



for a living planet

WWF Scotland Annual Review 2009



Meeting the challenge of a lifetime



2009 was perhaps our most successful year ever when it comes to influencing the outside world. As you will read here, this was the year in which we reaped the reward of a decade's work in a number of areas.

We helped the Scottish Parliament pass the world's best climate legislation, and then helped promote it around the world. As well as new laws on flooding, we saw the introduction of a Scottish Marine Bill which includes many of the safeguards for nature and encouragement for marine renewables that we have been calling on for the last ten years. Almost every week it seems another major company signs up to use sustainable palm oil, thanks to work run from Scotland. And we handed on the baton for our work on ecological footprint with local authorities, helping to set it running as a new, independent service.

It has been a great year for us but, as we saw at the UN climate summit in Copenhagen, it has been another year of moving backwards for people and nature around the globe. There are many individual successes to celebrate here

and around WWF's global network, but the overall picture is one of increasing human pressures and a natural world which becomes more damaged every year.

For us in Scotland, there are plenty of challenges for the year ahead. We need to make sure the environment is high on the agenda for the General Election in 2010 and in the run up to the Holyrood election in 2011. We will continue to make sure that Scotland lives up to its tough commitments in the Climate Change Act and delivers on the new promises in the Marine Bill. We also have a key role to play in reforming Europe's Common Fisheries Policy. Over the last ten years we have gone from being barely on speaking terms with the government and fishing industry to working closely together to create world-class examples of how to manage

fisheries that are in trouble. Together we can get the rest of Europe – and beyond – doing the same.

In a tough financial time for all of us, we need to do even more to promote good things from Scotland around the world and we need to be at the forefront of developing progressive action which will pay off in a decade's time.

Richard Dixon
Director, WWF Scotland



Tackling climate change

Scotland leads the way

2009 was a pivotal year for WWF Scotland's work on climate change. In June, the Scottish Climate Change Act was passed by the Scottish Parliament as the most ambitious piece of climate legislation of any country in the world. The Act commits Scotland to:

- at least 80% cuts of all greenhouse gases (on 1990 levels) by 2050;
- a 2020 target of at least 42% reduction in greenhouse gases;
- include the full effects of emissions from international aviation and shipping from the start;
- require ministers to report on consumption-based emissions - i.e. emissions produced anywhere in the world that result from Scotland's consumption of goods and services;
- a strong duty on all public bodies to make a full contribution to tackling climate change; and
- strong energy efficiency measures to tackle fuel poverty and save energy.

This was a huge success after three years of solid campaigning with the Stop Climate Chaos Scotland (SCCS) coalition, in which supporters demonstrated massive public backing for strong legislation, through organised events such as a climate change rally, a mass lobby of MSPs in the parliament in June, as well as personal visits to MSPs and email and postcard campaigns.

Scotland's Climate Change Act now sets the example for other developed nations to follow. This example was important in our campaign work leading up to the UN Climate Summit taking place in Copenhagen in December. We worked closely with our WWF-UK colleagues to present a 26,000-strong petition to Ed Miliband, Secretary of State for Energy and Climate Change, urging the UK

Government to show leadership at the Summit. Thanks to the dedication of volunteers in Scotland who raised public awareness through a road show taking place in the autumn, 20% of the sign-ups came from Scotland.

Further public support for a strong global climate deal was demonstrated on the weekend before the Summit, when 8,000 people turned out for the Wave - Scotland's biggest-ever demonstration in support of action on climate change. Organised by SCCS, WWF supporters were joined by environmental and international development charities, churches and trade unions. There were simultaneous Waves in Belfast, Dublin, London, Paris, Brussels and Berlin.

At Copenhagen itself, WWF Scotland had a strong presence, working with partners in SCCS and Edinburgh University to promote the strong aspects of the Scottish Climate Change Act - including the use of a specially commissioned brand of whisky called 2020 which was 42% proof.

Our priorities for 2010

In 2010, we will press the Scottish Government to fulfil the targets in the Scottish Climate Change Act and continue our work to help Scotland move to a low carbon economy, concentrating on transport, homes and energy.

Our advocacy work involves promoting the future role of electric vehicles as a method of reducing emissions from the transport sector; securing area-based universal retrofit schemes for Scotland's existing housing stock and working towards a decarbonised power sector by 2030.

We'll also work with UK colleagues to ensure that climate change is a top issue in the General Election and with international colleagues to make Earth Hour 2010 even bigger and more successful than in 2009.



1. Polar bear, Svalbard, Norway (copyright Steve Morello/ WWF- Canon)
2. Supporters attend a mass lobby of the Scottish Parliament (copyright Maverick/ WWF Scotland)
3. Public call for a strong Climate Change Act (copyright Callum Bennetts/ WWF Scotland)

Tackling climate change

WWF's Earth Hour arrives in Scotland

Since 2007, people all around the world have been taking part in WWF's Earth Hour and switching their lights off for one hour in a spectacular demonstration of support for action on climate change. As part of our activities to promote strong action both at home and abroad, WWF Scotland participated for the first time in 2009.

The result was that on 28 March, nearly 3,000 cities and towns in more than 80 countries took part. Lights went out in 66 national capitals and 9 of the 10 most populated metropolises on the planet. Over 800 of the world's most iconic landmarks also went dark including the Sydney Opera House, the Eiffel Tower, the Pyramids of Giza and the Empire State Building. In all, around a billion people took part, making Earth Hour 2009 the biggest climate change event ever.

Scotland's contribution exceeded our expectations with support secured from each of our five cities, 19 local authorities, 200 schools and over one hundred businesses. Some of Scotland's most iconic landmarks also went dark including Edinburgh Castle, the Forth Bridge, Eilean Donan Castle, Inverness Castle, Stirling Castle, the Wallace Monument, Glasgow's Clyde Arc and Armadillo, the Falkirk Wheel, RRS Discovery in Dundee and the Scottish Parliament.

We plan to make Earth Hour 2010 even more spectacular.

Visit wwfscotland.org.uk/earthhour to find out more.



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Changing the way we live

Next steps for the Local Footprints project

The Local Footprints Project – a two and a half year long project run jointly between WWF Scotland and the Sustainable Scotland Network - came to an end in December 2009. The project offered a service to local authorities and schools to help them reduce their footprint – and successfully reached its targets in that 60% of local authorities now use the footprint approach. More than 600 schools in 18 Scottish local authorities were trained to use the Schools' Global Footprint resources – comprising an online footprint calculator and curriculum materials.

"I believe the next step for both councils and community planning partners is to use the footprint tool not only as a means to assess the impact of consumption, but also to better inform strategic decisions and policy making in the partnership arena."

Gavin Whitefield, *Chief Executive* of North Lanarkshire Council

The project will now continue as "Local Footprints" through the Sustainable Scotland Network. This work will help local authorities meet their new duty under Scotland's Climate Change Act to reduce their climate change emissions. The Schools' Global Footprint resources have also been made freely available on Learning and Teaching Scotland's website at www.LTScotland.org.uk, to help all Scotland's schools reduce their footprint.

Progress made on Sustainable Development Education

2009 marked the halfway point in the UN Decade of Education for Sustainable Development (UNDESD). WWF Scotland continued to be a key advocate and advisor on Sustainable Development Education (SDE). Activities we supported included Keith Brown, Minister for Schools, attending the International UNDESD Conference to reconfirm Scotland's commitment to SDE; the first cohort of teachers receiving General Teaching Council Scotland Professional Recognition in SDE and the writing of an Action Plan for the second half of the UN Decade.

Our priorities for 2010

WWF Scotland will support Local Footprints and provide footprint training and an advice service. We will work with Local Footprints to integrate the Schools' Global Footprint resources into the work of national education organisations and help find local sources of footprint support for teachers.

We will work with government to ensure that the UNDESD Action Plan delivers change within the education system. As well as this, we will run the Natural Change SDE Leadership Programme to create champions for SDE within the Education System. Using learning from the original Natural Change project (see www.naturalchange.org.uk), we will take twelve influential decision makers from the Scottish education system through a combination of workshops, wilderness experiences and planning meetings that will both spark a deep emotional commitment to sustainability and give them the practical tools to enable their organisations to change the education system.



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1. (copyright J Linton/WWF Scotland)
 2. (copyright Jeremiah Armstrong/WWF Canada)
 3. (copyright Maverick/ WWF Scotland)
 4. (copyright Maverick/ WWF Scotland)

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5. Pupil at Markethill Primary School, Aberdeenshire, a participant in the Local Footprints project (copyright Markethill Primary School)
 6. Natural Change project participant in Knoydart (copyright Jules Weston/ WWF Scotland)

Changing the way we live

Warm, healthy, low carbon homes for everyone

Scotland's homes are responsible for one-third of our carbon emissions. Warm, healthy, low carbon homes are essential if we are to meet our 2020 targets to reduce Scotland's emissions by 42%. WWF Scotland believes neighbourhood approaches to energy efficiency, working street by street, house by house, are the most effective way to get the job done. We hosted a conference on these area-based approaches to identify what works. Using the conference results and detailed research, WWF has been able to influence the government consultation on energy efficiency. Over 400 campaigners responded to our e-action which called for a Scotland-wide 'neighbourhood' retrofit programme, with free loft and cavity wall insulation, attractive finance packages and the introduction of minimum standards of energy efficiency for private housing within five years.

Our priorities for 2010

WWF will work with allies to demonstrate the case for 'whole-house' eco-refurbishment - on the ground with real people in ordinary houses, and with key groups on fuel poverty, house building, energy suppliers, and insulation installers. Together we will show how we can deliver low carbon houses across the country and these lessons will be used to influence government programmes and policy on home energy efficiency, so everyone can benefit.



1. (copyright istock)
2. (copyright WWF Scotland)
3. (copyright National Insulation Association)

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4. Oil palm (*Elaeis guineensis*) fruits being loaded on truck. (copyright Volker Kess/WWF)
5. Orang-utan, Sumatra (copyright Michel Terretaz/ WWF-Canon)
6. Asian elephant, Malaysia. (copyright Gerald S. Cubitt/ WWF-Canon)
7. Malaysian Rainforest (copyright Edward Parker/WWF-Canon)

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Safeguarding the natural world

Certified palm oil boosted by WWF scorecard

Palm oil and the world's ever growing demand for it is one of the main causes of tropical forest loss in South-East Asia. Forest loss not only means that iconic species like the Sumatran tiger, the orang-utan, the rhino and elephant are endangered but forest conversion is also a major contributor to climate change.

WWF Scotland leads on palm oil for WWF-UK and continues to push businesses, like supermarkets, that are key to finding solutions. In 2008, the first batch of certified sustainable palm oil was delivered to Rotterdam. Certification guarantees that it does not come from land which was previously forest essential to animals like the orang-utan.

Unfortunately, relatively little of that first batch, or indeed subsequent batches, was bought. The low demand was threatening to undermine the enthusiasm shown by palm oil growers for further certification. In order to put more pressure on palm oil buyers, WWF published its first buyers' scorecard – looking at the words and actions of 59 of Europe's most important brands in using palm oil.

Some 40% of the scored companies took action in response to the Scorecard, either upping their commitments, starting to purchase certified palm oil, or requesting advice from WWF on what actions to take. In addition, at least 11 other European companies not included in the Scorecard took similar actions. Thanks to the exposure and publicity that brands received as a result of the WWF Scorecard, the market situation for certified palm oil is finally starting to improve.

Our priorities for 2010

The priority for the coming year is to continue to put pressure on palm oil users to switch to sustainable sources. We will be repeating the scorecard and extending its coverage to other major markets like China, India and the US.



Safeguarding the natural world

Protecting Scotland's seas

WWF Scotland continued to play a crucial role in safeguarding our marine environment during 2009. Our Marine Policy Officer worked closely with the Scottish Government, fishing industry and other NGOs to further develop the Scottish Conservation Credits scheme which includes a number of measures to protect vulnerable cod stocks such as closed areas to protect juvenile fish and reproducing adults, the adoption of selective gear and trialling CCTV on board fishing boats to reduce discards. The scheme credits fishermen for adopting these conservation measures with a currency of value to them: more days at sea.

Cod stocks in European waters reached record low numbers in the early 2000s, and so managers implemented a Cod Recovery Plan to ensure the recovery of these important stocks. WWF Scotland has worked relentlessly to ensure the measures laid out in the Plan have been adopted in Scottish waters, this includes our participation in the Conservation Credit Scheme and liaising with other network colleagues in the WWF Cod Bycatch Initiative Program.

We contributed to WWF's European network response to the Common Fisheries Policy (CFP) reform green paper. This is a vital document which will shape the future of European fisheries management for years to come.

The Marine Stewardship Council (MSC), of which WWF was a founding partner, marked its tenth anniversary in 2009. WWF representatives were invited to celebrate along with HRH Prince Charles the Prince of Wales at an event in Scrabster.

Along with colleagues from Scottish Environment LINK, we have also been working to ensure the Scottish Marine Bill complements the UK Marine and Coastal Access Act 2009 to deliver comprehensive protection for the UK marine environment. Our efforts have seen the Bill amended to require that the Government protects and, where appropriate, enhances the health of Scotland's seas.

Our priorities for 2010

One of our priorities during 2010 will be the promotion of the Scottish Conservation Credits Scheme across Europe and globally as a simple model for introducing conservation measures into fisheries management, this will be done by collaborating with the wider WWF network. We will continue working closely with the Scottish Government to ensure more widespread adoption of selective gear, CCTV and other technical conservation measures.

Both the Clyde creel and trawl fisheries are due to complete the MSC assessment process this year, hopefully granting them certification. This has been a long-standing project WWF Scotland has been involved in.

A White Paper on the CFP reform will be published during 2010 and WWF will continue to push for measures to be adopted to improve European fisheries management and to reduce discards.



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Safeguarding the natural world

Improving the sustainability of aquaculture

Fish and shellfish can be a healthy source of protein and essential oils in our diet. However, the world's oceans can not sustainably meet our growing global demand for fish and half of the fish and shellfish we eat are now produced on farms.

In the UK, we are mainly working on issues around sustainable feeds and ensuring that fish used in feeds come from sustainable stocks certified by the Marine Stewardship Council (MSC) and that alternative feed ingredients are developed and used in the future.

As with all farming, there are various environmental impacts associated with fish farming. WWF is working to address the most important impacts of aquaculture globally through a process called the Aquaculture Dialogues. The Aquaculture Dialogues will produce operating standards that will be managed by a body called the Aquaculture Stewardship Council and will be the farmed fish equivalent to the MSC that is presently responsible for the certification of wild fish stocks.

Breakthrough reached on sustainable flood management

In May, the Scottish Parliament passed new legislation requiring Scotland to manage flooding in a much more sustainable way. Rather than relying solely on concrete to build big walls and culverts, the Flood Risk Management (Scotland) Act requires a catchment-wide approach which prioritises the use of natural techniques such as wetlands and floodplains and in this way protects communities and benefits wildlife. The Act requires a joined up and co-ordinated approach to manage flood risk at a national and local level.

WWF Scotland has been at the forefront of efforts to secure a more sustainable approach to managing flooding for many years. Working with a range of stakeholders, we successfully set out the case for reform and solutions available including developing a demonstration site on the River Devon which we used to maximum effect to showcase natural flood management in action.

Our priorities for 2010

As the Aquaculture Dialogue standards are finalised during 2010, WWF Scotland will be ensuring that our advice to retailers, the Scottish Government and producers is aligned to those standards and encourages more sustainable aquaculture.



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1. Tobermory harbour
(copyright Steve Morgan/ WWF Scotland)
2. Orkney trawl selective fishing gear
(copyright L Hill/ WWF Scotland)

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3. Salmon feed pellets
(copyright S. Pepper/ WWF Scotland)
4. Fish farm in Scotland
(copyright S. Pepper/ WWF Scotland)
5. Willow wall to reinforce the river bank and prevent erosion (Steve Morgan/ WWF Scotland).

How you can help

Funding our work

WWF relies on the generosity of the individuals, companies, statutory bodies and trusts that support our work here in Scotland and around the world. One of the biggest challenges we face is securing long-term sustainable funding. We are hugely appreciative of all of our financial supporters who enable us to carry out our vital work.

If you would like more information on ways to support our work, such as getting involved with community fundraising, participating in one of the many running events WWF takes part in, adopting an endangered species, becoming a member, leaving a gift to WWF in your Will, making a donation or ways your company or employer could get involved, please email

scotland@wwfscotland.org.uk.

Get involved

We are grateful to the many thousands of people in Scotland who helped support our campaigns throughout the year. Thanks to this support in 2009, we secured the strongest climate change legislation in the world, and convinced our UK Government to show leadership at the international climate talks in Copenhagen in December.

We are always looking for people to assist with our work. Whether you are interested in taking a two minute online action or spending a day helping at an event, please do get in touch to find out more or visit wwfscotland.org.uk/campaigners.

Reducing our own Carbon Footprint

In a bid to reduce our need to travel for business, WWF-UK has invested in high quality video conferencing facilities which help us connect with other offices throughout the WWF network as well as our business partners around the country. We have also signed up to WWF's One in Five Challenge which aims to galvanise the growing desire among businesses to fly less by providing a focus for flight reduction. We continue to have a no flying policy for domestic trips and an annually-reducing carbon budget for managing essential international flights.

We also carefully monitor the waste produced by the office operation, minimising the amount which goes to 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. This has contributed to WWF-UK's continued accreditation of ISO 14001, the international specification for environmental management systems.



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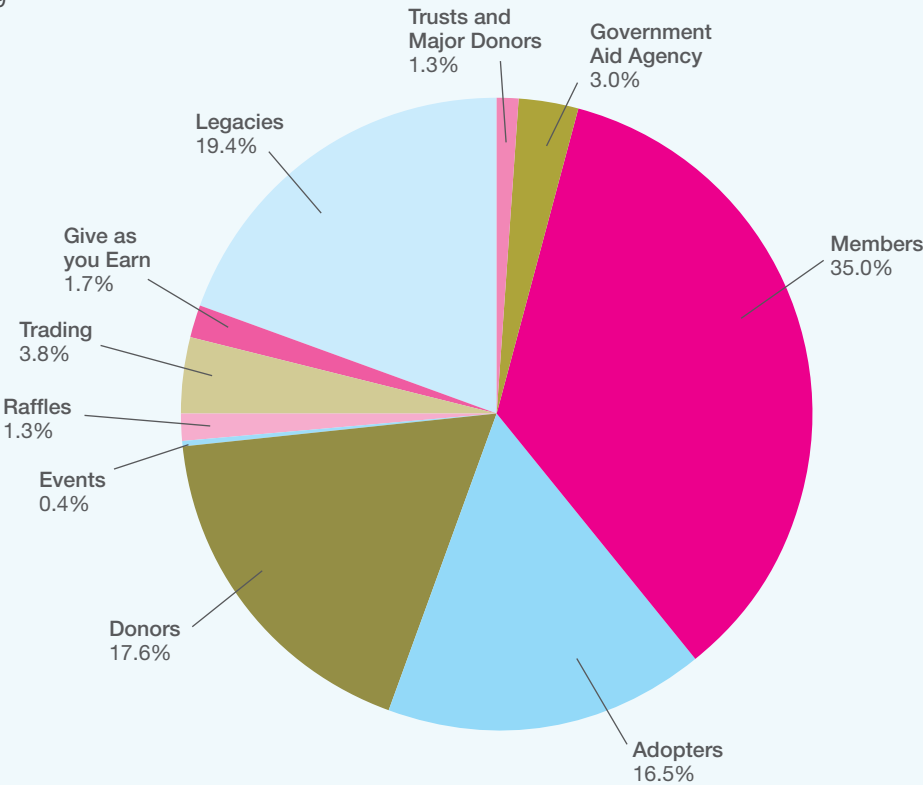
1. Three tired, but happy, WWF runners, Perth 5k fun run 2009 (copyright WWF Scotland)
2. Campaigning for strong action on climate change (copyright Tommy Slack/WWF Scotland)

2009 figures

These diagrams illustrate income from Scottish sources for Scottish, UK and international programmes and expenditure allocation in Scotland for the year ending 30 June 2009. Detailed WWF-UK accounts are available on request or see wwf.org.uk/what_we_do/about_us/annual_report_2009.

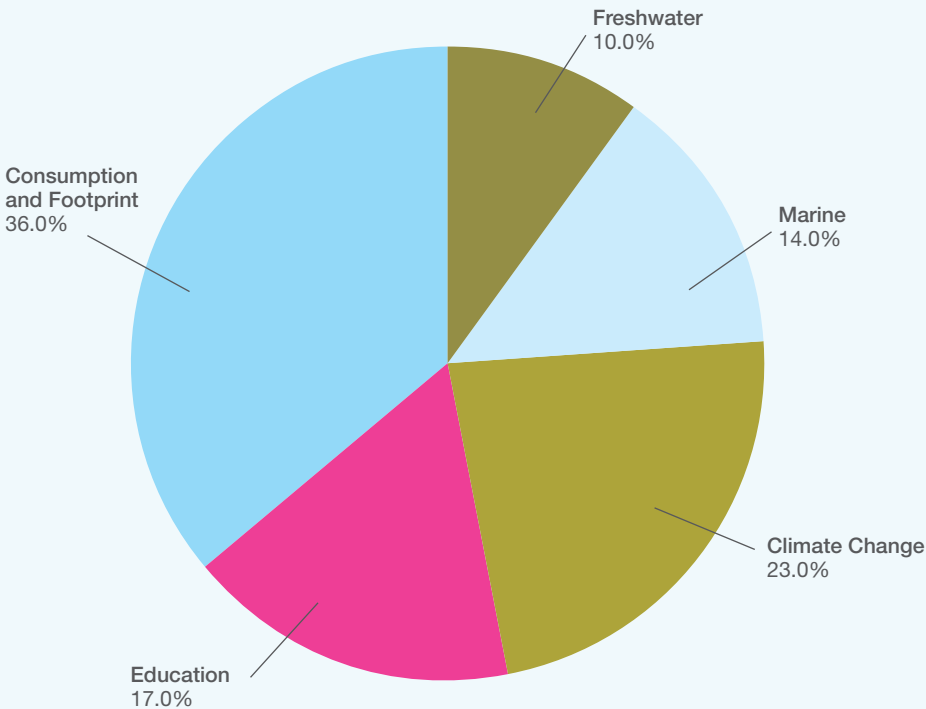
Income

year ending 30 June 2009



Expenditure

year ending 30 June 2009



WWF Scotland Advisory Council

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Fred Dinning
Lady Isabel Glasgow
Prof Nick Hanley
Clare Harris
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Policy Officer (Climate Change): Dr Sam Gardner
Senior Policy Officer (Food and Agriculture): Adam Harrison
Policy Officer (Aquaculture): Dr Piers Hart (from Feb 2009)
Policy Officer (Marine): Louise Hill
Policy Officer (Education): Betsy King
Senior Policy Officer: Elizabeth Leighton
Policy Officer (Education): Morag Watson

Head of Communications: Lang Banks

Press Officer: Mandy Carter
Assistant Campaigns Officer (volunteer): Lorna Dingwall (from Oct 2009)
Fundraising Manager: Judy Hills
Public Affairs Manager: Jessica Pepper/ Gary Dunion (maternity cover)
Campaigns Officer: Julie Stoneman
Marketing and Events Officer: Barbara Stratton
Natural Change Project Manager: Jules Weston (until June 2009)

Head of Resources: David Downie

Administration Officer: Hazel MacBeth (until June 2009)
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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



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