

**Practising** what we preach

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**PLEASE NOTE THAT IN ORDER TO REDUCE PAPER, INK AND ENERGY USAGE THIS REPORT HAS BEEN DESIGNED TO BE READ ON SCREEN. PLEASE ONLY PRINT OUT IF NECESSARY.**

# 1.0 Message from Leslie Jones OBE, 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. This is, of course, no small undertaking and in striving to achieve this mission we recognise how important it is to practise what we preach. As director in charge of our environmental management system, I am therefore proud to introduce WWF-UK's first externally verified environmental report.

WWF has long worked with – and, where necessary, against – business to encourage it to adopt a greener approach to its operations and practices. For example, this year we continued our engagement with the *Department for Trade and Industry Company Law Review* when we called for a mandatory requirement for large public and privately held companies to report on their environmental performance as we have done here.

The focus of our efforts will remain our core work lobbying for changes such as this, strengthening our many partnerships and implementing on-the-ground projects. But this is no excuse for not reporting on WWF-UK's own environmental "footprint" and setting targets to reduce it.

Over the last decade we have been implementing a corporate environmental policy and have established an internal Environmental Management System (EMS) to manage its implementation. As director in charge of our EMS, it is my responsibility to overview implementation and ensure we gain maximum financial benefit from minimising consumption of valuable energy and resources.

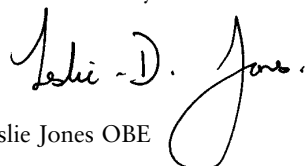
The EMS incorporates all our day-to-day activities and forms the structure for this report. It is also integrated into WWF-UK's Strategy which contains explicit targets such as inclusion of these issues in our internal audit process. We have also included an overview of our EMS in every Annual Review since 1991 and this year is no exception.

We used both the Department of the Environment, Transport and the Regions' *Environmental Reporting Guidelines for Company Reporting on Greenhouse Gas Emissions* and *Environmental Reporting Guidelines for Company Reporting on Waste* for this report. I believe that our environmental performance this year has been good: it shows reductions in per capita consumption of electricity and gas, and CO<sub>2</sub> emissions from electricity almost cut in half by our switch to renewable energy. However, there is always room for improvement and particular areas for future attention will be increasing energy efficiency, incorporating the other WWF-UK sites into the EMS, and measuring air transport more accurately.

I recognise that our programmes and service effects have the greatest impact and we will be setting more stringent internal monitoring and evaluation targets for these activities. My overall vision for the system also includes tackling the thorny issues of how best to integrate these "service effects" of our core environmental work, the social issues which arise and an assessment of the financial costs and benefits to WWF-UK from the EMS. It is, of course, crucial that minimising the negative impacts created by the resources we consume in pursuit of our conservation work does not take precedence over the conservation work itself!

This report took approximately 33 working days to complete and we have minimised the printing costs and environmental impact by publishing the full report electronically on the internet at [www.wwf-uk.org](http://www.wwf-uk.org).

Our success or failure can best be judged on examples of real actions rather than just good intentions. I hope you will agree that this report contains many examples of real actions and I would welcome your comments.



Leslie Jones OBE

## 2.0 WWF organisational structure

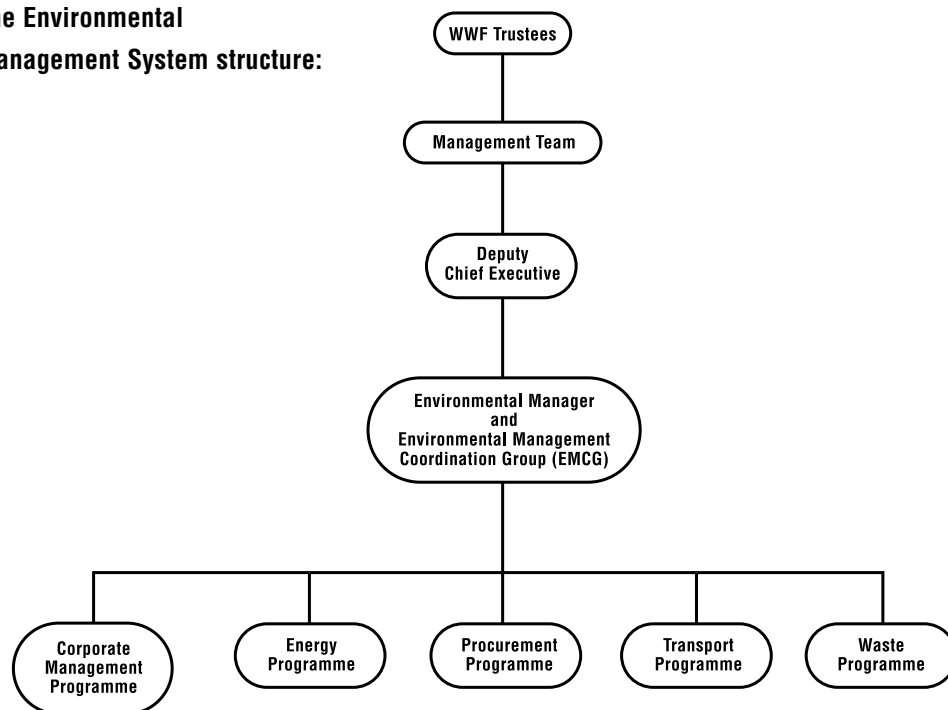
WWF, the global environment network, was established in 1961. It runs a network of national, programme and associate offices in more than 50 countries, and has projects in more than 100 countries across all six continents. We work in partnership with governments, business and industry, other conservation organisations and local communities to find solutions for the conservation of nature. The WWF network invested £297.5 million in its global conservation programme in 1999.

WWF-UK is part of this global environment network and our share of this investment was £26 million on projects in the UK and worldwide. We have over 300,000 supporters and we recognise that the environment is a globally, nationally and locally important issue and understand that development which is truly sustainable cannot happen without local action. Our UK EMS is site-based and, with the exception of the transport data, the actions and figures in this report refer to our Panda House headquarters in Godalming, Surrey, where 83 per cent of the WWF-UK staff are based. In this context, one of our future EMS targets is:

**Target: To extend the scope of the EMS to all WWF office sites in Scotland, Northern Ireland and Wales by the end of the 2001 financial year**

### 3.0 WWF-UK EMS structure

The Environmental Management System 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. As such, 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 EMS, approves the content of environmental programmes and the environmental reports and statements issued by WWF.

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

The Head of Environmental Management 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.

## 4.0 Direct effects performance report

### 4.1 ENERGY CONSUMPTION

This section draws on information and conversion figures included in the Department for Environment, Transport and the Regions' *Environmental Reporting Guidelines for Company Reporting on Greenhouse Gas Emissions*<sup>1</sup>. One of WWF's major areas of work is our Climate Change Campaign because we consider climate change to be one of the greatest threats to biodiversity. Our particular concern is the effect of anthropogenic emissions of carbon dioxide (CO<sub>2</sub>) on the climate. Although CO<sub>2</sub> is a naturally occurring gas, extra emissions produced by the human race – from fossil-fuel power stations, for example – are increasing its concentration in the atmosphere to unprecedented levels. This unnatural increase in CO<sub>2</sub> is enhancing the natural greenhouse effect, leading to major changes in the earth's climate with potentially catastrophic consequences for biodiversity. Addressing our own CO<sub>2</sub> emissions is therefore of fundamental importance.

WWF-UK's overall CO<sub>2</sub> emissions were approximately **350,600 kg CO<sub>2</sub> equivalent**. This figure excludes the emissions from gas, which we offset, (see Gas section 4.1.2) and does not include climate change emissions resulting from the disposal of our waste.

Our emissions result from the following sources:

#### 4.1.1 ELECTRICITY CONSUMPTION

Panda House emissions from our use of electricity during the reporting period equated to **45,736.24 kg CO<sub>2</sub> equivalent**. This is a 44 per cent reduction in CO<sub>2</sub> when compared with the previous reporting period and was achieved by converting the electricity supply to renewable sources.

This reduction in CO<sub>2</sub> emissions masks the fact that actual consumption of electricity increased by 2.9 per cent. However, staff levels at Panda House fluctuate and usage actually fell 4.6 per cent in per capita terms.

Our monthly CO<sub>2</sub> management charts identified the increase in overall consumption at an early stage. Consequently, as soon as the government's deregulation of the energy market came into effect in Godalming, we went out to tender for the electricity supply. We integrated the concepts of Environmental Contract Management into the tendering process, which encourage the companies tendering for the contract to compete on an environmental and financial basis. This not only helped us save over 10 per cent on our electricity bill, but also enabled us to select a company – the Renewable Energy Company (REC) – with a renewable energy policy which completely mirrors WWF's own. The new contract to supply Panda House with electricity from renewable sources, dubbed Ecotricity, came into force in January 2000, which was the earliest

REC was able to supply our area. It represents a major milestone as it reduces the CO<sub>2</sub> emissions from our electricity consumption to zero.

Nevertheless, energy efficiency is still vitally important and the Energy Coordinator has been implementing an *Action on Energy* programme. This aims to reverse the upward trend in our overall consumption of this precious energy and the *Action on Energy* team have conducted various initiatives to reduce electricity consumption. For example, they relabelled the various banks of light switches at Panda House to help staff turn on only the lights they need, and they took to task staff who inadvertently left their computer monitors on stand-by rather than turning them off.

Equipment used in Panda House such as computers, printers and photocopiers were originally chosen for their superior energy performance. All this equipment has stand-by functions which reduce consumption of energy while in use.

**CO<sub>2</sub> emissions from electricity use**



**Target: To reduce CO<sub>2</sub> emissions from electricity consumption to zero for the total reporting period 2000/2001.**

**Target: To convert WWF Scotland to a renewable energy supplier by the end of the 2000 reporting period.**

**Target: To implement energy efficiency measures when the new lighting system is installed in Panda House.**

## 4.1.2 GAS CONSUMPTION

Having reduced our gas CO<sub>2</sub> emissions by more than 25 per cent between 1997 and 1999 (covered in previous reporting periods), our emissions usage increased by 7.2 per cent between 1999 and 2000. It is thought that this increase may reflect problems in the heating system in previous years, which led to considerable periods of downtime in 1998. However, in per capita terms this increase in overall usage actually equates to a 1.11 per cent reduction. As can be seen from the graph below, our CO<sub>2</sub> emissions from gas usage were 69,965.3 kg CO<sub>2</sub> equivalent over the reporting period.

We thought hard about how to address this situation, and decided to “offset” the CO<sub>2</sub> emissions from our gas consumption: that is to say, we carried out an initiative which would reduce CO<sub>2</sub> emissions by a similar amount. Unlike electricity, it is not possible to change a gas supplier because gas from renewable sources is not available. We calculated the emissions to be equal to the reduction in CO<sub>2</sub> brought about by 193 energy-efficient lightbulbs used in place of standard tungsten filament bulbs (according to the environmental charity Global Action Plan, the CO<sub>2</sub> savings per energy efficient lightbulb is 85 kg per year). We therefore took action by purchasing these energy-efficient lightbulbs and donating them to the local community through the Surrey Community Recycling and Play Project (SCRAPP). They were distributed in October 2000 to mark Energy Efficiency Week in conjunction with the local Energy Advice Centre.

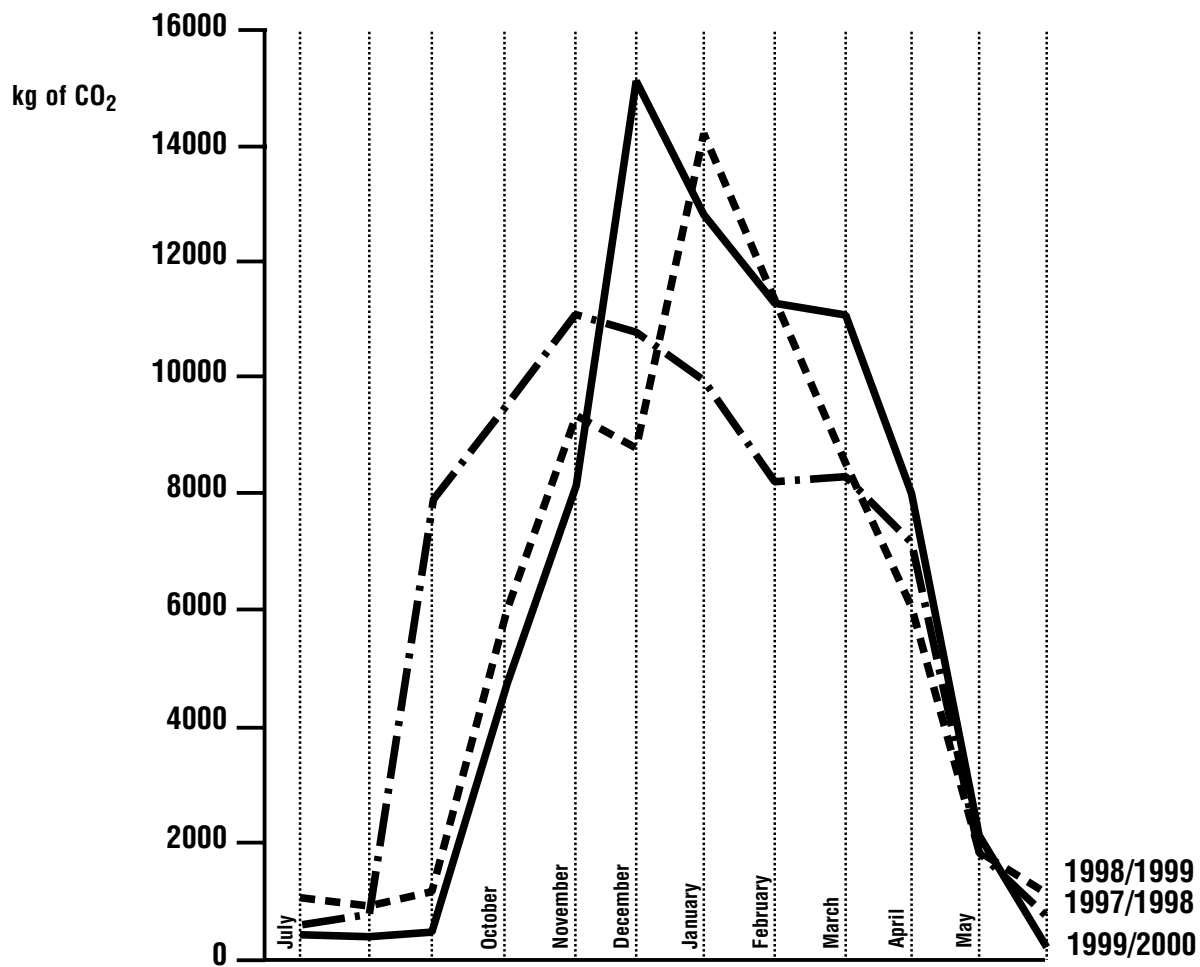
Similar to the electricity supply contract, we also went out to tender for our gas supply contract and integrated the concepts of Environmental Contract Management. This resulted in a change of supplier, and our gas is now produced by a company which produces an environmental report that uses the DETR *Greenhouse Gas* reporting guidelines and has an EMS certified to ISO 14001.

**Target: To offset CO<sub>2</sub> future emissions from gas consumption for the reporting period 2000/2001.**

**Target: A 3 per cent reduction of CO<sub>2</sub> emissions from gas per capita in 2000/2001 against the 1999/2000 (NB Figures may be distorted due to a planned staff move into new premises in 2000).**



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



### **4.1.3 TRANSPORT**

A pool of bicycles is provided for staff travelling locally and a shower is available at Panda House to enable cyclists to freshen-up. We have installed a video conferencing facility to reduce the need to travel further afield and staff are encouraged to use public transport and car share wherever possible.

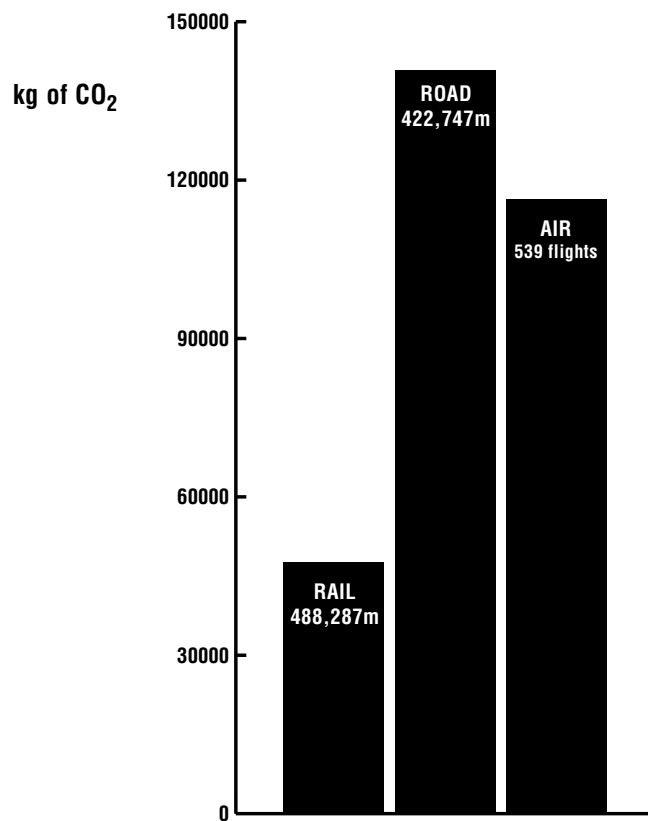
We have carried out a number of technological initiatives to enable staff to telework. For example, we can now all collect our e-mail from any external location via the internet. We also established the best practicable environmental option for transport for our regional staff.

The work of regional staff is such that they often have to transport heavy or cumbersome loads and have to travel back late at night from meetings with volunteer groups. Therefore the best available option is a car – but it is a car that we selected for its environmental credentials and those of the manufacturer. For example, the vehicle has a catalytic converter, manual transmission<sup>2</sup>, good fuel consumption and is completely asbestos and cadmium free. The plastic parts are also labelled and a dismantling manual is available from the manufacturer to help any recycling at the end of the vehicle's life. The manufacturer also has good environmental policies with meaningful performance targets. Finally, the breakdown service we use is supplied by the Environmental Transport Association – which, unlike the RAC and AA, is not a member of the pro-road lobby.

During 1999/2000, for the first time we measured our CO<sub>2</sub> emissions which result from transport (see next page):

These figures provide a benchmark against which to measure our future use of transport. As can be seen, our transport is the most significant source of CO<sub>2</sub> emissions and will be a focus for further future activity. The figures for road mileage represent the distance travelled in Regional Organisers' cars, pool cars and taxis, and by staff using their car for work use. This figure does not include distances travelled by staff commuting to Panda House. The air transport calculation is based on an assumption that 20 per cent of flights are long haul and 80 per cent short haul. The validity of this assumption will be established for future reporting periods and a system will be installed to improve the accuracy of this figure.

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



**Target:**

To develop a measure of the use of the video conferencing facility, and increase its use continually.

**Target:**

To refurbish and run three promotional events for the Panda House pool cycles by the end of the 2000/2001 reporting period.

**Target:**

To have tested intranet-based car sharing software to help Panda House staff identify others they can share with, by the end of the 2000/2001 reporting period.

**Target:**

To increase the ratio of distance travelled by rail compared with road by the end of the 2001 reporting period (ratio currently = 1.16 to 1).

## 4.2 WASTE DISPOSAL

This section of the report draws heavily from the Department for Environment, Transport and the Regions' *Environmental Reporting Guidelines for Company Reporting on Waste*<sup>3</sup>. One point of departure is that WWF's energy policy puts waste incineration with energy recovery lower in the waste hierarchy than recycling – *ie* we disagree with the DETR's position that energy from waste is in general environmentally the same as recycling; we believe it is in general worse.

WWF's waste management programme has been set up to divert as much of our waste from landfill as possible by reducing, reusing and recycling wherever feasible. It is environmentally important to divert waste from landfill because as water seeps into the landfill site, waste decomposes and poisonous liquids called leachate form and can seep into groundwater and then into rivers and streams. The decomposing waste also creates carbon dioxide and methane gas which impacts on the climate unless it is captured. Figures established by the International Panel on Climate Change<sup>4</sup> indicate that methane is 21 times more powerful a climate change gas than CO<sub>2</sub>. The 1997 DETR *Digest of Environmental Statistics* estimated that landfill was responsible for 1.7 million of the 3.8 million tonnes of methane produced in 1995. During the same period, the UK incinerated 9 per cent of municipal solid waste – almost half without energy recovery<sup>5</sup> (further information on waste can be obtained from the WWF recycling factsheet, which is available on our website: [www.wwf-uk.org/animals/recycling.htm](http://www.wwf-uk.org/animals/recycling.htm)).

WWF-UK has a Duty of Care to ensure that its waste is handled by licensed waste carriers. We also go beyond our legal Duty of Care and are committed to the principles of Reduce-Reuse-Recycle as part of our waste management programme. For example, the Waste Coordinator recently organised a “stationery amnesty” which saved WWF buying over £100 of new stationery.

Similarly, we go to considerable lengths to minimise our use of virgin timber paper pulp: we encourage the electronic archiving of e-mail and set double-sided printing as default on all new PCs; we encourage staff to reuse scrap paper for notes; we separate high-grade paper to be sent to a “UK Paper” mill for recycling; and we specify that all the office paper we buy is made from 100 per cent post consumer waste. In fact, our supply of this special paper currently comes from the mill which recycles our high-grade waste paper. And a similar policy is followed for the paper used in all our publications.

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

product and to create jobs within the capital. The initiative also saves organisations money by providing information on how to reduce paper consumption”.

We also use recycled toner cartridges wherever possible, which in turn are sent away for remanufacture by Office Green Ltd. We send obsolete PCs, monitors and peripherals to Intex to be re-engineered, recycled or disposed of in an environmentally responsible way. Over 40 fluorescent lightbulbs have also been sent for recycling. Any books still useful to WWF, but surplus to our requirements, are passed to other WWF offices around the world. For example, when we sent a Land Rover to the Korup National Park in Cameroon a few years ago, we included in its cargo spare books for the Park’s education library.

In previous years, we have participated in Global Action Plan’s *Action at Work* and *Action at Home* schemes. Other miscellaneous items go to the Surrey Community Recycling and Play Project (SCRAPP) which operates a store to supply free materials to playgroups and local community projects for children with learning disabilities.

The rest of our waste goes through a Material Recycling Facility (Merf), which segregates the recyclable components out of the waste stream. Similar to our gas and electricity suppliers, we selected our waste disposal contractor using an Environmental Contract Management approach. UK Waste won the contract in spring 1999, but before selecting this company we visited its Merf fibre fuel plant and the landfill site that would be accepting our waste.

Waste information supplied by our waste contractors UK Waste:  
35 Skip lifts with an average weight of 1265 kg = **44,275 kg**

The Slough Merf has an estimated recovery rate of 15 per cent of material; this is made into fibre fuel pellets. These pellets are then incinerated at an Energy from Waste combined heat and power plant. The remainder was sent to landfill. Our audit of the Merf’s performance showed that UK Waste was not able to provide all the figures which we expected. For example, a measure of the amount of metal recovered at the Merf was not available. This surprised us and we will establish the reasons for this during the next reporting period.

Regarding the amount of paper we recycle, UK Waste estimates that on 54 visits, with an average of 12 bags per visit and an average bag weight of 17kg, Panda House recycled **11,016kg**. Global Action Plan estimates that each tonne of recycled paper saves 15 average-sized trees<sup>6</sup>. Based on this figure, our recycling system “saved” 165 trees.

While our water use does not constitute a significant impact on the environment, we have installed double-flush mechanisms on the toilets and spray heads on some taps. We also use jugs and filtered tap water for our meetings rather than bottled mineral water.

**Target: To visit the UK Waste MRF again and confirm that all recyclable material is being recycled.**

**Target: To complete a pilot of paper-free faxing and digital document management by the end of the 2001 WWF financial year.**

**Target: To dispose of the refrigerators in Panda House in a way that ensures the recovery of the CFC refrigerant at the end of their life and replace them with “ozone-friendly” alternatives.**

**Target: To ensure that all general waste at Panda House continues to be disposed of via a Material Recycling Facility.**

### **4.3 PROCUREMENT – SUPPLY CHAIN PRACTICE**

WWF-UK's Environmental Policy commits us to “applying life cycle thinking in our procurement practices” and “communicating the EMS guidelines to employees, suppliers, contractors and other stakeholders and encouraging environmentally sensitive behaviour”. We recognise the influence we can have through our supply chain, as can be seen through the integration of an Environmental Contract Management approach to our waste disposal, gas and electricity contract tendering processes. However, we also recognise that we have an impact through our own use of stationery and products which feature in the gift catalogue.

We have contracted a company called Paper Dove to work in partnership with us on the gift catalogue. We recently transferred the contract to Paper Dove, which we chose in particular because of its enlightened approach to the implementation of the eco-criteria which we have set for products in the catalogue. For example, Paper Dove has an excellent track record in producing cards on 100 per cent post consumer waste board, and it is a leading producer of fair trade paper products. However, Paper Dove does not have an Environmental Policy, so we plan to work with it to set one up.

**Target: To work with Paper Dove to encourage the development of its Environmental Policy**

The year 2000 gift catalogue contains 171 products, including variations on a design. Of these, 122 had either not been licensed by WWF or had not appeared in the catalogue previously. All these products were approved after completion of a questionnaire regarding their content and manufacturing process which was then compared with our internal eco-selection criteria. These criteria cover issues such as the potential for recycling, recycled content, toxic chemicals, climate change and sustainable forestry, and have been designed to encourage the suppliers to improve continually.

**Target: To update the eco-selection criteria for the trading catalogue and extend the scope to include regional trading goods and licensed products by the end of the 2000/2001 WWF financial year.**

## **4.4 BUSINESS RELATIONS AND INDUSTRY ENGAGEMENT POLICY AND PRACTICE**

Business and industry has a profound effect on the environment – not least because over half the world’s top 100 economies are businesses<sup>7</sup>.

WWF-UK’s many and varied relationships with business were identified in the 1994 Environmental Review as one of the significant direct effects on the environment. Business practices can be major contributors to urgent issues such as climate change, pollution, deforestation, desertification, over-fishing, intensive agriculture and the destruction of the natural resource base through mining and so-on. However, this need not be the case and our growing engagement with business and industry means that we can harness its influence and collaborate in the search for alternatives and solutions to environmental problems and, where appropriate, secure funds for our vital conservation work

Needless to say, throughout this work WWF’s integrity remains paramount and, to this end, WWF has established a policy for working with business and industry with ethical criteria at its heart. Similar to our long-standing ethical investment policy, a raft of criteria and considerations have to be met before we engage in any business partnership. For example, we exclude entering into any direct relationship with companies whose core business is offensive armaments and weapons systems, tobacco plantations, or trade in CITES Appendix 1 listed endangered species. We draw on our own research and knowledge and a variety of specialist databases and then take a balanced and informed view. While this is a complex area, WWF’s policy is essentially to seek to engage positively with industries where “there is hard and convincing evidence that the company is on a path to environmental performance improvement”.

The Business and Industry Core Group is responsible for implementing this policy and met 10 times during the reporting period. It decided how WWF should proceed with 19 new significant business relationships, and coordinated more than 200 relationships.

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



## 4.5 INVESTMENT POLICY AND PRACTICE

The question of whether a charity's investments could undermine its objectives and mission is one that has concerned many of the UK's charities for years – and, with an “ethical” investment policy in place since 1991, WWF is no exception. Simply put, this policy means that we endeavour to steer our investments away from companies that conflict with our environmental concerns and into those that are more in line with them. We of course spend most of our money on conservation, but all organisations – including charities – need to have some reserves behind them. For a recession, perhaps, or in case of a sudden downturn in income. Sometimes, we simply can't spend our capital: more than half WWF's investments are endowments, where we can spend the interest, but not the capital.

WWF currently uses the fund management services of two investment advisers – Lazard Asset Management and Newton Asset Management. We also use information supplied by the independent Ethical Investment Research Service when we carefully screen our portfolio to assess the long-term impacts of companies' activities on the environment. While this type of activity is often referred to as “ethical” investment, it is important to recognise that any stockmarket investment, whether in a gas pipeline installed in an oppressive regime or an off-shore wind turbine manufacturer, can be criticised on ethical or environmental grounds. That said, in conjunction with our advisers we have developed an Exclusion List – an internal working document listing the companies that our Fund Managers may not invest in. Additionally, over 10 per cent of our reserves are invested directly into “ethical” funds. To enhance our policy further, we send an environmental questionnaire to a number of companies in which we invest. We then discuss their environmental impacts and, where appropriate, we engage on issues where we think they could improve. This work is staggered, but aims to cover all companies in the portfolio over a period of time. Finally, all WWF staff are given the option to invest their own pension in an ethical fund.

Over the period covered by this report, the Investment Sub-committee met twice (in October 1999 and May 2000) and reviewed the ethical investment criteria at each meeting.

**Target: All future Investment Sub-committee meetings to include a discussion of ethical and environmental issues.**

**Target: The WWF-UK Corporate Coordinator to screen the portfolio twice a year to ensure that companies on the Exclusion List do not appear on the portfolio.**

**Target: To send the WWF-UK questionnaire to at least 10 companies on the portfolio per annum.**

## 5.0 Verification Statement

SGS Yarsley International Certification Services 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, appearing to read 'J Dowson', is written above a single horizontal line.

Jeff Dowson  
Product Manager (EMS)  
SGS Yarsley ICIS Ltd, Q4 2000

# Useful contacts

## **CONTACT DETAILS TO HELP YOU IMPLEMENT GOOD ENVIRONMENTAL PRACTICES AT WORK:**

Renewable Energy Company  
Tel: 01453 756 111  
Email: [info@renewable-energy.co.uk](mailto:info@renewable-energy.co.uk)

Local Paper for London  
Tel: 020 8773 2376  
Email: [localpaper@bioregional.com](mailto:localpaper@bioregional.com)  
Web: [www.bioregional.com](http://www.bioregional.com)

Environmental Transport Association  
Tel: 01932 828882

Office Green Ltd  
Tel: 020 8592 9998

Intex Ltd  
Tel: 01705 594999

DETR publications used for this report were:  
*Environmental Reporting Guidelines for Company  
Reporting on Greenhouse Gas Emissions, June 1999*  
*Environmental Reporting Guidelines for Company  
Reporting on Waste, June 2000*

Copies of these Guidelines can be obtained from:  
Department of the Environment, Transport and the Regions,  
Tel: 0800 1226236  
Web: [www.environment.detr.gov.uk](http://www.environment.detr.gov.uk)

# **Ten things you can do to influence the way other businesses work**

- 1 Encourage your employer to use recycled or FSC-certified paper, re-manufactured toner cartridges and renewable energy.**
- 2 If you have a car, join the Environmental Transport Association's breakdown service.**
- 3 Change your account to a bank with a proven environmental and ethical track record, such as the Co-Operative Bank.**
- 4 Check with your independent financial adviser to see if your pension, life insurance and investments can be invested ethically. Alternatively, call the Ethical Investment Research Service (EIRIS) on 0845 606 0324 and request its list of IFAs experienced in advising on ethical investments.**
- 5 Buy organic food and Fairtrade products.**
- 6 Buy timber products bearing the FSC tick-mark.**
- 7 Change your energy supply to renewable sources.**
- 8 Ask your employer what the company is doing to develop more sustainable practices.**
- 9 Write to companies asking for their environmental policy and environmental report.**
- 10 Ask your pension fund for its Statement of Investment Principles.**

# Appendix 1 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.

- 1 June 1999 version –contact details included at end of report.
- 2 Automatic gearboxes can increase fuel consumption by 5-10%.
- 3 June 1999 – contact details included at end of report.
- 4 Over a one hundred year time frame – the one most often used for climate calculations
- 5 DETR Digest of Environmental Statistics No. 19, 1997.
- 6 Action on Waste pack.
- 7 *WWF-UK, Business and Industry Engagement Policy*, World Wide Fund for Nature, June 1999

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

EMS Issue Coordinators:

Waste: Diana Brown, Business and Industry Research Assistant

Energy: Russell Marsh, Climate Change Policy Officer

Transport: Dr Ute Collier, Senior Climate Change Policy Officer

Procurement: Sally Nicholson, Head of International Policy

Corporate Relations: Steve Waygood, Head of Environmental  
Management and Investment

Action on Energy team members:

Cathy Bowles, Diana Brown, Pamela Crane, Rebecca Halahan,

Cathy Lechner, Russell Marsh, John Neale, Russ Peacock,

Diane Savage, Naomi Vinen.

**To feed back on this environmental report, or for further information regarding WWF's EMS or its programme of corporate environmentalism, contact Steve Waygood, Head of Environmental Management and Investment at WWF-UK.  
E-mail: [swaygood@wwf.org.uk](mailto:swaygood@wwf.org.uk) Direct Line: 01483 412206**



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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