



WWF

**ANNUAL
REVIEW**

SCOTLAND

2010

Conservation | Climate Change | Sustainability

WWF Scotland Annual Review 2010

How we inspired change

A large, illuminated WWF logo sculpture is the central focus of the image. The logo is a stylized panda head, rendered in a metallic, reflective material. It is lit from within, with a warm yellow glow emanating from its center. The logo is set against a dark background, and its reflection is visible in the water below. The lighting is dramatic, with the logo's glow contrasting sharply with the surrounding darkness. The water in the foreground is dark, with the logo's reflection creating a shimmering path of light. The overall mood is one of environmental awareness and global impact.

ACTING GLOBAL BY ACTING LOCAL

Each year WWF's global Earth Hour initiative aims to highlight people and wildlife threatened by climate change. Last year the event continued to grow. Hundreds of Scottish schools, businesses and organisations joined with politicians and local authorities for the big 'lights out'. Residents in the local authority area of East Lothian were even crowned the UK's first 'lights out' champions.

Switch off and support
WWF's Earth Hour



8:30pm, 27 March 2010
wwf.org.uk/earthhour

EARTH HOUR

INTRODUCTION

This year we have seen Scotland build on last year's world-leading climate change legislation and

really begin to move towards becoming a low carbon economy, supported by our own very successful Earth Hour event, and the thousands of people who have joined us in our strong campaigning on housing, electric vehicles and power stations.



“As the economic crisis has become a reality in people's daily lives, we've had to work hard to stop action on the environment falling off the agenda.”

Dr Richard Dixon
Director, WWF Scotland

As the economic crisis has become a reality in people's daily lives, we've had to work hard to stop action on the environment falling off the agenda. The major progress we have made in the last year on climate change, fisheries, education and sustainable food could easily be undone. The coming election will be fought on jobs, growth and public sector cuts, with the danger that our issues will be relegated to a minor section of the manifestos and largely missing from the debate.

We have already helped our politicians understand the potential to create tens of thousands of green jobs in Scotland by developing renewable energy technologies and energy efficiency programmes, but we need to have an economic message in everything we do.

As we try to influence Europe's Common Fisheries Policy, we'll be talking about prosperous fishing communities, as well as healthy fish stocks. As we do more work on how Scotland can roll out electric vehicles, we'll be building on our existing relationships with the Scottish companies that are already creating jobs in this area. As we talk about insulating people's homes, we'll be stressing the employment that can be generated. As we look at the future of our education system, we'll be trying to build in sustainability thinking so our future generations can play their part in developing Scotland's green economy.

2011 is WWF's 50th anniversary and, as well as working with all our current funders and supporters, we'll also be building on the relationship we started this year with the People's Postcode Lottery – ideal partners for engaging people more widely than ever before.



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TACKLING CLIMATE CHANGE

Climate change has now become a major issue for politicians, the media and the general public because the changing climate has worrying and lasting implications for people, species and the environment we live in. WWF Scotland is promoting solutions to climate change including energy saving, renewable energy and sustainable transport. Through our Home Energy Makeover competition we were able to highlight the many benefits of saving energy to thousands and one lucky couple won some home improvements.



Home Energy
Take over
Winner

KNAUF INSULATION
The experts in wall & ceiling

parity
PROJECTS

TACKLING CLIMATE CHANGE

Tackling climate change has continued to form a significant part of our work in 2010. After the tremendous success of the 2009 Climate Change (Scotland) Act, which set in stone a 42%

target to reduce greenhouse gas emissions by 2020, WWF has worked steadily with other organisations across the Stop Climate Chaos Scotland coalition to ensure Scotland takes the necessary steps to achieve these emissions cuts.

25%+
SCOTLAND NOW
GENERATES A
QUARTER OF ITS
ELECTRICITY FROM
RENEWABLES

Alongside the 42% target, the Act required Parliament to agree annual targets to reduce emissions, and for the Government to set out in detail what policies are needed to meet each one. WWF Scotland has continued to push the Government and Parliament to commit to greater effort in the housing and transport sectors, to ensure Scotland exploits the opportunities available to make the transition towards a low carbon future.

Over the course of the year, WWF Scotland has published influential research on climate change, including setting out the future role of electric vehicles in Scotland's transport system, making the case for a 100% renewable electricity system, examining area-based approaches to tackling fuel poverty and cutting carbon emissions from our homes. WWF also played a key role in building an effective coalition of organisations opposing the proposal for a new coal-fired power station at Hunterston in Ayrshire. Following immense pressure by the coalition and its supporters, around 16,000 letters of objection to the proposal were written.

WWF Scotland has welcomed a boost in renewable electricity in 2010, with Scotland now generating a quarter of its total electricity needs from renewables. Over the past year, Scotland has seen further investment in onshore wind power and the beginnings of the offshore renewable revolution to come. WWF, along with a number of other organisations, released an energy report showing that renewable electricity generation in Scotland can grow to comfortably exceed our electricity needs, bring in substantial export revenue, and allow for electrification of heat and transport



185%
BY 2030
RENEWABLES COULD
PROVIDE ALL OUR
ELECTRICITY NEEDS
PLUS LOTS MORE
TO EXPORT



sectors, without endangering important environmental interests. The report concluded that, by 2020, renewables could be providing over 100% of Scotland's electricity needs, and as much as 185% by 2030.

In the run-up to the UK General Election in May, the Ask the Climate Question campaign of environmental and development organisations fought hard to keep climate change on the political agenda. Election events across Scotland were packed out, hundreds of emails were sent to candidates challenging them on their parties' climate change policies, and thousands of householders were encouraged to discuss their climate concerns to the candidates canvassing on their doorsteps.

Towards the end of the year, WWF also made sure that Scotland played its part in ensuring the global climate talks in Cancun could establish a platform for action on climate change. We supported Stop Climate Chaos's Big Climate Connection - a campaign to lobby Members of Parliament in the run-up to Cancun. Approximately, 250 MPs were lobbied by groups of our supporters to demand climate action.

Our priorities for 2011

In 2011, we will work to secure the full implementation of the Climate Change Act, pushing for action in the transport, housing and energy sectors to ensure they play their part in reducing Scotland's emissions. We will highlight the steps needed to increase the numbers of electric vehicles, to improve the energy efficiency of existing homes and to promote renewable heat and also build the evidence to support the decarbonisation of the power sector by 2030.

2011 also brings the election of a new Scottish Parliament and WWF and others will campaign to keep climate change on the political agenda.

2030
WE'RE PUSHING
FOR THE
DECARBONISATION OF
THE POWER SECTOR
WITHIN 20 YEARS

EARTH HOUR

WWF's Earth Hour 2010 was the biggest and best yet – hundreds of millions of people across 128 countries and 4,000 cities

got involved, and some of the world's best known landmarks, including the Eiffel Tower, the Empire State Building and the Great Pyramids, switched off for the hour to demonstrate concern for tackling climate change and protecting the natural world.



8.30PM
FOR ONE HOUR THE
LIGHTS GO OUT
ACROSS SCOTLAND
... AND 128 OTHER
COUNTRIES

WWF's Earth Hour has become so successful because the concept is very simple, highly graphic and media-friendly. While switching off the lights for an hour isn't going to save the climate, it sends a clear signal to decision makers that there is strong public support for action on climate change, and it also provides an across-the-board opportunity to demonstrate commitment to take that action.

In Scotland, the momentum from 2009 helped us achieve even higher levels of participation. The event was supported by the Scottish Government, almost all local authorities, over 300 schools and nearly 200 businesses, public bodies, community groups and other organisations.

Heather Reid, meteorologist and former BBC presenter, joined us for the countdown to lights out at the Falkirk Wheel. As she flicked the giant light switch at 8.30pm, other iconic landmarks such as Edinburgh Castle, the Scottish Parliament, the Clyde Arc and the Wallace Monument were also plunged into darkness for the hour.

In communities across Scotland, all kinds of activities took place, such as candle-lit meals, film screenings and torch-lit walks and even a night golf event at St Andrews. There were also several Earth Hour pub quizzes and Earth Hour cocktail parties. All of these events demonstrated to the rest of the world the commitment of people in Scotland to tackling climate change.

We are working hard to make sure WWF's Earth Hour in Scotland is even more successful in the coming years.

Visit wwfscotland.org.uk/earthhour and join us by switching off.



© J LINTON/WWF SCOTLAND

Earth Hour 2010 became the biggest Earth Hour ever. A record 128 countries and territories joined the global display of climate action. Iconic buildings and landmarks from Asia Pacific to Europe and Africa to the Americas switched off.

CHANGING THE WAY WE LIVE

Home energy use, particularly for space and water heating, accounts for nearly one third of climate changing emissions in Scotland. There is no doubt that making our homes warm and energy efficient is not only necessary to fight climate change, it is one of the most cost-effective ways.





PROGRESS MADE ON SUSTAINABLE DEVELOPMENT EDUCATION

2010 saw the publication of the Scottish Government's *Learning for Change Action Plan*. WWF was a major contributor to the writing of this plan, which sets out the steps that will be taken over the next five years to embed sustainable development education in schools, colleges, universities and community learning. This plan has huge

potential and we continue to push it forward as members of the Action Plan Steering Group.

This year also saw the publication of *Education in a Global Space*, a major new research report into embedding sustainability in teaching. This report was the result of a partnership between WWF, other members of the International Development Education Association of Scotland (IDEAS) and Scotland's seven teacher education universities. This partnership has gone on to secure three years of funding to put the research findings into practice, and to ensure that all new teachers trained in Scotland understand sustainability and are equipped to teach it.

Autumn 2010 marked the beginning of our Natural Change Leadership Programme to build sustainability leadership within the education system. Twelve influential individuals from across the education system have embarked on a series of workshops to explore sustainability, its implications and ways it can be achieved. You can read about their journey at www.naturalchange.org.uk

LEADERSHIP
WE AIM TO BUILD
SUSTAINABILITY
LEADERSHIP WITHIN
THE SCOTTISH
EDUCATION SYSTEM



3 YEARS
OF FUNDING HAS BEEN
SECURED TO PUT
RESEARCH FINDINGS
INTO PRACTICE IN
SCOTLAND



LINKS
THE SUSTAINABILITY
WORK STARTED
IN SCHOOLS WILL
SPREAD TO THEIR
COMMUNITIES IN 2011

Our priorities for 2011

In 2011, we will continue to work with the Natural Change participants to develop new approaches to ensuring sustainability is a core priority within the education system. Exciting ideas are already starting to emerge and these will be developed over the next twelve months.

A major new element of our work on Learning for Change, the Scottish Government's SDE Action Plan, sees us advising the Scottish Qualifications Authority, as it creates the qualifications that will be used in schools from 2014. This work, together with our continuing work on teacher education, should see sustainability embedded across the exam curriculum to ensure young people leave school qualified to meet the challenges of the 21st century.

2011 marks the beginning of our work on linking schools and communities. We will be undertaking research and piloting approaches that enable the excellent sustainability work being done in schools to spread beyond the school gates and out into their communities.

HOMES

In 2010, we achieved two major milestones in our over-arching objective to make low carbon homes a reality in Scotland.

£10M
INVESTED IN
SCOTLAND'S FIRST
UNIVERSAL HOME
INSULATION SCHEME

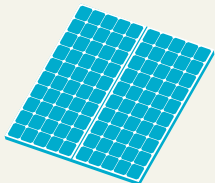


Firstly, our influential report *Achieving our Potential* helped to shape the Scottish Budget in February. The report sets out how a free-to-all insulation scheme can be the quickest and cheapest way of getting Scotland's homes insulated, cutting carbon emissions, lifting people out of fuel poverty, and providing green jobs. We used the report to influence key MSPs in the run up to the final budget, which included £10m for Scotland's first Universal Home Insulation Scheme. The scheme offers homeowners free loft and cavity wall insulation on a street-by-street basis, regardless of their financial status. So far the scheme has been taken up in 27 of Scotland's 32 local authorities, and is proving to be very successful.

Secondly, in October, the long-awaited *Energy Efficiency Action Plan for Scotland* was published. The Scottish Government had clearly responded to demands from WWF Scotland campaigners for a street-by-street, house-by-house approach to increase uptake of green refurbishments and continue soft loans, albeit in limited areas. Consideration had also been given on how to put an end to the worst-performing homes by introducing minimum standards, and the plan contained an ambitious target to reduce energy demand by 12% by 2020 in Scotland.

We launched an eco-home makeover competition to raise public awareness of the issue and to celebrate our new charity partnership with People's Postcode Lottery. Mark and Ashley Clunie of Auchtermuchty were the lucky winners of £5,000 of free energy-saving measures donated by Knauf Insulation.

Now the house has been surveyed by Parity Projects, the measures can be installed and soon their home will be the envy of their street.



2015

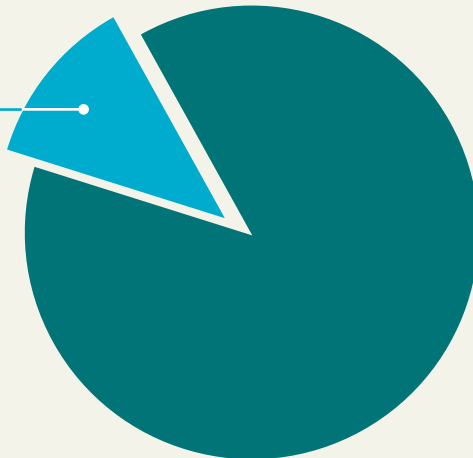
THE YEAR BY WHICH
WE ARE PRESSING
FOR SCOTLAND'S
LEAST ENERGY-
EFFICIENT HOMES TO
BE UPGRADED

Our priorities for 2011

In addition to pushing for the Universal Home Insulation Scheme to be rolled out across Scotland, one of our highest priorities in 2011 will be to ensure that there is a requirement for the least energy-efficient properties to be upgraded to a basic standard by 2015. While the cost of upgrading these properties is relatively low, the impact will be ground breaking. The result will mean that no-one will have to live in a home of such a low standard of energy efficiency that it forces them to suffer from fuel poverty, high energy bills and poor health. The Government already has the power to do this, and WWF will be working hard to make sure it uses it to help meet the targets of our world-leading Climate Change Act.

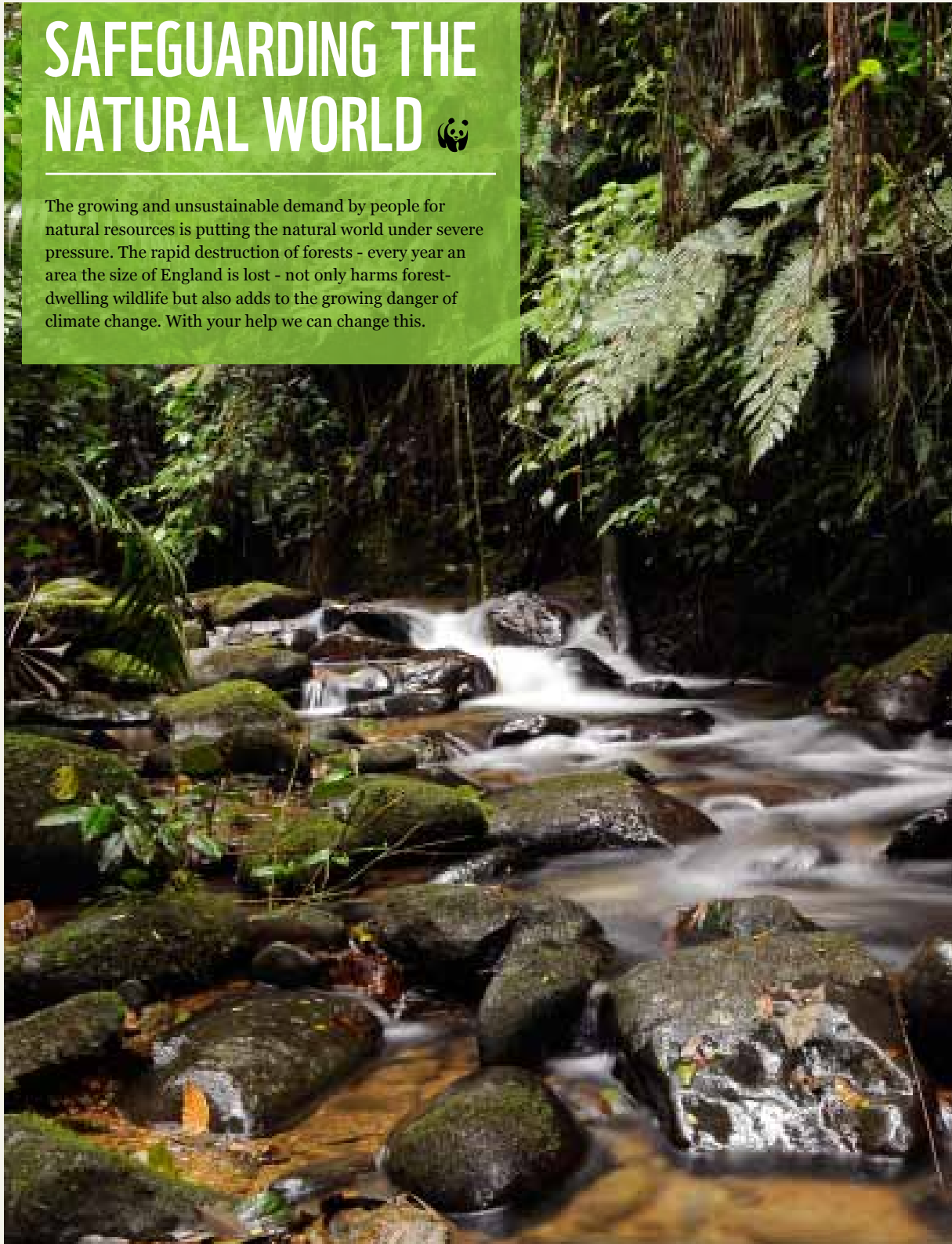
12%

TARGET REDUCTION
IN ENERGY DEMAND
IN SCOTLAND BY 2020



SAFEGUARDING THE NATURAL WORLD

The growing and unsustainable demand by people for natural resources is putting the natural world under severe pressure. The rapid destruction of forests - every year an area the size of England is lost - not only harms forest-dwelling wildlife but also adds to the growing danger of climate change. With your help we can change this.





PALM OIL

Certified Sustainable Palm Oil grows from strength to strength. Palm oil and the growing demand

for it is one of the main causes of forest loss in South-East Asia, that not only endangers iconic species like the Sumatran tiger, the orang-utan, the rhino and elephant but is also a major contributor to climate change. Increasingly, Africa and South America are also threatened by the expansion of palm oil plantations.

WWF Scotland continues to lead on palm oil for WWF-UK and continues to push businesses, like major supermarkets and manufacturers, to buy sustainably. We are also leading for WWF on the Roundtable for Sustainable Palm Oil.

The RSPO was established by WWF in 2004 to develop sustainability standards for palm oil production which would safeguard forests that are valuable to wildlife and to local people. Since first certifying palm oil in 2008, and thanks to pressure like the publication of WWF's scorecard in 2009, RSPO members are growing more than 3 million tonnes of certified palm oil a year – almost 7% of all the palm oil grown in the world – which is an outstanding achievement in such a short time.

WWF continues to support the RSPO as it has grown to more than 400 members representing well over 40% of the world palm oil industry. We have focused on tightening up the standards, making sure they start to tackle the substantial climate change emission from palm oil production and that the members of the RSPO report their progress towards growing and using only sustainable palm oil.

7%

IN ONLY TWO YEARS
WE HAVE CERTIFIED
ALMOST 7% OF THE
WORLD'S PALM OIL
AS SUSTAINABLE

Our priorities for 2011

In 2011 we will continue to put pressure on palm oil users to switch to sustainable sources. We are repeating the scorecard this year and we will be helping the WWF network to grow its work on palm oil in Africa and South America.



© JURGEN FREUND/WWF-CANON

Papua New Guinean worker harvests a ripe palm fruit ready for the mill. This facility is owned and operated by New Britain Palm Oil Ltd, one of the first companies to be independently certified by the Roundtable on Sustainable Palm Oil (RSPO) as being a leader in the production of sustainable and ethical palm oil in the world.

MARINE

WWF Scotland works actively to promote the protection of our marine environment. Having worked very closely with Scottish Environment LINK to influence the development of new marine legislation, WWF Scotland welcomed the adoption of the Marine (Scotland) Act, which will help improve protection for Scotland's seas.

We also strengthened our work with the Scottish Government, fishing industry and NGOs on furthering the move towards sustainable fisheries. To achieve this, WWF worked at both national and international levels.

First, we helped place the need for effective reform of the Common Fisheries Policy at the centre of Scotland's priorities and secure promotion and championing of the changes needed all the way to Europe. We continued to support work carried out in the various fisheries management groups in Scotland, encouraging and supporting moves for greater involvement and participation of the industry to identify ways of fishing less and fishing selectively.

WWF promoted the activities of the Scottish Conservation Credits Scheme (SCCS) in the UK and beyond through work under the WWF Smart Fishing Network Initiative. Other activities included the organisation of a visit by Dutch stakeholders who attended a meeting of the SCCS Steering Group. The SCCS has been leading the way in trial fisheries that are fully documented through, among other means, the use of CCTV cameras on board fishing vessels. Such fisheries reduce by-catch and discarding of cod and provide scientists with reliable and up-to-date data, helping them to provide better advice to managers.

Certification of sustainability for a fishery demands that strict conditions be met on stock conservation, environmental protection and management measures. We continued to encourage the fishing sector to apply for certification by the Marine Stewardship Council (MSC) and welcomed the latest MSC certification of North Sea haddock during the year.

MSC
WWF SCOTLAND
ENCOURAGES
CERTIFICATION
FOR THE SCOTTISH
FISHING SECTOR

Our priorities for 2011

In 2011 our focus will be on working with the wider WWF network on shaping the reform of the Common Fisheries Policy to deliver decentralisation and long-term management, as well as working with Scottish LINK on the implementation of the Marine Act. 2011 will also see us pushing for MSC certification for all Scottish fisheries, as well as further reducing by-catch and discards through the use of more selective fishing gear and extension of catch quotas.

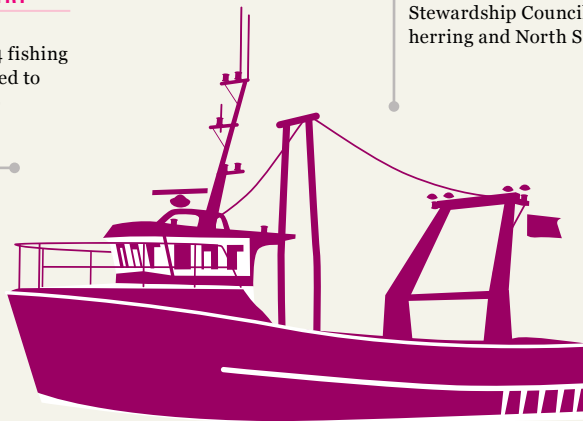
TOWARDS SUSTAINABLE FISHERIES

FISHING INDUSTRY

Landings from Scotland's 2,174 fishing vessels amounted to £443m in 2009

MARINE STEWARDSHIP COUNCIL

Two more Scottish fisheries received certification from the Marine Stewardship Council: Atlanto-Scandian herring and North Sea haddock



PARTNERS

WWF works with all partners seeking to increase protection of our marine ecosystems. It is an active member of the Scottish Conservation Credits Scheme Steering Group and Scottish Environment LINK

MARINE (SCOTLAND) ACT

By managing the multiple uses of our seas, the Marine (Scotland) Act will benefit our economy while protecting the marine ecosystems that sustain these uses

AQUACULTURE

As a result of WWF's work, a number of the Aquaculture Dialogues – which seek to

minimise or eliminate the key negative impacts associated with aquaculture – were finalised and progress made in preparing guidelines for the start of possible certification of qualifying produce by the newly-created Aquaculture Stewardship Council.

Standards for tilapia, pangasius, clams, oysters, mussels and abalone are now complete. Salmon, trout and shrimp standards are expected to be finalised within the year.

WWF Scotland developed a project with the Scottish Aquaculture Research Forum to determine the potential for farmed seaweed products to replace fish meal and oil in diets for farmed fish. The supply of fish meal and fish oil is limited and any further increase in farmed fish production will put heavy pressure on wild fisheries. These are important components of marine ecosystems and cannot be sustainably exploited at higher levels. Finding alternative sources of the valuable nutrients found in fish meal and oil is the key to protecting these vulnerable marine ecosystems.

Our priorities for 2011

We will support the completion of salmon and trout Aquaculture Dialogue standards, and ensure that Scottish salmon farmers and UK retailers are aware of them and are working towards certification. In addition, the results from a project looking at the potential for seaweed products to be used in salmon feeds will become available. We hope that these will form the basis of a new project to implement the findings, and move the industry closer towards independence from wild fisheries.

ASC

WE AIM TO START
CERTIFICATION
OF QUALIFYING
AQUACULTURE
PRODUCE IN 2011





© JO BENN/WWF-CANON

Worker on fish farm standing next to salmon feed.

SUPPORTING OUR WORK

2010 saw a range of wonderful fundraising initiatives taking place across Scotland. We had supporters running 5km races, kilomathons, and marathons, organising events from quiz

nights to Christmas sales, and generally having a lot of fun whilst raising vital pounds for WWF.

Fundraising in the community

Along with our successful corporate partnerships, WWF Scotland was delighted to be accepted as a charity partner of the People's Postcode Lottery in 2010. Every time you buy a ticket from the People's Postcode Lottery, you help support charities that are local to you – £10m has been raised for UK charities in just three years. This has been a wonderful opportunity for WWF Scotland, and players contributed over £87,000 to us in six months. The support of the People's Postcode Lottery has been a real boost for WWF Scotland and we are looking forward to continuing this partnership in 2011.

£87,337
WAS CONTRIBUTED
BY PLAYERS OF THE
PEOPLE'S POSTCODE
LOTTERY IN ONLY 6
MONTHS

Your contribution ensures that we are able to pursue not only our Scottish initiatives, but also our UK and international projects as well. Thank you to everyone who contributed this year – the amazing milestones reached in 2010 would not have been achieved without your support.

There are lots of ways you can help us to carry out our work, including holding your own fundraiser, taking part in one of our many running events, adopting an endangered species, becoming a member, leaving a gift to WWF in your Will, making a donation or involving your company or employer. For more information please email scotland@wwfscotland.org.uk

Campaigning

Thanks to our thousands of campaigners, we achieved some key milestones in 2010:

A strong Scottish Marine Act; a massive number of objections to the proposed coal-fired power station at Hunterston; and an effective political lobby just before the global climate talks – the



© LYNNE WATSON

Lynne Watson who ran the 5K Fun Run in Glasgow.

Big Climate Connection. We've also worked hard to keep the pressure on the Scottish Government to achieve the targets set in our world-leading climate change act.

Our priorities for 2011

In 2011 we will continue strengthening and developing our corporate relationships, and find new ways in which we work with local communities.

In 2011, we'll need our campaigners more than ever – to continue to put pressure on our Parliament and Government to help people in Scotland live a sustainable lifestyle, to ensure that Hunterston will not go ahead, as well as continuing to contribute to UK and international campaign work. For more information and to get involved visit wwfscotland.org.uk/campaigners

Our amazing volunteers help us to get the WWF message out to thousands of people each year.





© WWF-CANONRICARHD STONEHOUSE

Many typical household food, cleaning, and hygiene products are likely to contain palm oil at the supermarket checkout. WWF documented a typical family day for a mother and her children in the UK. The day included making food, putting on cosmetics, applying sunscreen, cleaning the house, doing the laundry, and shopping at the supermarket. The presence of palm oil in many of the household products used, eaten, and purchased in the course of the day was surprising and pervasive.

CARBON BUDGET AND WASTE MANAGEMENT

As predicted in last year's annual review, our video conference equipment has allowed us to reduce our travel requirements (saving both money and carbon emissions), and enhance remote meetings which would previously have been conducted via telephone conference.

We continue to recycle a high proportion of our waste (79%), and have managed to reduce both our electricity consumption (by 2%) and our water use (by 1%) from the previous year. Coupled with our wood pellet boiler which was installed in 2008 (and immediately reduced our emissions from heating, previously by gas, by approximately 9 tonnes of CO₂ per annum), we will continue our effort to improve in these areas.

9 TONNES
WE HAVE REDUCED
OUR OWN CARBON
EMISSIONS BY THIS
MUCH PER YEAR

As part of WWF-UK, we are in the process of developing a new environmental reporting system which will capture a range of data from its five UK office locations, reflecting the impact of our business operations on the environment and enabling us to continually adapt to ensure that this impact is minimised wherever possible.



Our office in Dunkeld has been refitted to be as energy efficient as possible.

ADVISORY COUNCIL AND STAFF

WWF Scotland Advisory Council

Prof James Curran MBE – Chair
Fred Dinning
Lady Isabel Glasgow
Clare Harris
Laura Hutton
Osbert Lancaster
Derek Munn

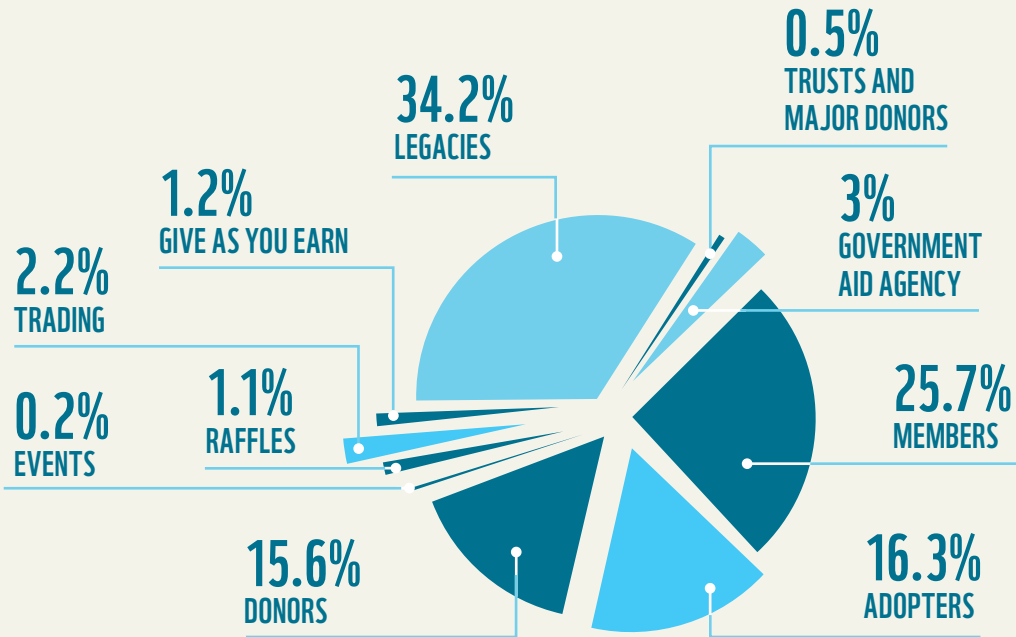
WWF Scotland Staff and Volunteers

Director: Dr Richard Dixon
Head of Policy: Dr Dan Barlow
Policy Officer (Climate Change): Dr Sam Gardner
Senior Policy Officer (Food and Agriculture): Adam Harrison
Policy Officer (Aquaculture): Dr Piers Hart
Senior Policy Officer (Education): Betsy King
Senior Policy Officer (Homes and Footprint): Elizabeth Leighton
Policy Officer (Marine): Dr Mireille Thom
Senior Policy Officer (Education): Morag Watson
Head of Communications: Lang Banks
Press Officer: Mandy Carter
Press Volunteer: Duncan Thomas
Public Affairs Manager: Eva Groeneveld
Fundraising Manager: Kate Pearson
Fundraising Manager (on sabbatical): Judy Hills
Marketing and Events Officer: Barbara Stratton
Marketing and Events Volunteer: Caroline Mackechnie
Public Campaigns Manager: Julie Stoneman
Public Campaigns Volunteer: Emily Speck
Head of Resources: David Downie
Finance and Project Co-ordinator: Nancy Nairn
Resources Co-ordinator: John Taylor

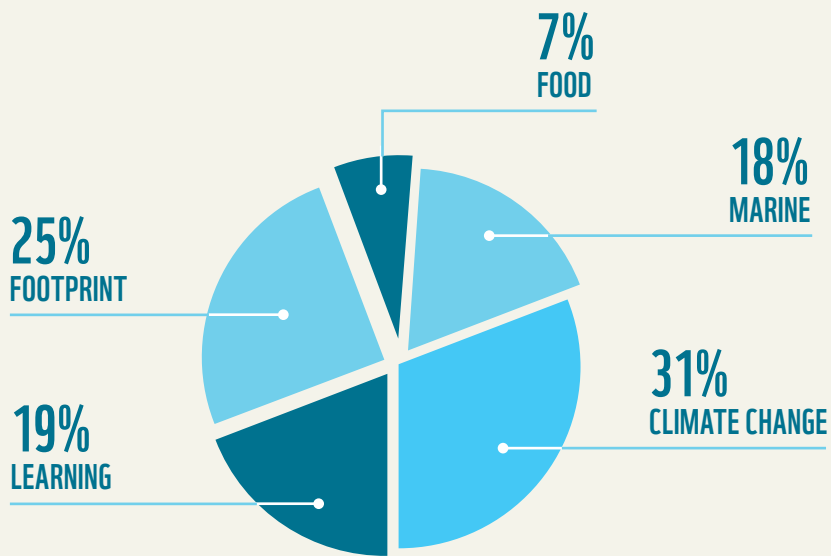


WWF SCOTLAND INCOME AND EXPENDITURE 2010

INCOME SOURCES %



EXPENDITURE %



Our income and expenditure are illustrated here as percentages of the totals received from Scottish sources and the totals spent in the year to 30 June 2010, excluding central overheads. A copy of the full audited accounts containing the detailed information required by law is available from our website wwfscotland.org.uk

YOUR SUPPORT MAKES A WORLD OF DIFFERENCE

Whether it is a monthly donation, running a marathon, helping out on a campaign stall or dressing up as a panda WWF would not be as successful without its many supporters and volunteers. All the WWF staff are immensely proud that they can count on such great support when it's needed most.





WWF Scotland 2010 in numbers

100%
RECYCLED



£10M

has been pledged
for Scotland's first
Universal Home
Insulation Scheme

£87,337

was raised by players
of the People's
Postcode Lottery in
just six months



16,000

16,000 people
campaigning against a
proposed new coal-fired
power station

2020

By then over 100% of
Scotland's electricity
needs could be provided
by renewable energy
sources



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

wwfscotland.org.uk