our mission, or the strengthening of our position to attain this mission, and when there is hard and convincing evidence that the company is on the path to environmental performance improvement or is fundamentally committed to change.

We have a cross-divisional internal structure for our work with the business audience, in order to meet our key aims. This also enables us to maximise fundraising opportunities as many companies move away from philanthropy and align corporate giving more strategically to their core business areas. It is also important that we evaluate risk to our reputation when working with the corporate sector, which is why we assess company

engagements on a case by case basis using a SWOT analysis to assess the strengths, weakness, opportunities and threats of each relationship.

Our Business and Industry Core Group is responsible for implementing the engagement policy and assessing each company relationship by balancing the strengths and opportunities of each relationship against the weaknesses and threats. The Core Group also reviews relationships in the context of new and continuing relationships. The Group met 10 times during the reporting period, it decided how WWF would proceed with 10 significant new business relationships and coordinated more than 150 relationships.

Targets

We have set a number of challenging targets to be met during the coming reporting period:

Previous Target ✓

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

New Target

All new significant WWF-UK business and industry relationships during 2002-2003 to be vetted by the Business and Industry Core Group.

New Target

To review the Business and Industry Engagement Policy by the end of the 2002-03 financial year.

New Target

To review the monitoring and evaluation system used by the Business and Industry Core Group.





4.5 Investment policy and practice

All organisations, including charities, need to have financial reserves which they can call on in times of economic downturn. WWF is no exception, but we believe it is of utmost importance that any financial investments we make do not conflict with the charity's mission. To this end we have a long-standing investment policy which, simply put, steers us away from companies and funds that conflict with our mission and into those that are more in line with the principles of sustainability. For example, we do not invest in companies whose core business is nuclear power, and for environmental and ethical reasons we do not invest in arms and tobacco companies. In order to implement our socially responsible – “ethical” – policy, we use a negative screening approach combined with a best-in-class approach to assess companies in high-impact sectors such as oil and gas. We grade the high-impact sectors into “extreme caution” and “caution” categories to reflect the potential of their core business to cause environmental impact. We also use a combination of in-house knowledge and research expertise, and we buy information supplied by the independent Ethical Investment Research Service (EIRIS), which also screens the fund every quarter.

We believe that any stock market investment should be considered on ethical or environmental grounds. That is why we hold shares in companies held on the WWF-UK fund, because doing so enables us to raise any concerns that may arise. If these concerns are not dealt with, we may either remove the company from our portfolio, or use our shares to engage directly with that company. The WWF-UK share portfolio is managed by Newton Asset Management, part of the Mellon Group. Newton Asset Management has expertise in managing charitable funds and is also very sympathetic to the investment constraints placed by our socially responsible investment policy.

We have met all our targets for this section, and this area of the EMS has been subject to considerable change during the reporting period so that it reflects the fast-evolving world of socially responsible investment. First, we have updated and modernised our investment policy – the new one directs investment toward stocks that could play a positive role in sustainable development, such as those in “sunrise” companies that, for example, generate renewable energy. Second, the policy sets out a new and more robust company research and assessment system, based on a scoring technique. To sit alongside the new policy, we have also updated the investment questionnaire which we send out periodically to companies held on the fund. This will enable us to raise the bar on environmental management

and performance in the companies in which we invest.

Other targets in this area were to ensure that all future Investment Sub-Committee meetings included discussions of ethical and environmental issues, and to screen the fund every quarter. We have met these targets: during the reporting period the committee met four times and at each meeting a discussion on ethical and environmental issues was on the agenda. The corporate coordinator has also been working closely with the team at Newton in order to update the investment exclusion list.

Finally, we have ensured that all WWF-UK finances are aligned to the principles set out in our investment policy. All WWF staff are given the option to invest their pension in an ethical fund, and in the spring of 2001 we converted to the “ethical” high street bank – the Co-Operative Bank – to meet all our banking needs.

Targets

Previous Target ✓

To review the Ethical Investment Policy and WWF-UK questionnaire by the end of the 2001 financial year.

Previous Target ✓

The WWF-UK Corporate Coordinator, in conjunction with Newton Asset Management, to develop an updated “exclusion list”.

Previous Target ✓

All future Investment Sub-Committee meetings to include a discussion of ethical and environmental issues.

New Target

All future Investment Sub-Committee meetings to include a discussion of ethical and environmental issues.

New Target

To convert from EIRIS's standard service to its in-house Electronic Portfolio Manager (EPM) Company Research Database, to improve our research capacity and efficiency.



5.0 Verification statement

SGS United Kingdom Ltd conducted a desk-based review and an on-site review of the activities and data contained within this report. We sampled the data, and reviewed all reported activities. On the basis of this sample and the interviews we conducted, we have concluded that this report is a fair and accurate representation of WWF-UK's environmental performance.

A handwritten signature in black ink, which appears to read 'Jeff Dowson', is written over a thin horizontal line.

Jeff Dowson
Product Manager (EMS)
SGS United Kingdom Ltd





6.0 WWF Contact details

To feed back on this environmental report, or for further information regarding WWF's EMS or its programme of corporate environmental management, contact **Diana Brown**, Environmental Management Officer

E-mail **dbrown@wwf.org.uk** Telephone **01483 412208**

Director in charge of environmental issues:

Leslie Jones OBE, Deputy Chief Executive and Director of Finance and Services

EMS Issue Co-ordinators

Waste Ricki Roose, Facilities Manager

Energy Russell Marsh, Climate Change Policy Officer

Transport

Dr Ute Collier, Senior Climate Change Policy Officer

Procurement Suzanne Cruickshank, Campaign Assistant

Corporate Relations

Diana Brown, Environmental Management Officer

EMS External Office Co-ordinators

WWF Scotland Alison Bell, Office Manager

WWF Cymru, Cardiff Office Haf Roberts, Policy Officer

WWF Cymru, Caernarfon Office

Stuart Bond, Sustainable Development Officer

WWF Northern Ireland Malachy Campbell, Policy Officer

London Office Nikki Kelly, Regional Support Assistant

SouthWest Office

Jez Toogood, Regional Support Assistant

Midlands Office

Deanne Hutchings, Regional Support Assistant

Northern Office Katy Johnston, Regional Support Assistant

Action at Work team members

Jo Bailey, Marion Bastable, Jo Boyes, Diana Brown, Kirsty Clough, Suzanne Cruickshank, Henning Drager, Jackie Drennan, Nicky Hall, Gus Langley, Emily Lewis-Brown, Christian Thompson, Naomi Vinen, John West, Jo Wheeler and Dominic White.

UK government publications used for this report

Environmental Reporting Guidelines for Company Reporting on Greenhouse Gas Emissions, August 2002

Environmental Reporting Guidelines for Company Reporting on Waste, June 2000

Environmental Reporting General Guidelines, November 2001

Copies of these Guidelines can be obtained from:

DEFRA Publications, Admail 60000, London SW1A 2XX

Contact details and useful websites to help you implement good environmental practices at work

Ecotricity

Telephone: 01453 756111

E-mail: info@ecotricity.co.uk

Website: www.ecotricity.co.uk

Local Paper for London

Telephone: 020 8404 4884

E-mail: localpaper@bioregional.com

Website: www.bioregional.com

Office Green Ltd

Telephone: 020 8592 9998

Greener World Ltd

Telephone: 020 8571 0100

E-mail: enquiries@greenerworld.com

Website: www.greenerworld.com

SCA Recycling Ltd

Head Office (Aylesford, Kent)

Telephone: 01622 883000

Beacon Press Ltd

01825 768611

Powergen Greenplan

Telephone: 0800 0969674

Website: www.powergen.co.uk/wwf

Ethical Investment Research Service (EIRIS)

Telephone: 020 7840 5700

Website: www.eiris.org

Email: ethics@eiris.org

Department of the Environment, Food and Rural Affairs

Telephone: 08459 556000

Web: www.defra.gov.uk



Ten things you can do to influence the way business works

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: Tel: 01932 828882

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 020 7840 5700 and ask for 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 one that is renewably sourced.

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.



Corporate environmental policy statement

1.0 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.

2.0 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.

3.0 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 the 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 of the significant direct effects and publishing our performance against these in the Environmental Report;
- implementing the action plans at the WWF-UK headquarters for each of the significant direct effects;
- extending the scope of the 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 in 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 the internal awareness of environmental issues through the Staff Handbook, intranet and the new starter induction process.

4.0 Responsibility and Accountability

The Deputy Chief Executive and Director of Finance and Services is ultimately accountable for WWF-UK's environmental management performance. The Head of Environmental Management and Ethical Investment 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 the Issue Coordinators who are responsible for the implementation of the Energy, Transport, Waste, Procurement and Corporate Relations management programmes.

*Approved by WWF-UK Management Team
on 4 September 2000*