



PRACTISING WHAT WE PREACH
WWF-UK Environmental Report 2002/2003



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Appendix: Environmental Policy





1 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. We all have an impact on the environment and WWF is no exception. However, in striving to achieve our mission we understand how fundamental it is to practise what we preach, and we believe it is vitally important that we both recognise 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 2002/03 Environmental Report – our fourth.

To ensure our environmental systems and reporting process are up to the highest standards, our report is externally verified bi-annually. We also subject it, and the underlying environmental systems, through an internal audit process every other year, and a verification statement from our internal auditor is included as part of this publication.

Over the last decade, WWF-UK has implemented a corporate environmental policy based on continuous improvement and has 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 staff travel, energy consumption, waste, procurement and our corporate policies – all of which were identified as key areas of direct impact on the environment during our initial environmental review in 1994. As Director of Finance and Services and director in charge of the environment, it is my responsibility to oversee its implementation and ensure we gain maximum financial benefit from minimising consumption of valuable resources wherever possible alongside the reductions in our environmental impact.

This is the final environmental report I will oversee before my retirement at the end of the year. In the six years I have been with WWF-UK, I have seen our environmental systems progress in leaps and bounds and I am confident that I am leaving in place a set of robust environmental systems and decision-making ethics that are at the heart of all we do.

This environmental report looks back on our environmental performance over the last 12 months. Overall, I believe our performance has been good during this reporting period and we have made a real effort to improve the accuracy of the underlying data so the improvements made to our integrated EMS systems during the year will provide us with a basis for even stronger environmental performance in future. For example, improvements made to our financial expenses coding systems provided for more accurate staff travel data. This in turn has enabled us to set a benchmark against which we can measure future environmental performance in this area, and it has also enabled us to develop a new carbon dioxide (CO₂) budgeting system. This new system will see teams being given a CO₂ budget to manage in much the same way as they manage a financial budget for travel.

The only area where our performance has been disappointing is increasing the use of our videoconferencing equipment. During the next reporting period, we will be looking at new ways to tackle this issue and turn this trend around.

In other areas we have continued to build on the successful introduction of the EMS to our external office sites where new data collection systems have been implemented and staff environmental training programmes taking

place throughout the year. Back at our head office in Godalming, we have been implementing an engagement plan with our print suppliers that has directly resulted in one of our key suppliers achieving the ISO 14001 standard in environmental management. We have also reviewed our business and industry engagement policy and practice. A new business and industry policy, together with a robust system for decision-making, has been developed and implemented during the reporting year.

As always, much work remains to be done! A challenging work schedule has been set for the coming year which includes focusing on supply chain engagement. We will continue to focus on staff travel by piloting the new CO₂ budgeting system, and we will be reviewing our corporate environmental management policy. We will also be working on translating our environmental performance into a financial equivalent, which will be reported in the accounts. Looking further ahead, we will be examining ways in which we can integrate the environmental effect of our work in the field can be integrated into the EMS.

We have minimised our printing costs and environmental impact by publishing the full report in a downloadable PDF format on our website at www.wwf.org.uk We welcome feedback and comments and are always happy to receive your suggestions on how we could do things even better next time. This is our fourth environmental report, and if you wish to track our performance over the years, you will also find previous reports on our website.



A handwritten signature in black ink that reads "Leslie D. Jones". The signature is written in a cursive style with a large, looping "J" at the end.

Leslie Jones OBE
Deputy Chief Executive



2 WWF organisation 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. WWF-UK is part of this global environment network and our income for the year, reported in our 2002/2003 audited accounts, was £34.3 million, of which 73.6 per cent was spent on the global conservation programme. An overview of WWF-UK's work during the reporting period can be found 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.

3 WWF-UK EMS structure

The Environmental Management System is managed by the structure shown below.

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. Trustees also approve each annual environmental report before it goes to publication. This year, for the first time, a set of top line environmental ‘key performance indicators’ has been agreed for the trustees so that they can more closely monitor the organisation’s environmental performance.

Directors have overall executive responsibility for that performance, and for management reviews.

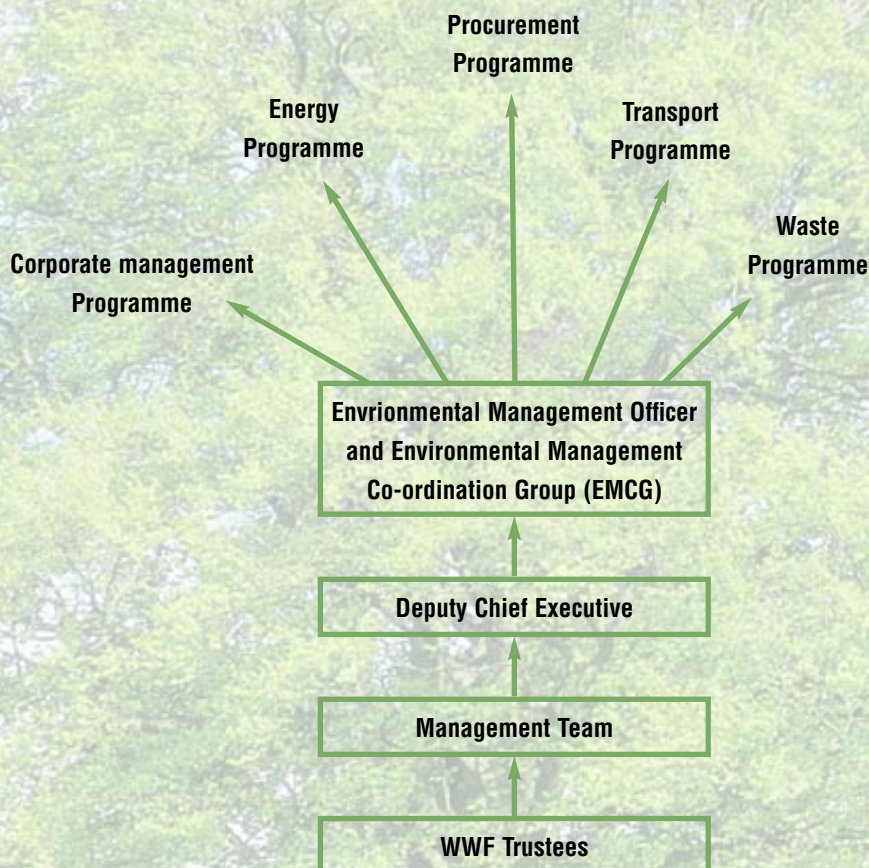
They approve corporate aspects of the EMS such as the environmental policy and ensure that the operation of their individual divisions is undertaken with adequate environmental considerations.

The Deputy Chief Executive, as the director in charge of the environment, has overall responsibility for WWF-UK’s environmental systems and approves the content of environmental programmes, the annual environmental report and statements issued by WWF covering the environmental management and related areas of ethical conduct of the organisation.

The Environmental Management Coordination Group (EMCG) coordinates all the EMS activities across the organisation and between its departments, and meets quarterly

to check progress. Management plans for each programme have been structured to manage the significant direct effects of energy consumption, staff travel, waste generation, procurement practices and our corporate relations. In the 1994 Initial Environmental Review, these direct effects were identified as the most significant.

The Environmental Manager is responsible for the maintenance of the overall system, monitoring and auditing progress, internal communication and reporting, staff training and producing management reviews. The Chief Internal Auditor monitors progress continually and performs a detailed internal audit in the years when we do not go through the external verification process. This year is one of those years.





4 EMS overview

We take a priority-driven approach to our EMS. First in the sense that the EMS covers the key issues that were identified in our initial environmental review back in 1994. Second, because we aim to make the greatest possible reductions to our overall impact by putting the most effort into tackling the major key issues within the framework of our EMS. We have identified staff travel and our corporate relationships as focus areas of the EMS. This approach allows us to be strategic and make the best use of the limited resources we have available for the EMS programme.

WWF-UK has 10 office sites. 84 per cent of staff are based at Panda House and Dolphin House, our head office complex in Godalming, and we have an office in each of the devolved countries and another four across the English Regions. Until last year our UK EMS had been site-based at our head office.

The last report detailed our work to integrate the external offices into our EMS. During the reporting year we began to implement this process, together with the staff training programme in these offices. We have collected data from the offices in order to develop benchmark indicators that will enable us to track and report on their environmental performance in the future.

In order to fully embed the EMS, environmental considerations are factored into working practices and operational systems throughout the whole organisation. For example, EMS staff work closely with the IT and Finance departments since improvements to our IT and finance systems often provide opportunities for more accurate environmental data collection which can help the EMS upon its path of continuous improvement. Environmental considerations are also embedded into all our corporate policies, such as the business and industry engagement policy, investment policy and the corporate travel policy. Information about our EMS is available on the staff intranet. Targeted environmental training is also carried out for new members of staff during their induction.

We managed to meet only part of the target we set ourselves for the EMS overview, which was to collate data from the external offices to benchmark energy consumption, waste and procurement at these sites. Data for waste and purchasing was found to be not significant as a percentage of the overall total and has not been included in this report. However, we will still collect this data for monitoring purposes. Since energy consumption is the main environmental impact in the external offices we have published this data in the energy section, together with the data from Panda House and Dolphin House.

Previous Target:

To benchmark data at each external office site within the key areas of waste, energy and procurement (NB: staff travel and corporate policy systems are already considered on an organisational-wide basis) ✓50%

New Target:

Develop a set of Key Performance Indicators (KPIs) for each area | of the EMS, to aid internal communication of environmental performance and for publication in the annual environmental report.

New Target:

To review and update the corporate environmental management policy by the end of the 2003/04 financial year.

New Target:

To publish a set of environmental accounts in the *WWF-UK Annual Report and Financial Statements* by November 2004.

Key to symbols:

- ✓ Target achieved
- ✓50% Target partially achieved (by at least 50 per cent)
- ✗ Target not achieved

5 Direct effect performance report



5.1 Energy Consumption

Climate change is one of WWF’s six global priorities. We consider climate change, caused by the increase of carbon dioxide (CO₂) and other greenhouse gases in the Earth’s atmosphere, to be one of the greatest threats to people and nature. Anthropogenic emissions of CO₂, mainly from fossil fuel combustion, are enhancing the natural greenhouse effect, leading to a major change in the world’s climate with potentially catastrophic consequences for habitats and species, including humans and their communities.

Addressing our own CO₂ emissions is of fundamental importance to us. WWF-UK has a direct impact on climate change from the energy we consume in our UK offices to provide heat and power and from staff travel. Overall, our corporate CO₂ emissions were approximately 626,484 kgs CO₂. However, this figure excludes emissions from gas, which we offset (see below) and climate change emissions resulting from the disposal of our waste.

Electricity consumption

Last year’s report stated that our CO₂ emissions from electricity consumption in Panda House and Dolphin House were zero because we had been using energy from renewable sources via a green energy tariff since 2000. However, in April 2002 the government introduced the Renewables Obligation (RO), which obliges all electricity supply companies to source a growing percentage of their electricity from renewable energy in order to reach a 10 per cent government target

by 2010. This has greatly changed the way the green electricity market operates. Almost all renewable energy is now earmarked for the RO, including the former green tariff electricity. So green tariffs are not providing extra demand for renewable energy in the commercial electricity market place in the same way as they used to.

In short, green energy tariffs have provided an excellent mechanism to kick-start the UK renewable energy market. However, in order for the UK green energy market to continue to move forward, we need to build new renewable electricity generators to provide additional green energy, since all currently available renewables capacity is now being used to meet government targets.

So what does this mean for WWF’s energy purchasing practices? We have decided to purchase the bulk of our electricity from a renewable energy company that focuses its resources on building new renewable energy generators to create additional renewables capacity for use in the UK energy market. So, instead of purchasing electricity through a 100 per cent green tariff, which is sourced from existing renewable energy infrastructure and is used by utilities to meet their RO targets anyway, WWF has decided to join Ecotricity’s 10 per cent plus tariff.

Under the 10 per cent plus tariff, Ecotricity is developing new wind infrastructure to match 10 per cent of our electricity use every year, which will increase on an annual basis so that after 10 years we will have helped develop enough additional capacity to equal our consumption. This will all be additional renewable energy to what is presently available in today’s green energy market. Ecotricity is

Office Electricity Usage (Kwh)	
Caernarfon	managed office
Cardiff	managed office
Dolphin House	54,619
London	9,080
Midlands	managed office
North	6,423
Northern Ireland	13,510
Panda House	242,257
Scotland	43,594
South West	estimated bills

Benchmarked electricity consumption figures for WWF-UK’s office sites (kWh / per capita)

Previous Target:

To benchmark electricity consumption at each office site, by the end of June 2003 ✓

Previous Target:

To implement an annual energy efficiency programme across all the WWF-UK offices, by the end of June 2003 ✓

Current Target:

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

New Target:

To develop a set of Key Performance Indicators (KPIs) covering energy consumption for all WWF-UK's office sites, which will be used to measure performance in future environmental reports.

New Target

To reduce WWF-UK's CO₂ emissions from use of electricity by 10 per cent of the new benchmark figure by 1 July 2004.

New Target:

To produce an internal five-year energy efficiency and awareness strategy (as a result of an up-to-date energy efficiency audit), by then end of the 2003/04 financial year.

committed to increasing the green content of its customers' electricity by at least 10 per cent each year, which is 10 times the rate of increase required to meet the new government targets.

We believe that the 10 per cent plus Ecotricity tariff now represents the best option available for supporting the development of commercial renewable energy in the UK. Purchasing our energy from Ecotricity in this way also reflects the long-term aspirations of UK Government's energy policies, as set out in the Energy White Paper, published in February 2003 which outlines the government's wish to see a large expansion in renewable energy and a low carbon economy. It aspires to deliver a 60 per cent reduction in carbon dioxide emissions by 2050 (as compared to 1990).

All these changes to the UK energy market also affect how we must report on our CO₂ emissions for our use of electricity. However, we feel that unless purchasing a green tariff leads to additional demand for renewable energy – beyond the demand created by the RO to meet the governmental targets – it would seem disingenuous to claim that our emissions are zero CO₂. After all, the green electricity we are purchasing would be fed into the grid regardless of whether WWF, or anyone else, is using it. Our actions are having no effect on CO₂ emissions, so we should not claim that they are. To do so, we believe, would set up double accounting of CO₂ emissions across the market place. So since we are only purchasing additional renewables capacity at a rate of 10 per cent each year this is how we have decided to structure our reporting calculations.

In order to report on our CO₂ emissions from electricity consumption, we will use the standard grid conversion figures until we receive clearer reporting guidance from DEFRA on how to report on CO₂ emissions from green tariffs after introduction of the RO into the energy marketplace. For those offices that are registered with Ecotricity will also have a 10 per cent reduction figure factored into the standard grid conversion figure.

Energy Efficiency Programme

The other target in this section was to implement an energy efficiency programme across all the WWF-UK office sites. To this end, our 'energy hog' stickers remind staff to turn off lights in rooms at the end of meetings, and they are also placed in other strategic places such as close to printers and photocopiers and in our IT training room in Dolphin House, where they remind staff to turn off the monitors. WWF-UK's total CO₂ emission from electricity consumption is 145,444.7 kgs. This forms the benchmark figure for WWF-UK's electricity consumption.

Don't be an energy hog



switch it off when not in use!

Gas Consumption

We use gas in Panda House and Dolphin House for heating and to provide hot water. These are the only sites using gas; our external offices use electric night storage heaters or are part of a managed office and therefore outside our direct control.

Unlike electricity, it is not possible to obtain gas from renewable sources, although it can be sourced from an environmentally aware company. In 2000 we tendered for a gas supplier using environmental as well as financial considerations, which resulted in a supplier with an EMS certified to ISO 14001 who produced an environmental report using the Environmental Reporting Guidelines for Company Reporting on Greenhouse Gas Emissions. During the reporting period our supply contract came up for renewal. After a detailed review process we decided to stay with the same company for both environmental and competitive cost reasons.

During the reporting period our total emissions from gas usage at Panda House and Dolphin House were 87,159 kg CO₂. Of this,

71,679 kg CO₂ or 82 per cent of the overall figure resulted from gas use in Panda House, where the majority of staff are based and 15,480 kg CO₂ resulted from gas use in Dolphin House, where 35 staff are based. For Panda House this is a reduction of nearly 11 per cent and for Dolphin House this is a reduction of nearly nine per cent on last year's figures. Overall this represents a reduction of 11 per cent on CO₂ from gas emissions since last year. This significant reduction in CO₂ from our use of gas in Panda House is due to a new computerised operating system that was added to the heating system in Panda House last year. This optimises the overall heat output for energy use and utilises the heating system in the most efficient way.

In per capita terms, gas usage in Panda House results in 24.89 kgs CO₂ per capita per month and in Dolphin House per capita emissions are 36.86 kgs CO₂ per capita per month. In Panda House this represents a reduction on last year's figures from 35.6 kgs to 24.89 kgs CO₂ per capita per month, which is due to a combination of factors –

the new computerised operating system and a number of staff returning to Panda House from Dolphin House since last year. Likewise, the increase in per capita emissions figures at Dolphin House can be linked to the drop in staff numbers there. This takes the per capita emissions figures from 32.7 kgs to 36.86 kgs CO₂ per capita per month.

Once again we have 'offset' our CO₂ emissions from gas. We paid Future Forests £xxx, which has been spent on xxx.

This year we have shown our CO₂ emissions data from our use of gas as an annual, rather than monthly figure, so that our environmental performance can be more easily monitored across the years.

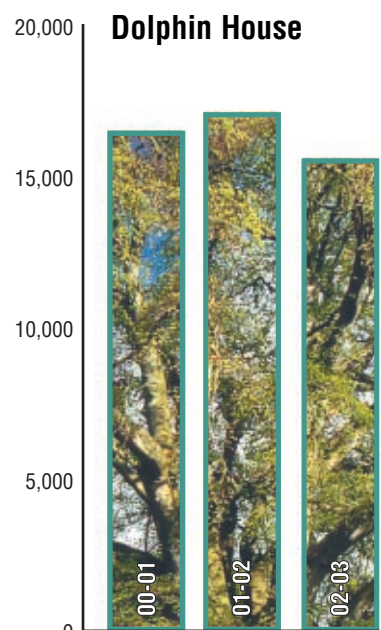
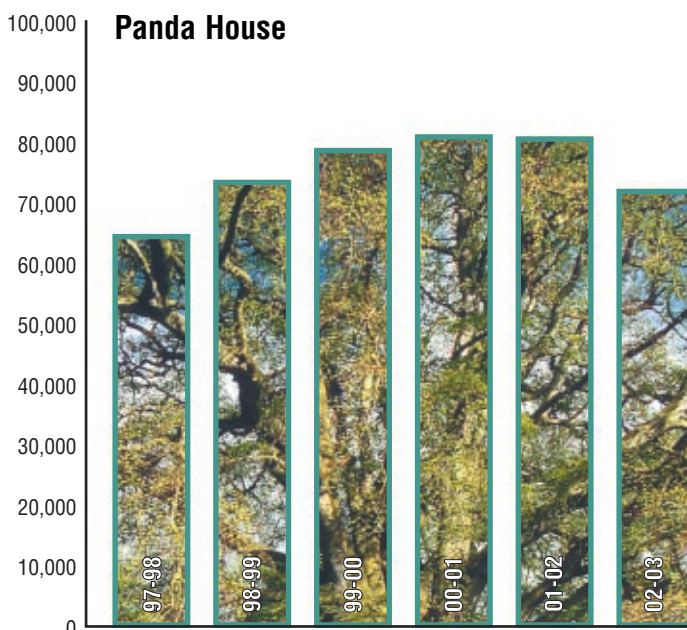
Previous Target:

To offset CO₂ future emissions from gas consumption for the reporting period 2002/03 ✓

New Target:

To offset CO₂ future emissions from gas consumption for the reporting period 2003/04.

CO₂ emissions from gas consumption in kg





Transport

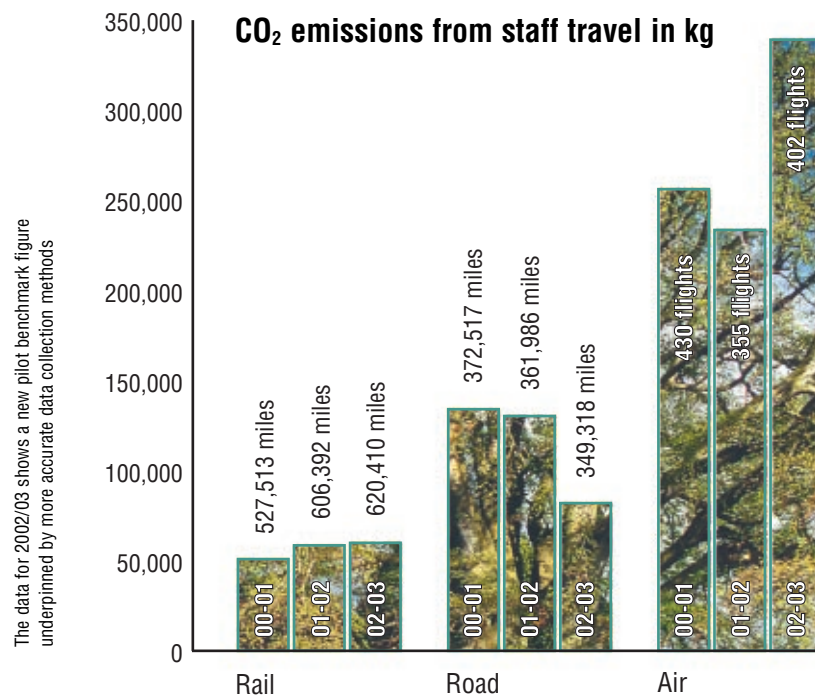
In order to carry out our vital international conservation work it is inevitable that staff need to travel overseas. We recognise this as our main direct impact on the environment, which has been under considerable scrutiny over recent reporting periods. Over time, we aim to reduce the impact from staff travel to the lowest practicable level and to this end we have set ourselves a challenging target of reducing travel-related CO₂ emissions by 25 per cent of the benchmark figure by 2010.

Overseas Staff Travel

In last year's report we outlined our improvements to the 'EMS Travel Pattern System' which we use for recording and measuring staff travel overseas and UK travel over 200 miles. We said these improvements would allow us more accurately to measure our CO₂ emissions in this area – but because the EMS system relied on human effort to log travel onto the system, there was still room for errors and even non-compliance.

To ensure our travel data is completely accurate this year, we have done a thorough audit which follows the travel approval system's paper trail back to each financial record. Without accurate data we could not compile team CO₂ budgets, which are being launched in order to provide us with a mechanism to meet our long-term CO₂ emission reduction target.

To take this forward during the reporting period, we have been developing a team CO₂ budgeting system. This will be fully integrated into the financial travel approval system, to ensure the highest level of accuracy for this aspect of our travel data in future reporting periods. In the simplest terms our new team CO₂ budgeting system sees each team (or cost centre) being allocated a CO₂ budget based on the amount of travel done in the previous year, minus that team's share of the annual emissions reduction target. Each team will have to manage its CO₂ budget in a similar way to its financial travel budget and the accountability will rest with the team's manager. In order to implement this system, a network-based IT solution has been developed so that all teams can





track their own and other teams' performance against their CO₂ budgets. Compliance with the new system will be audited monthly. We will report back on the pilot year of this new system in next year's report.

In undertaking an accurate travel data audit this year based on financial information – and not simply relying on the EMS travel data capture system – we found that in previous years some data had been missed off the system, causing some inaccuracies. This means it is difficult to report meaningfully on our environmental performance since last year. However, in the light of accurate data we have decided to revise our benchmark for this aspect of our travel and will use this to assess our environmental performance in this area more meaningfully in future. This figure will be the same benchmark we use to monitor our progress against meeting our long-term CO₂ reduction target of 25 per cent by 2010.

Rail, Road and English

Regional travel

Road and rail travel also contributes to WWF-UK's environmental impact. 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 possible, staff are encouraged to car share. As part of the new CO₂ budgeting system described previously, we have decided that CO₂ from rail travel should be 'free', in order to help reinforce the message that when the train is a viable option, staff should always use it. Over the reporting period, our staff travelled approximately 620,410 miles by rail and 65 per cent of journeys to our office in Perthshire were by rail rather than air.

Our road transport is the distance covered in our pool cars, hired vehicles and personal cars. The work of

our regional staff is such that they often have to move heavy or awkward loads and need to travel to and from meetings with volunteer groups, often late at night and in rural areas. The best and safest available option is therefore often the car. Last year we told you about the replacement of our small fleet of cars with 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, 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. This year we can see the benefit of that decision as we report an impressive reduction of 37 per cent from road transport-related CO₂ emissions over last year's figure. The same period has also witnessed a reduction in road mileage of 3.5 per cent on last year, which means that we have met our target to increase the ratio of distance travelled by rail compared with road for the third year running.

The new pilot benchmark figure for WWF-UK's travel is 481,039 kgs CO₂

Corporate travel-related emission reduction schedule pilot benchmark = 481,039 kgs CO₂

Long term emissions reduction target = 360,779.25 kgs CO₂ by 2010

Previous Target:

To run promotional events to increase the use of the videoconferencing facility and to increase the frequency of its use to 200 times a year ✘

Previous Target:

To train all travel coordinators on the new videoconferencing equipment and to run two promotional events during the year ✔

Previous Target:

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

New Target:

To test the staff travel benchmark to ensure accuracy by 1 July 2001.

New Target:

To launch the pilot phase of the CO₂ budgeting system and fully integrate it into the travel approval system.

New Target:

To increase the ratio of distance travelled by rail compared with road by the end of the 2003 reporting period (ratio currently 1.77606 to 1).

New Target:

To produce a five-year strategy for increasing the use of the video conferencing equipment and to explore WWF network opportunities to facilitate the delivery of this strategy, by end of 2004/05 financial year.

Videoconferencing

During the year, our video-conferencing equipment was used 19 times.

Due to this marked apparent decrease in video conferencing usage against the previous year (a usage decrease of 90 times) we decided to go back and check the accuracy of last year's figures. For the 2001/02 reporting period a recording error was subsequently discovered. What we found was a significant difference between the use of the videoconferencing equipment, using telephone bills to collect usage data, compared to the number of times the equipment had been booked. The re-calculated figure for usage of the videoconferencing equipment by WWF-UK staff for 2001/02 is 56 times. Since the equipment's booking figures had always previously been used to monitor usage of the videoconferencing facility the error had not been picked up until we underwent a full-systems audit to collect this year's figures. In light of this error we have now reviewed our data collection system and will use a more accurate method for future reporting periods.

Poor take up of videoconferencing performance has highlighted to us that we need to take a much longer term, more strategic and network-wide coordinated approach to boosting the use of the videoconference equipment and reducing staff travel.

We will be developing new systems to measure and monitor usage of the videoconference equipment, which will be fully integrated into the travel approval and CO₂ budgeting systems. We have also set ourselves the target of producing a five-year strategy for increasing the use of the equipment within WWF-UK. Since one of the limiting factors has been a lack of similar facilities elsewhere in the WWF network, we will explore opportunities to utilise WWF's international Global Technology Systems (GTS) programme. This has been set up to harmonise technology and communications across the network, including videoconferencing. We will report progress in next year's report.



5.2 Waste disposal

WWF-UK has a duty of care to ensure that its waste is handled by licensed waste carriers. We go beyond this in our commitment to the principles of Reduce – Reuse – Recycle as part of our waste management programme.

Reduce

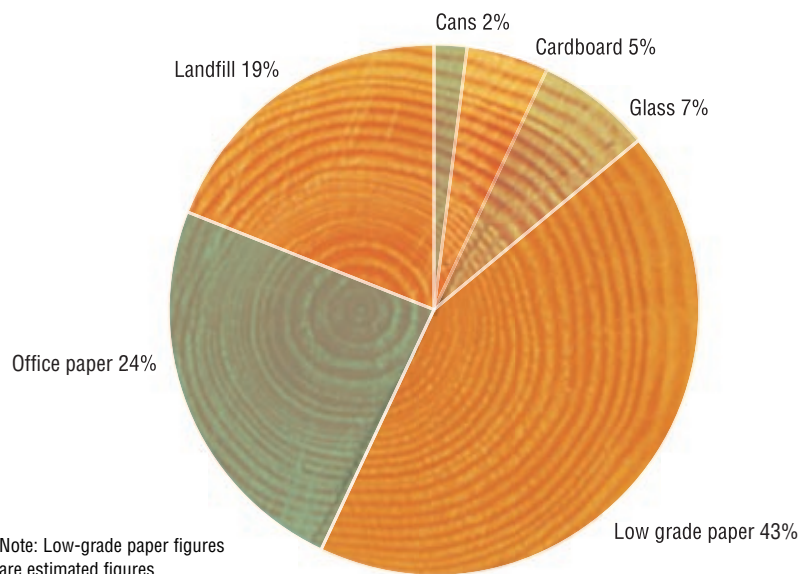
We go to considerable lengths to minimise use of materials in the day-to-day running of all our UK offices. For example, use of the 100 per cent post-consumer waste office paper is minimised by a number of initiatives: all computers, printers and photocopiers are set to print double sided by default and printing e-mails is discouraged. Our IT network system allows staff to archive their e-mails electronically. All staff have remote access to their e-mails, enabling them to collect and send them from anywhere in the world. Over the few years this facility has been in place, it has significantly reduced the need for staff to print out e-mails before travelling overseas.

Reuse

Wherever possible we reuse materials – or alternatively we pass surplus materials on to organisations that can make good use of them. For example, when our regional offices were set up, we made use of second-hand office furniture, and any surplus miscellaneous materials from head office are sent to SCRAPP – Surrey Community Recycling and Play Projects – with whom we have a long-standing relationship. SCRAPP operates a re-use store to supply free materials to play groups and local community projects for children with learning disabilities. During the reporting period, SCRAPP collected 91 boxes, 11 black bin liners and three carrier bags full of printed materials, surplus badges and other items.

Across all our UK offices, stationery orders are strictly monitored to prevent over-ordering and the Waste Issue Coordinator operates a reuse cupboard in our central post room at Panda House. Under the Global Technology Systems Asset Re-distribution Programme, any old IT equipment is sent to other WWF offices in the network that can still make excellent use of it. During the reporting period 43 pieces of IT equipment were redistributed to WWF Offices around the world.

Waste and recycling collected from Panda House and Dolphin House





Recycle

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 office paper for recycling from Panda House. Greener World, the London-based recycling collection company, collects a range of materials from Panda House including mixed paper, cardboard, glass and cans and sends these for reprocessing. During the reporting period we also contracted a locally based company, the Waste Paper Company, to collect obsolete and archived paper from off-site storage for recycling. We also recycle all our toner cartridges and any florescent lighting tubes which need to be replaced. All our external offices carry out recycling and some also carry out composting.

General Waste

The last rung on the waste ladder is landfill – the least sustainable option for waste disposal. Even if the waste hierarchy is followed strictly, always opting for the ‘best practicable environmental option’ (BPEO) for each material, there will always be an element of waste that cannot be disposed of in any way other than landfill.

Biffa Waste Management has collected our landfill waste from Panda House for a number of years, but recently we have not been entirely happy with the service it provides.

During the reporting period we reviewed this service, and as a result we have entered into a contract with Chambers – a locally based company which is also putting considerable resources into local recycling facilities. Chambers is supplying us with two 1,100-litre wheelie bins at Panda House which are lifted approximately once a week.

We have met our target to accompany Greener World on a collection round to ensure that all our recycling is being sent through the correct reprocessing channels, and we are satisfied that this is being done. We have met part of our second target in this section by ensuring that all PCs and printers print double-sided by default. However, we managed to implement only one of our two planned paper reduction initiatives – a paper-reducing purchase order system.

It is our general practice to carry out on-site visits to waste and recycling service providers so we can be assured that each company is providing the service we expect from it. To this end we have set ourselves a target of visiting Chambers’ waste and recycling facilities. We should also like to explore the level of recycling services it could provide.

Our waste and recycling figures from Panda House and Dolphin House are represented in the pie chart opposite.

Previous 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 ✓ 50%

Previous Target:

To accompany Greener World on a recycling collection round to ensure that all our recycling is being sent through the correct reprocessing channels ✓

New Target:

To consolidate our recycling service providers to two companies, and to visit both by the end of the 2003/04 reporting period.

New Target:

To carry out a site visit to Chambers’ waste and recycling facilities, by the end of the 2003/04 financial year.

5.3 Procurement – supply chain practice



Our purchasing and procurement activities are key areas where we can have a positive influence on the suppliers and service providers throughout our supply chain.

WWF-UK's impact on the environment through this chain arises from the products and services we buy as part of our day-to-day office operations, the products we sell through our trading catalogue and those we license as part of our company fundraising activities.

WWF's Environmental Policy commits us to 'applying life cycle thinking in our procurement practices' and to "communicate the EMS guidelines to... suppliers... and encourage environmentally sensitive behaviour". Over the reporting period we have been working hard to get to grips with this area and to fully implement this aspect of our environmental policy.

Internal Office Purchasing

Internal purchasing is guided by our eco-standards, and stationery procurement is no exception. It is equally important to us that our corporate stationery providers – Banner and Workstation – also understand our strict environmental principles. For example, we have been working closely with Banner to select the most environmentally preferable products for our stationery list and on at least two occasions during the year Banner has joined us for 'green stationery coffee mornings' for staff. We also use Workstation, which carries a good range of environmentally responsible stationery, and because this company is local, CO₂ emissions from shorter delivery journeys are reduced.

Environmental considerations are a fundamental aspect of our office furniture procurement activities. Unless otherwise made from re-used or recycled materials we will only buy office furniture that is made from wood certified by the Forest Stewardship Council. Environmental considerations are also strictly taken into account when we purchase new IT equipment. Here, we consider the energy efficiency of the product and we look for the TCO symbol, which indicates a minimum use of toxic chemicals in the manufacture of the product. For internal office paper we only buy office paper made from 100 per cent post-consumer waste.

External Procurement and Supply Chain Relations

Our environmental impact through our external suppliers, trading and licensing operations can be categorised into three areas being addressed under this section – our paper and print suppliers, our trading operations and our company fundraising licensing relationships. We have a robust set of systems in place to ensure environmental considerations are at the very heart of all these varied procurement activities.

Paper and Print

To ensure the impact from our printing is minimised, we have a strict paper and board selection policy which applies to all print suppliers. Our policy states levels of choices for short and long life cycle paper or board products – the first choice being 100 per cent post-consumer waste paper and the minimum standard being a combination of no less than 75 per cent post-consumer waste paper with the remainder made from pre-consumer waste or FSC-certified pulp. We also use 100 per cent FSC paper for certain long-life products.

Second, we are working to influence print suppliers to put in place corporate environmental management and eco-printing practices. We have made significant



progress with our main locally based print supplier, Crown Litho of Guildford. As a direct result of our influence, we are pleased to say that Crown Litho met the requirements of the ISO 14001 standard in environmental management and received its certificate in July 2003. Crown also uses vegetable-based inks and carries out extensive recycling. We will continue working closely with Crown, as well as other print suppliers, and will report on this area of our environmental programme in future reports. We will also continue to use our environmental printers' questionnaire, which investigates levels of environmental awareness in any new print suppliers we may employ.

Trading and Licensing

The mainstay of our EMS purchasing policy is the eco-procurement approval system. To help us decide which products to select for our trading operations, we issue a suppliers' questionnaire, which requires information about the product's life-cycle, its toxic and endocrine disrupting chemical composition, and a range of other issues. We set this against our strict eco-standards so that we can judge which products to accept, and which to reject, for inclusion in the WWF-UK Gift Catalogue. The eco-procurement approval system is also based on the principle of continuous improvement.

Two years ago, we brought management of the Gift Catalogue in-house. This has enabled us to maintain control of our brand message and, more important, to ensure that all products met our strict environmental criteria. This is also the second year that we have promoted products not only through mail order, but also through our online catalogue at www.wwf.org.uk/shop. The benefit of online trading is a reduction in natural resources and costs. In total, more than 300 products were considered for inclusion in the 2003/04 Gift Catalogue, of which only 15 failed.

The eco-procurement approval system and environmental suppliers' questionnaire is also used as part of the business and industry decision-making process for fundraising licensing agreements. The questionnaire captures vital information about the eco-credentials of the product and, along with general company research, is submitted to the Business and Industry Core Group (see section 5.4 below) for a decision.

Supply Chain Engagement

In last year's report we outlined a new approach to engaging with parts of our supply chain, and we set ourselves a target of mapping the entire chain in order to produce a priority-driven engagement strategy. This target has been met and we are now ready to compile that strategy and develop a detailed implementation plan. We have now set ourselves the target of rolling out the environmental purchasing system to apply across all WWF-UK offices and all our purchasing activities. We aim to implement this target by setting up a new system of eco-purchasing gatekeepers who will be responsible for using the existing eco-standards and approval process.

Previous Target:

To map all WWF-UK's suppliers and service providers by July 2003, in order to inform a comprehensive engagement plan that will be implemented in future reporting periods ✓

New Target:

To produce a five-year supply chain engagement strategy by July 2004.

New Target:

To roll out eco-procurement system across all WWF-UK's purchasing activities and put in place a system of eco-purchasing gatekeepers to manage environmental purchasing approvals across all office sites by 1 July 2004.



5.4 Business and Industry Engagement Policy and Practice

WWF is constantly striving to achieve excellence in its working relationships with business and industry to achieve significant gains for the environment. Our twin-track approaches of partnering and challenging business involve a range of activities including fundraising, education, and lobbying. 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.

Commercial activities have a profound effect on the environment, and so it is essential we engage with business to minimise negative impacts and support regeneration. 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.

In order to ensure our business engagements are at all times positive, and to protect WWF's reputation and integrity, we recognise the need for a robust set of policies and systems to effectively manage the way we work with the corporate sector. To this end we have had a business and industry engagement policy in place since 1999 and have a cross-divisional internal decision-making group – the Business and Industry Core Group. The Business and Industry Core Group makes decisions as to how we engage with any one company on a case-by-case basis, while adhering to the Business and Industry Engagement Policy. The Business and Industry Core Group makes use of all available research tools to evaluate the ethical and environmental commitments of a potential business and industry partner before any decisions are made.

The business and industry due diligence process is made up of a number of components and underpinned by company research provided by the Ethical Investment Research Service (EIRIS), Ethical Consumer's corporate critic database and a range of other company research tools, together with our in-house expertise. This aspect of our business and industry engagement practice has moved forward considerably in recent years, however we are always seeking ways to improve the sophistication of these process still further. For example, this year we have set ourselves a target to screen our Company Fundraising prospects list to streamline this list along ethical lines.

EIRIS's in-house software based company research tool will be used to enable us to develop these screens. This ethical prospect screening process will enable us to be more proactive in our Company Fundraising prospect work and allows us to screen out companies we would not want to take money from long before we spend actual staff time on our company prospect activities. The new ethical prospect screening process will be based on the principles already laid out in our Business and Industry Engagement Policy.

The four pillars of our Business and Industry Engagement Policy are represented by the four aims of our work with business: to develop partnerships for mutual benefit, to fundraise for our conservation and environmental programme, to stimulate innovation within business and to challenge where necessary. It is generally agreed of the four aims, WWF's reputation is potentially most vulnerable due to our corporate fundraising activities, which is why we have always had a range of strict ethical criteria at the heart of our policy and these are consistently applied across all our decision-making processes.



Our Business and Industry Engagement Policy is constantly reviewed and re-written to keep up with environmental and industry developments and we have formed a new monitoring and evaluation system, which will be used to assess the performance of each company relationship on a rolling basis. This new monitoring and evaluation system will be implemented over the next year.

In the review of our Business and Industry Engagement Policy in the last year, the overarching principles have remained the same – to enter into a relationship: (a) which contributes to the attainment of our mission, (b) strengthens our position to attain it, or (c) when there is convincing evidence that the company is on a path to environmental performance improvement or is fundamentally committed to change. However, during the reporting period we re-wrote the policy to include a new set of decision-making principles and we now have a more sophisticated approach to balancing the benefits of engagement against any potential risk to our brand. These new aspects of the policy are to be integrated into the decision-making process of the Business and industry Core Group.

During the reporting period the Business and Industry Core Group met nine times during the reporting period and decided how WWF would proceed with 24 significant new business relationships and coordinated more than 150 relationships.

Previous Target:

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

Previous Target:

To review the Business and Industry Engagement Policy by the end of the 2002/03 financial year ✓

Previous Target:

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

New Target:

The Business and Industry Core Group ensures all new WWF-UK business and industry relationships during 2003/04 adhere to the current Business and Industry Engagement Policy.

New Target:

To hold two monitoring and evaluation meetings of the Business and Industry Core Group during the 2003/04 financial year.

New Target:

Using EIRIS's in-house company research system, to develop an ethical screening process for Company Fundraising's prospects list, by the end of the 2003/04 financial year.

New Target:

To produce a Staff Business and Industry Procedures Manual by the end of the 2003/04 financial year.



5.5 Investment Policy and Practice

All organisations, including charities, need to have their own reserves to call on should the need arise. It is the job of trustees to ensure that these reserves are invested so that financial gain is maximised. However, charity law also states that a charitable organisation can screen out investing in company stocks that could undermine its mission or offend its supporters. This practice is known as ethically or socially responsible investment.

WWF has a long-standing socially responsible investment policy (SRI) 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 exclude investing in companies whose core business is nuclear power, and for environmental and ethical reasons we exclude investing in arms and tobacco companies.

As well as this exclusion test, we also apply an 'extreme caution' test to those companies in high-impact sectors which have not already been excluded and where any investment might undermine WWF's mission or offend our supporters and partners. Within the extreme caution category, our practice is only to consider investment in best-of-sector companies – those companies that are widely seen to be sustainability leaders in their sector. Together, the exclusion and extreme caution tests form our negative screening process. This approach, which is rigorously applied across the WWF-UK reserves fund, reflects our deep concern about the potential of high-impact sectors not only to cause significant environmental damage, but also damage to WWF's brand and reputation.

Last year we met our target to review our SRI policy. This resulted in a new policy that placed greater emphasis on positive investment (into stocks which could play a part in a sustainable future, such as 'sunrise' companies generating renewable energy) and more proactive engagement activities with companies held on WWF-UK's portfolio. Any stock market investment can be open to criticism on ethical or environmental grounds, so it is important that we engage with companies held on the fund so that we can raise any concerns with them that may arise. In this way, we are able to make strong environmental points to specifically targeted audiences such as board members and shareholders.

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 sympathetic to the investment constraints imposed by our SRI policy. To assess companies on social, ethical and environmental grounds we also use a combination of our own in-house knowledge and research expertise and the independent Ethical Investment Research Service (EIRIS). The corporate relations issue coordinator attends the quarterly Investment Sub-committee meetings and raises environmental and ethical issues whenever necessary. Sub-committee membership includes Newton fund managers, WWF's honorary treasurer, senior staff from our finance department and the environmental manager.

We have met all our targets in this section of the report. We met our rolling target to ensure all Investment Sub-committee meetings include a discussion on ethical and environmental issues each year, and we have screened the fund quarterly to ensure companies on the exclusion list do not appear on the portfolio. The corporate issue coordinator also met the fund manager to discuss ways they could further improve implementation of the new SRI policy.

We also met our target to switch from EIRIS's standard company research service to its Electronic Portfolio Manager (EPM), a software-based system



which allows us to screen the fund in-house. EPM also facilitates a more sophisticated assessment of each company and allows a raft of criteria to be weighted and scored, which in turn enables a much more detailed assessment of each company than would otherwise be possible. This scoring function is now being integrated into WWF-UK's reserves engagement system, which is also being designed in-house. It will also be informed by the results of our investment questionnaire, which was updated last year and is periodically sent out to companies held on the reserves portfolio.

Finally, WWF has ensured that all its finances are aligned with the principles set out in our SRI policy. WWF staff are given the option to invest their pension in an ethical fund and in the spring of 2001 we changed our banking arrangements to the Co-Operative Bank.

Previous Target:

All future Investment Sub-committee meetings to include a discussion of ethical and environmental issues ✓

Previous Target:

To convert from EIRIS's standard service to its in-house Electronic Portfolio Manager (EPM) company research database, to improve research capacity and efficiency ✓

New Target:

All quarterly Investment Sub-committee meetings to include a discussion on ethical and environmental issues and to screen the fund quarterly to ensure companies on the exclusion list do not appear on the portfolio during the financial year 2003/04.

New Target:

To send out corporate social responsibility engagement materials to all companies held on the fund, along with the investment questionnaire mailing, by the end of June 2004.

New Target:

To include one 'sunrise' companies on the fund by the end of June 2004.

New Target:

To integrate the WWF-UK reserves fund engagement system with EIRIS's EPM company research system by 1 July 2004.



6 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:

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t: 01483 412208

Director in charge of environmental issues:

Leslie Jones OBE

Deputy Chief Executive and Director of Finance and Services

EMS Issue Coordinators:

Corporate Relations:	Diana Brown, Environmental Manager & Ethics Analyst
Energy:	Daniel Archard, Research and Innovation Officer – Sustainable Energy
Procurement:	Michael Barclay, Environmental Projects Manager
Transport:	Lucy Rusling, Chief Travel Coordinator
Waste:	Ricki Roose, Facilities Officer

EMS External Office Co-ordinators:

WWF Cymru, Cardiff Office:	Kathy Beach
WWF Cymru, Caernarfon Office:	Stuart Bond, Sustainable Development Officer WWF
Northern Ireland:	Malachy Campbell, Policy Officer
WWF Scotland:	Alison Bell, Office Manager
London Office:	Maria Priest, Regional Support Assistant
Midlands Office:	Deanne Hutchings, Regional Support Assistant
Northern Office:	Wendy Morrison, Regional Support Assistant
South-west Office:	Ceris Handley, Regional Support Assistant

EMS Divisional Representatives:

Justin Swarbrick, Communications

Jo Bailey, Fundraising

Lucy Rusling, Programmes

Oliver Smith, Finance and Services



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

Ecotricity (10 per cent plus green tariff)
Tel: 01453 756 111
Website: www.ecotricity.co.uk

The Ethical Investment Research
Service (EIRIS)
Tel: 020 7840 5700
Fax: 020 7735 5323
Website: www.eiris.org
E-mail: ethics@eiris.org

Forest Stewardship Council
Tel: 01686 413916
Website: www.fsc-uk.info/
E-mail: info@fsc-uk.org

Greener World Ltd
Tel: 020 8571 0100
Website: www.greenerworld.com

Local Paper for London
Tel: 020 8773 2376
E-mail: localpaper@bioregional.com
Website: www.bioregional.com

Office Green Ltd
Tel: 020 8592 9998

SCA Recycling Ltd
Tel: 01256 351456

Crown Litho Ltd
Tel: 01483 567595
Fax: 01483 567595
E-mail: info@crownlitho.co.uk

**UK government publications
used for this report were:**

*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 Department of the
Environment, Food and Rural Affairs.
Tel: 020 7082 8666
E-mail: env.reporting@defra.gsi.gov.uk
Website: [www.defra.gov.uk/
environment/envrp/index.htm](http://www.defra.gov.uk/
environment/envrp/index.htm)



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) for its list of IFAs experienced in advising on ethical investments.
Tel: 020 7840 5700
- 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.



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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Appendix: WWF 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.

Agreed by Management Team:

4 September 2000

Review date:

30 June 2004