



*for a living planet*

WWF Scotland  
Annual Review  
2008



# Meeting the challenge of a lifetime

As you will see in this review, WWF Scotland is working to ‘Tackle climate change’, ‘Change the way we live’ and ‘Safeguard the natural world.’

Of course these themes are closely related and the fragile Arctic region illustrates this cross over well. In Scotland, we raise money to fund work studying the threats to the Arctic. Through our work on Ecological Footprint and WWF’s Earth Hour, we also help people look at the impact on the environment, including the Arctic, of their own daily lives. Finally, we also work to make sure Scotland’s laws help us do our bit as a nation to reduce the climate change emissions now threatening the Arctic.

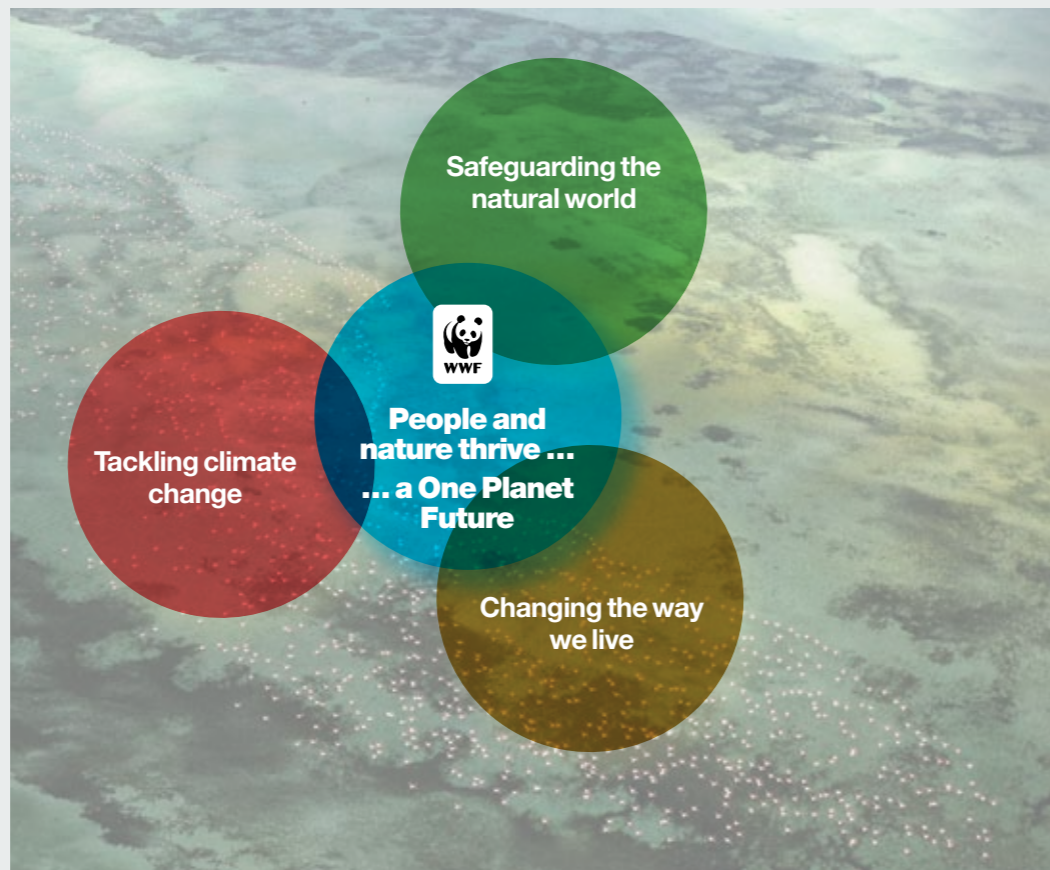
You will see that in 2008, we made good progress on many fronts and 2009 will be a year of great potential – and great challenge. At the same time as we go through a global recession, we have a real make or break opportunity to come up with a global climate deal at the UN conference in Copenhagen at the end of the year. And with a new President in the US, we should be hopeful.

As a nation Scotland can lead the way. The Scottish Climate Change Bill has the potential to really move things forward internationally, especially by setting tough targets and including emissions from international flights for the first time anywhere in the world.



25,000 people have already sent messages to government and politicians about the Scottish Bill and we will be campaigning even harder with individuals, businesses and civil society partners to make sure our Parliament passes a climate law we can all be proud of – and which helps the talks in December to produce the right kind of climate deal. We might even save the Arctic and the species, including the polar bear, which depend upon it for their survival.

Richard Dixon  
Director, WWF Scotland



# Tackling climate change

In February 2008, we launched one of our most successful public campaigns to date – our campaign for a strong Scottish Climate Change Bill.

While Scotland is a small country, this Bill could have global influence. At the end of 2009, about the same time that this Bill becomes an Act, world leaders meet in Copenhagen to agree on reduction targets for the world’s greenhouse gas emissions. If Scotland can get this piece of legislation right, it could set the bar for other developed countries to follow.

During the public consultation period, the Scottish Government received almost 25,000 messages of support for a strong Bill from all round the world through our campaign, which meant that this consultation received the highest number of responses since the proposal to ban smoking in public places. This was achieved through WWF’s global online supporter network and the hard work of volunteers and staff on the ground in Scotland collecting signatures from the public.

We also worked with Children in Scotland and the Children’s Parliament on a project that enabled children across Scotland, arguably with the biggest stake in the decisions made, to contribute to the debate about climate change and to have their views heard.

It is no doubt at least partly due to all this activity that when the Scottish Climate Change Bill was introduced to Parliament in December, it proposed strong measures to reduce Scotland’s greenhouse gases. However, it still needs toughening up if it is truly to become a world-leading piece of legislation, so our campaign continues to influence the process wherever possible.

All this work has been achieved in collaboration with Stop Climate Chaos Scotland, an alliance of development, environment and civil society groups aiming for tougher action to reduce emissions.



## Our priorities for 2009

2009 will be a critical year in the race to tackle climate change. MSPs can influence the Bill as it makes its way through the parliamentary process during 2009, giving us another opportunity to mobilise supporters. By February 2009, MSPs had already received almost 7,500 messages from supporters in Scotland, and some were preparing to visit their MSP in person to discuss the issue with them. This is a particularly powerful way to get the message across.

As well as pressing for strong Scottish legislation, WWF will be part of the global campaign to convince governments across the world to agree to take effective action when they meet at the UN climate summit in Copenhagen.

If the past year was all about stimulating mass public support in Scotland for action, then this year will be about ensuring our elected representatives enact the strongest possible climate laws and policies, both home and abroad.

In March, we will mobilize communities, businesses and thousands of others for WWF’s Earth Hour – joining with millions in sending a powerful global message that we care enough about climate change to take action.



# Changing the way we live

## Investing in our future

2008 was an important year for education in Scotland as the new schools' Curriculum for Excellence was introduced. WWF Scotland has been a key advisor on the changes, resulting in a new curriculum in which sustainable development education is a significant theme.

We also saw the Scottish Government start work on a major new action plan for the second half of the UN Decade of Education for Sustainable Development. WWF Scotland is working to ensure that the rest of the education system matches the progress made in schools.

Both of these milestones have contributed to the success of the Local Footprints Project – a joint WWF Scotland / Sustainable Scotland Network project. The education component of the project provides training and resources for schools as part of the Eco-Schools programme, helping pupils understand how everyday choices have global impacts.

Footprinting is increasingly popular with teachers from more than 350 primary and secondary schools across 18 local authorities having received training by the end of 2008. The Schools Global Footprint case studies series, which inspires more schools to reduce their footprint, was launched by the Minister for Schools and Skills, in Aberdeen in September 2008.

This work, along with the advice and resources that have now been given to over 75% of Scotland's local authorities to help them reduce their area-wide footprint, was commended by Cabinet Secretary for Finance and Sustainable Growth, John Swinney MSP, at a Scottish Parliament event in December 2008. The event was organised through the Local Footprints Project to recognise all the achievements being made in reducing Scotland's footprint by Government, local authorities, organisations, schools and individuals, including WWF supporters.

**“The most important task, if we are to save the Earth, is to educate.”**

Sir Peter Scott, WWF Founder



## Carbon Countdown for Homes

We make decisions every day that, unknown to us, have impacts on species, habitats and people across the world. Home energy use, particularly for space and water heating, accounts for nearly one third of climate changing emissions in Scotland. In 2008, WWF Scotland set out the key measures required for the Scottish Government to make all existing homes low carbon by 2050.

WWF's report, Carbon Countdown for Homes: How to make Scotland's existing homes low carbon, makes the case for a retrofit strategy for existing homes that will generally raise their energy performance and progressively cut their emissions by 35% by 2020 and 80% by 2050.

If the Scottish Government is serious about an 80% reduction in emissions, improving residential energy efficiency is a cost-effective way of achieving this. Retrofit programmes in other countries such as Germany have proved popular and have delivered not only on carbon reductions but also job creation.

We will continue to work with the Scottish Government to urge it to take the necessary actions to ensure nobody is left out in the cold when it comes to tackling carbon emissions from Scotland's housing.

## Our priorities for 2009

Building on the success of the UK's Existing Homes Alliance, WWF Scotland is hoping to establish an Existing Homes Alliance for Scotland, pulling together a diverse range of organisations with a common agenda in terms of tackling climate change, energy efficiency and fuel poverty. Builders and housing associations, architects and fuel poverty organisations – just to name a few – will also be approached to join and demonstrate the breadth and depth of support for a retrofit programme in Scotland. We will also host a Retrofit Scotland Conference to share knowledge and experience with stakeholders and communities and to encourage grassroots involvement in making Scotland's homes more energy efficient.



## Natural Change

“...I believe that although we like to see ourselves as individuals we are far from individuals. [...] I think ... if we want to start to do something more active and sustainable we need to connect and realise our potential together...”

So says Gurjit Singh, President of NUS Scotland and one of the participants in the Natural Change Project, an innovative project about creating values-based social change, initiated by WWF Scotland. Ten influential people from diverse professional sectors, including education, architecture and the arts, have taken part in a series of workshops about inspiring personal, public and professional change. The workshops have been designed using eco psychology and personal development, linking these to sustainable lifestyle change.

Through time spent outdoors, as well as indoor workshops, mentoring and self-guided study, the Natural Change Project explores how we motivate and inspire change towards more fulfilled, sustainable lives and ultimately influence others to create wider social change. As Fritjof Capra noted: “People do not resist change; they resist having change imposed on them.”

A report of findings from the Natural Change project will be published in May 2009 and blogs from the participants can be found at [www.naturalchange.org.uk](http://www.naturalchange.org.uk).



## Safeguarding the natural world

### Global successes on certified palm oil and biofuels

Palm oil and the world's ever growing demand for it to be used in processed foods, pharmaceutical, cosmetics and now biofuels, is one of the main causes of tropical forest loss in South-East Asia and increasingly in Colombia and Brazil. Forest loss not only means that iconic species like the Sumatran Tiger, the orang-utan, the rhino and elephant are endangered in places like Indonesia but forest conversion is also a major contributor to climate change.

WWF Scotland leads on this area for WWF-UK and has been working hard to raise awareness of these problems with consumers and the businesses, like supermarkets, that are key to finding solutions. In 2004, we, alongside Sainsbury's and the major manufacturer Unilever, established the Roundtable on Sustainable Palm Oil. This year, the Roundtable finally delivered its first batch of certified palm oil, which is a guarantee that it did not come from land which was forest essential to animals like the orang-utan.

Both Sainsbury's and Unilever were amongst the buyers of the world's first sustainable palm oil and WWF congratulates them on the part they have played in making the palm oil industry more sustainable.

Since 2007, there has been a legal obligation for oil companies and petrol retailers to supply biofuels to their customers. Biofuels are renewable fuels made from a range of crops like sugarcane, palm oil and soya. If best practices are followed some of them can offer real emissions savings compared to using fossil petrol or diesel. But if done badly they can cause more emissions than they save, put even greater pressure on the world's forests and drive up food prices.

Again led by WWF Scotland, WWF has been closely involved in developing the UK and European policies that will set climate and sustainability standards for biofuels. We have also helped the UK Government to better understand some of the indirect impacts of the use of biofuels on the environment. We have also worked with some of the companies involved in growing the biofuels to ensure that they are following best practices.

In particular, the UK has taken a sensible approach to biofuels. The UK will slowly and cautiously expand demand and build up an understanding of what the impacts are. The UK Government, under our pressure, has also given its commitment to introduce tougher standards when possible.



## Protecting Scotland's seas

WWF Scotland played a crucial role during 2008 in helping shape the future of our marine environment covering both fisheries and the Scottish Marine Bill. We took part in the Government Sustainable Seas Task Force which developed proposals for legislation to protect Scotland's marine and coastal environment, as well as contributing to a public consultation on the proposed Marine Bill through Scottish Environment LINK which generated 4,000 responses.

The safeguarding of our marine environment took a further step forward in November with the announcement of an agreement between the Scottish and UK Governments on a UK-wide approach to marine planning, which will also give Scotland more responsibility for its waters out to 200 nautical miles.

During 2008, WWF Scotland continued its work towards sustainable fisheries. This included moving towards the complete elimination of discards. WWF has been actively supporting the Government and fishing industry to expand the network of closed areas, use of selective gear and reduction of effort. Much effort also went into encouraging the fishing industry to build on the current 50% Marine Stewardship Council (MSC) certification rate.

We have also appointed an Aquaculture Policy Officer. This new role will undertake policy and advocacy work on aquaculture and forage fisheries at a UK level.



## Our priorities for 2009

A Scottish Marine Bill is expected in Spring 2009 and we will continue to work with colleagues throughout the UK to ensure the UK Marine and Coastal Access Bill and Scottish Marine Bill complement each other to deliver comprehensive protection for the UK marine environment.

Effort will also be given to ensuring the stringent measures Scottish fishermen and Government signed up to in the Cod Recovery Plan and EU regulations are implemented and enforced.



## Commitment secured on flood management

After several years of campaigning, advocacy, visits to our natural flood management demonstration site and partnership working, the Scottish Government announced that it will modernise Scotland's flood management legislation and produce a Floods Bill. This was great news and made even better when it also took the opportunity to modernise the legislation such as drainage and coastal protection.

The Bill is based on the principle of sustainable flood management and takes an integrated approach, working with all interested parties and uses a whole river catchment approach. An assessment will be made as to what contribution natural flood management can make to lower the flood risk to communities and their properties. The result is that we will no longer manage floods by simply building bigger and stronger concrete walls. Instead, we will work with farmers and foresters to manage floods where they arise not just where they impact. We will still need hard engineering but flood managers of the future will have a much bigger toolbox of techniques that they can use to work with rivers to lower flood risk to the people of Scotland.



## Our priorities for 2009

Legislation is taking shape and should become law in the summer of 2009. The Scottish Parliament's Rural Affairs and Environment Committee has agreed with WWF Scotland's recommendations. Working on this theme with our colleagues in Scottish Environment LINK, Scotland could soon have some of the advanced flooding legislation in the world.

# How you can help

## Funding our work

WWF relies on the generosity of the individuals, government and aid agencies, companies and trusts that support our work here in Scotland and around the world.

Long-term financial support is one of WWF's biggest challenges and we are hugely appreciative of all of our supporters who enable us to carry out our vital work.

If you would like more information on ways to support our work, from running the Edinburgh Marathon to adopting an endangered species, or ways that your company or employer could get involved, please email [scotland@wwfscotland.org.uk](mailto:scotland@wwfscotland.org.uk).



## Get involved

We are grateful to the many thousands of people in Scotland and around the world who helped support our campaign for a strong Scottish Climate Change Bill in 2008. Our campaign continues, and we still need your help.

Whether you are interested in taking a two minute online action or spending a day helping at an event, please do get in touch.

## New look website

WWF Scotland launched its 'new look' website in October 2008. The original Scotland website was set up in 2000. We now have our own domain name at [www.wwfscotland.org.uk](http://www.wwfscotland.org.uk) and the site regularly attracts upwards of 7,000 visitors a month.

The site contains all the latest press releases, information on all the work that we carry out in Scotland and informs the Scottish public on how we work with government and businesses.

## Reducing our own footprint

July 2008 saw the installation of a wood-pellet boiler at the office in Dunkeld. The pellets are considered to be very low carbon fuel as the CO2 emitted was recently absorbed by the fuel trees. Compared to our gas boiler, the expected annual savings are £XX, and XX tonnes of CO2. The investment was part funded by the Scottish Community and Household Renewables Initiative (SCHRI).



WWF Scotland also carefully monitors the waste produced by the office operation, minimising the amount which ends up as landfill. These figures are included in an aggregate measure of all of the WWF-UK offices, with an annual target set in an effort to reduce their overall environmental impact. In recognition of this, WWF-UK has been awarded ISO 14001 accreditation, the international specification for environmental management systems.

For the majority of our business trips, we encourage staff to use public transport, and now have a folding bicycle to make it easier to move around cities at our destination. We also have a no flying policy for domestic trips and an annually-reducing carbon budget for managing our small number of essential international flights.

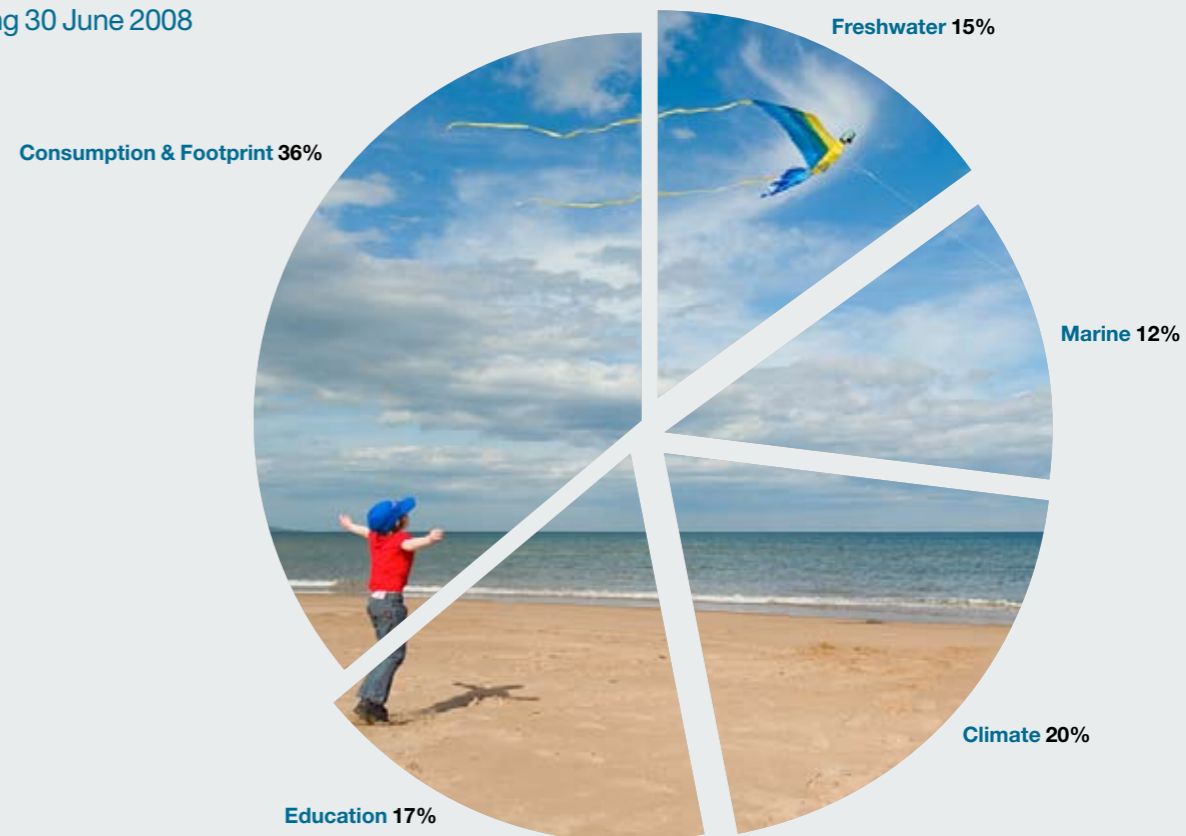
## Income

year ending 30 June 2008



## Expenditure

year ending 30 June 2008



## WWF Scotland Advisory Council

Adrian Shaw - term ended March 08  
Karen Aitchison - term ended June 08  
Stephen Hampson - term ended Oct 08  
Nick Hanley  
James Curran - Chair  
Fred Dinning  
Laura Hutton  
Derek Munn  
Clare Harris  
Osbert Lancaster  
Isabel Glasgow

## WWF Scotland Staff

**Director:** Dr Richard Dixon  
**Head of Policy:** Dr Dan Barlow  
**Policy Officer (Freshwater):** Mike Donaghy  
**Policy Officer (Climate Change):** Dr Sam Gardner  
**Senior Policy Officer (Food and Agriculture):** Adam Harrison  
**Policy Officer (Education):** Betsy King  
**Senior Policy Officer and Footprint Manager:** Elizabeth Leighton  
**Senior Policy Officer (Marine):** Helen McLachlan / Louize Hills  
**Policy Officer (Education):** Morag Watson  
**Head of Communications:** Lang Banks  
**Major Support Relationship Manager:** Judy Hills  
**Press Officer:** Mandy Carter  
**Public Affairs Manager:** Jessica Pepper  
**Campaigns Officer:** Julie Stoneman  
**Marketing and Events Officer:** Barbara Stratton  
**One Planet Communications Manager:** Jules Weston  
**Head of Administration:** David Downie  
**Administration Officer:** Hazel MacBeth  
**Administration Officer:** Nancy Nairn  
**Administration Officer:** John Taylor

The mission of WWF 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 natural resources is sustainable
- reducing pollution and wasteful consumption



[wwfscotland.org.uk](http://wwfscotland.org.uk)

*for a living planet*®

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