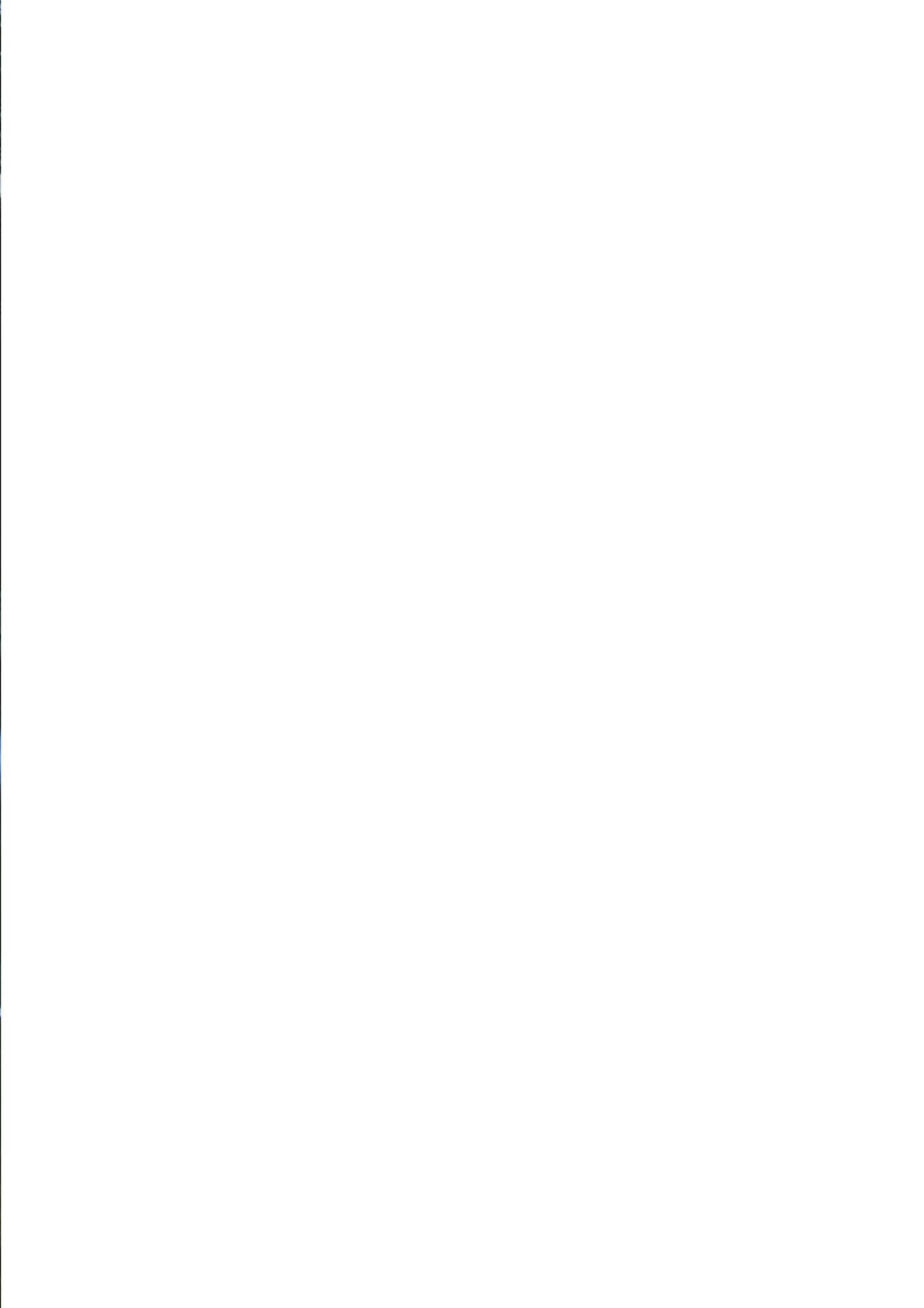
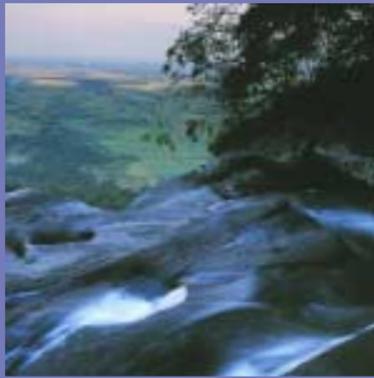




Making a difference

WWF-UK Annual Review 2001/2002





FRONT COVER: EDWARD PARKER, WWF-UK

Tanzania's Great Ruaha river has frequently run dry for periods of up to 111 days since the early 1990s.

The wildlife of three national parks and four game reserves depend on the waters of the Ruaha, which also provides some 70 per cent of Tanzania's hydro-electric power.

WWF is developing a programme to ensure year-round flow of the Great Ruaha river system by 2012, for the benefit of people and nature.

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as at 1 December 2002

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WWF, the global environment network, works to conserve endangered species, protect endangered spaces, and address global threats to the planet by seeking sustainable solutions for the benefit of **people and nature**.

WWF believes that it is not possible to protect the environment without tackling poverty, and it is impossible to tackle poverty, in the long term, without protecting the environment. The two issues are interlinked – which is why WWF's worldwide programmes work with people as well as for nature.

WWF. Taking action for a living planet

“In many respects our journey has only just begun”



Letter from the Chairman



WWF-CANON/IRÈNE LENGUI

This year is notable because it marks WWF's 40th anniversary – a milestone of which we can be proud.

In WWF's first annual review, our founding chairman, Sir Peter Scott, wrote about mankind's "greed and improvidence, carelessness and apathy". Human ignorance, he said, was the basic cause of threats to wildlife and wild places.

WWF-UK, as part of the WWF international network, has come a long way since 1961. The journey has been both challenging and fruitful. Our programmes to protect endangered wildlife, our brokering of international treaties, our collaboration with business, our behind the scenes work with

governments, and our conservation programmes around the world, are testament to 40 years of what I believe to be unrivalled determination and experience – but in many respects our journey has only just begun.

Tough and demanding issues lie ahead, all requiring urgent attention: climate change, of course, but also the future of agriculture in the United Kingdom, which is closely allied to reform of the creaking EU Common Agricultural Policy. The unhappy state of the world's oceans continues to be high on our agenda, and we are also campaigning for a crackdown on the illegal trade in wildlife and endangered species that has

become such a shameful global growth industry.

Most of this work is long-term, requiring sustained effort and investment of expertise and money. On behalf of the WWF Trustees and staff, I express my gratitude to all members, donors and supporters whose generous endorsement makes our work possible. We all hope for their continued invaluable assistance.

In November I hand over the Chairmanship of WWF-UK to Christopher Ward, a Trustee of great experience. As my term of office draws to a close, my admiration for WWF's work, underpinned by its disciplined culture of deploying science-based facts to influence human behaviour,

is immense – but the complexity of the issues we face means that we must continue to focus our work for maximum impact on the natural world.

I should like to pay special tribute to the staff of WWF. Their professionalism, dedication and hard work is inspiring indeed, and gives me cause to say with confidence that, 40 years on, the organisation founded by Sir Peter Scott and his far-sighted colleagues will continue to strive to find even better ways to meet the complex threats facing our fragile planet.

Finally, all the Trustees with whom I have had the pleasure of working during these past six years deserve enormous thanks for their

tireless support and enthusiasm. I know that their understanding and patience were sorely tried on occasions, which makes my gratitude for their forbearance and encouragement all the greater. Heartfelt good wishes to my successor and all colleagues. Personal and sincere thanks to all at WWF for the privilege of their comradeship. I have enjoyed being a small part of such great and essential work.

The Hon Sara Morrison
Chairman, WWF-UK

All WWF's work has a global impact. Although we are best known for our work to protect endangered species, this is merely a part of what we do. WWF's international priorities are reflected in our long-term programmes of up to 20 years.

Our work



DAVID LAWSON, WWF-UK



DIGITAL VISION



DIGITAL VISION

Endangered species

WWF's Species programme conserves endangered species and habitats of global concern, and strives to eliminate the illegal trade in wildlife. Important in their own right, many of these flagship species also provide unique opportunities for WWF to communicate other vital conservation and environmental issues.

Living seas

WWF's Living Seas programme influences the protection and sustainable management of oceans and coasts within nine important marine ecoregions from the South Pacific to our own shores of the north-east Atlantic. Because protection of marine wildlife cannot succeed in isolation, it is essential the seas are managed holistically. Working with people whose livelihoods depend on the seas, the UK marine programme's goal is to improve nature conservation, resource management and pollution prevention.

Forests

WWF's Forest programme protects forests, promotes their management to the highest standards, and restores once-forested land to its authentic state. Our work takes place in more than 20 countries as diverse as Mexico, Nepal, Tanzania and the Ukraine. We operate in partnership with other organisations such as the Forest Stewardship Council and the WWF 95+ Group of companies that are committed to producing and trading in certified timber products to combat threats such as illegal logging.



JOHN DANIELS, WWF-UK

Education

The Education programme's goal is to ensure that all parts of society contribute to the achievement of sustainable development through decisions and action taken in the home, the community, the workplace and through the democratic process. WWF strives for this by working with the business community, local and regional government and, via the formal education system, by developing consensus for sustainable development throughout society.



MIKE LANE, WWF-UK



DIGITAL VISION



DIGITAL VISION

Freshwater

Without healthy and functioning freshwater ecosystems, river basins are unable to provide sufficient good-quality water which helps to minimise floods and droughts. WWF's Living Waters programme provides policies and practical management programmes around the world to enable the wise stewardship of water for both people and nature.

Toxic chemicals

Because wildlife, people and ecosystems are threatened by pervasive and global chemical contamination, WWF is working to reduce and eliminate the world's most dangerous industrial chemicals and pesticides. At the same time we are promoting increased understanding, regulation of, and alternatives to toxic chemicals.

Climate change

Urgent action is needed if we are to avert the threat posed by climate change to many species and habitats, as well as to people's livelihoods. We are aiming to increase awareness about the impacts of climate change and we are working with governments, businesses and consumers to achieve a transformation to a low-carbon energy system in the UK.

WWF is renowned for taking action for the benefit of people and nature, whenever and wherever it matters. Here are just a few of our successes during the year...

Highlights of the year



WWF/FRITZ FOLKING



NEIL BRONHALL, SCIENCE PHOTO LIBRARY



EDWARD PARKER, WWF-UK

Endangered species

WWF and the Shaanxi forestry department of China agreed to establish 13 new giant panda reserves, and to create the first panda corridors in the Qinling mountains. These corridors are a matter of life and death to pandas when their staple diet of bamboo is scarce or dies.

Toxic chemicals

The European Union's White Paper, *A Strategy for Future Chemicals Policy*, contained some of the positive and progressive elements of *The Copenhagen Charter*, a policy paper co-drafted by WWF in 2000. They include a presumption against the use of chemicals that build up in our bodies and are passed on to future generations.

Forests

WWF's global *Forests for Life* programme led to the establishment of 1.3 million hectares of newly protected forest areas in Brazil, Colombia, Malaysia and Mexico – an area two-thirds the size of Wales.



EDWARD PARKER, WWF-UK

Freshwater

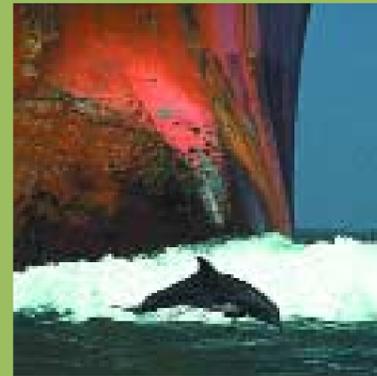
WWF took the lead in developing the Great Ruaha River Programme in Tanzania, based on the Tanzanian government's commitment to make this important river flow all year round by 2010.



WWF-CANON/MICHEL GUNTHER

Endangered species

WWF funded the translocation of 10 greater one-horned rhinos from Nepal's Royal Chitwan National Park – where they are relatively numerous – to Bardia National Park, where they are scarce. A total of 88 rhinos have now been moved, well on the way to our target of 100.



M & C DENIS HUOT, STILL PICTURES

Living seas

WWF achieved a historic success when the world's shipping nations adopted a new global convention on highly toxic anti-fouling paints used on ships' hulls. Use of these paints will be phased out by 2003 and their presence on hulls completely removed by 2008.



A GRILLO, STILL PICTURES

Business

WWF presented a special shareholder resolution to BP's annual conference on behalf of a coalition of British, European, Canadian and American investors. It called on BP to disclose how it analyses and minimises the risk to its business from drilling and operating in environmentally or culturally sensitive areas. Although it was defeated as expected, 11 per cent of shareholders voted for the resolution.

2001/2002



EDWARD PARKER, WWF-UK

Forests

The WWF 95+ Group of companies, dedicated to using timber products that come only from well-managed forests, celebrated its 10th anniversary. Today, the group's membership of more than 100 companies in the UK manufacture some 10,000 product lines carrying the Forest Stewardship Council "tick-tree" logo.



M ARGLES, THE GUARDIAN



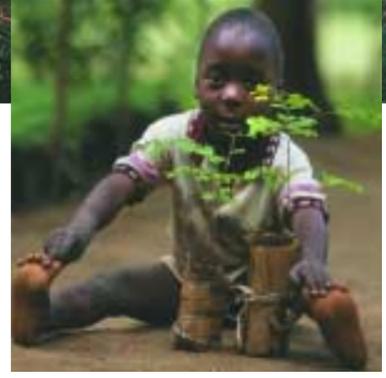
PRESS ASSOCIATION

Education

The *Our World* project, launched by WWF, the UK government and the devolved administrations of Northern Ireland, Scotland and Wales, culminated in four children meeting the Prime Minister and attending the World Summit on Sustainable Development in Johannesburg. Critical to the success of the project was WWF's education website, www.wwflearning.co.uk.

Freshwater

WWF and HSBC formed a major partnership to protect freshwater habitats in the UK, Brazil, China and the US. See page 14 for details.



Making a difference to people's lives



ALL PHOTOS: EDWARD PARKER, WWF-UK

It's a startling fact that 70 per cent of the world's poor people depend directly on the natural resources around them for their survival. For this reason alone, the wise management and sustainable use of resources such as wood, water, fodder and herbal plants is critical. WWF's major global partnership with the British government to tackle poverty and the environment is now in its second year. To increase the impact of our work and to combine complementary skills and experience, we have forged strong links with other

organisations working in the field, including Oxfam, WaterAid and CARE International. In east Africa, we have also set up an innovative collaboration to strengthen the capacity of governments and society in Ethiopia, Kenya, Tanzania and Uganda to develop and manage resources together. Our partners here are the United Nations Development Programme, CARE International and the MS Training Centre for Development Cooperation in Tanzania. "Future environment and development solutions, particularly in rural areas, depend on the voice of local people" says Francis

Sullivan, WWF's Director of Programmes. "Building and strengthening their ability to make their voice heard and their opinions count is essential to their future, as well as being a central part of WWF's international work." Clare Short, the Secretary of State for Development, has frequently spoken about the world's disadvantaged suffering from environmental degradation. "The poor suffer most when air and water are polluted" she says. "They also suffer when seas are overfished and forests corruptly

decimated. My hope is that we can fuse the energy of the development and environmental movements so that they can work together for poverty reduction and sustainable development." WWF is working towards that goal.

For more information about WWF's work in the field, call Dominic White, WWF's Government and Aid Agencies Executive, on 01483 412566, or e-mail him: dwhite@wwf.org.uk



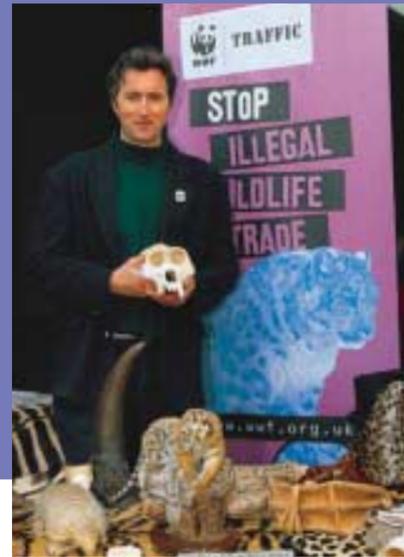
As WWF's Oceans Recovery campaign drew to a successful conclusion, we turned our resources to two new campaigns – reforming the EU's discredited Common Fisheries Policy and cracking down on the illegal trade in wildlife.



GARY DOAK, WWF-UK



EDWARD PARKER



EDWARD PARKER, WWF-UK



DAVID SOUTHERN, WWF-UK

Campaigns

Oceans recovery

The highlight of the Oceans Recovery campaign (ORCA) was a special "summit", at which the Edinburgh Declaration for Oceans Recovery was delivered. Endorsed by the United Nations, the National Federation of Fishermen's Organisations, the Prince of Wales and marine personalities such as Ellen MacArthur and the late Thor Heyerdahl, the declaration called for strong management of the oceans so that fish stocks and marine wildlife could recover.

Fisheries reform

There is a direct link between strong ocean management and reform of the European Union's Common Fisheries Policy. After 20 years of the CFP, many commercially important fish stocks have been fished beyond sustainable levels, hundreds of millions of euros have been squandered, and thousands of fishermen have lost their jobs.

This year, WWF is campaigning for a radically reformed CFP that will secure the long-term health of marine ecosystems, safeguard the future of fishing communities, eliminate over-capacity of the EU fishing fleet and reduce its global impact.

Wildlife trade

Meanwhile, on dry land the global illegal trade in wildlife supplies a luxury market where the end product is regarded as white gold. WWF's new Wildlife Trade campaign is UK-based – because a huge amount of illegal trade passes through this country – but with an international dimension. The campaign is seeking tougher penalties against wildlife crime, and has already been endorsed by 342 MPs. It is also calling for the introduction of guidelines for judges and magistrates dealing with this crime, so that a lasting reduction in illegal wildlife trade becomes a reality.

"Campaigning is an essential part of WWF's work to create a sustainable and healthy natural environment, and to protect endangered species of flora and fauna" says Chief Executive Robert Napier. "Campaigning also involves individual people who want to be directly involved in what we do, so that they can make a real difference where it matters."

For more information about WWF's campaigns, go online to www.wwf.org/fishforthefuture or www.wwf.org/wildlifetrade Alternatively, call us on 01483 426444

Nature and the environment: Who cares?

WWF's public profile was further raised during the year with a hard-hitting press campaign featuring the slogan "Who cares?"

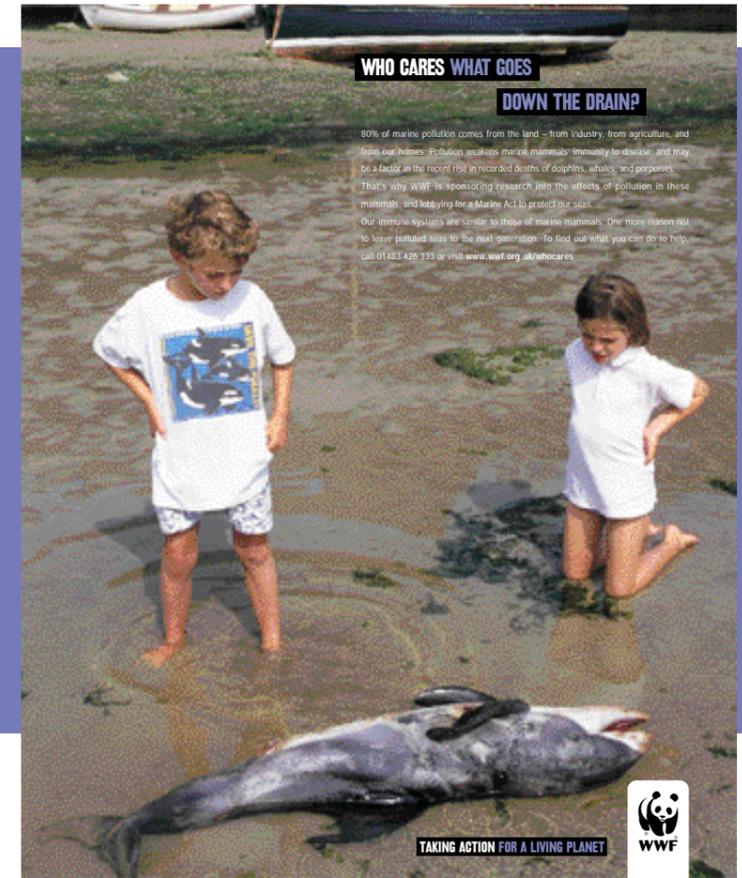
Four powerful images were used to illustrate issues being tackled by WWF – deforestation, climate change, toxic chemicals and marine pollution. The images depict a child with leukaemia in hospital, an ambulance on an emergency call to flood victims, a baby in the womb, and a dead dolphin observed by children on a beach. Each has a strong environmental message which

encourages readers to find out more about WWF's work on these issues, and to take action on WWF's website.

"This campaign is about engaging people in the full breadth of our work by showing how deforestation, climate change, toxic chemicals and marine pollution affect us, our children and the state of the natural world" explains Perdita Hunt, WWF's Director of Communications.

See *Who cares?* on the back cover. For more information about the campaign, go online to www.wwf.org.uk/whocares or call Tanya Reed on 01483 412391.

E-mail: treed@wwf.org.uk



“The long-term future for all life on Earth depends on a vibrant, healthy environment”



NASA, STILL PICTURES

Letter from the Chief Executive



JOHN DANIELS - WWF-UK

If ever the human race needed a wake-up call, it came during the year in the form of WWF's Living Planet Index, which tracks trends in populations of mammals, birds, reptiles, amphibians and fish. It reveals that Planet Earth is now consuming too much of its natural resources – its biodiversity – and that we are eating into its capital stocks of forest, fish and fertile soil. That is the stark reality and the responsibility lies with us all.

As part of its global work, one of WWF's principal tasks in the UK is to try and reduce this country's environmental impact – its “footprint” – on the rest of the world, particularly the developing countries. We do this in a variety of ways, not least through our

lobbying of governments in Belfast, Cardiff, Edinburgh and London, through our education programme, and through our increasingly important work with business and industry.

One of the highlights of the year was the launch of a five-year programme with HSBC, the banking and financial services organisation, in response to the escalating pressure on global freshwater systems. This joint venture, part of HSBC's *Investing in Nature* initiative, is reported in more detail on page 14 and will focus on resuscitating three of the world's major rivers for the benefit of 50 million people who depend on them for their health and livelihoods. It is further proof that

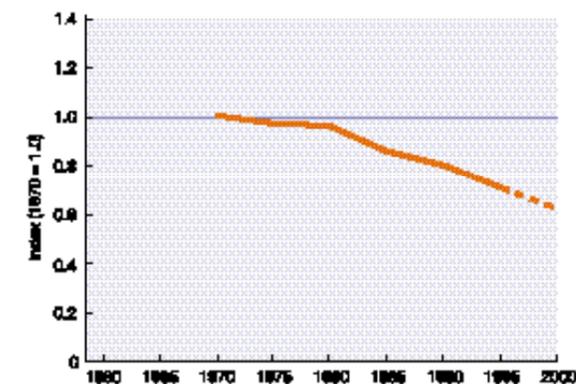
To download the full WWF Living Planet Report 2002, go online to www.wwf.org.uk/livingplanet

WWF's policy of working closely with business and industry delivers results that make a genuine and lasting difference to the wellbeing of the planet.

And that, after all, is WWF's *raison d'être*. Our global mission – to build a future in which humans can live in harmony with nature – is more relevant and urgent than ever before. The Living Planet Index is a loud and piercing wake-up call to us all, because the long-term future for all life on Earth depends on a vibrant, healthy environment. We are strongly focused on the task ahead.

Robert Napier
Chief Executive

Living Planet Index
1970-2000



The index measuring changes in forest, freshwater and marine ecosystems fell by 37 per cent between 1970 and 2000.

World Ecological Footprint
1961-1999



Humanity's use of renewable natural resources grew to a level 20 per cent above the Earth's biological capacity between 1961 and 1999.



R. GILING, STILL PICTURES

SUSANNE SCHMITT, WWF-UK

Investing in Nature with HSBC

One of the most significant partnerships between the City and the environment was announced during the year. WWF and HSBC, the banking and financial services organisation, launched a five-year programme in response to the increasing pressure on the global environment.

The programme is part of HSBC's *Investing in Nature* initiative which is also supporting two other charities – Earthwatch and Botanic Gardens Conservation International. Together, they will work with WWF to maximise the value of the partnership. WWF will focus on resuscitating three of the world's major rivers for the benefit of 50 million people who depend on them for their health and livelihoods.

WWF predicts that freshwater will become a major worldwide environmental issue. "No medicine has saved more lives than clean water" said Nicky Bishop, WWF's Director of Fundraising, "yet a billion people have no access to safe drinking water. By 2025, some 63 per cent of the world's population will face a water shortage. That's the urgency of the issue."

HSBC is setting aside £12.7 million for its freshwater work with WWF. We will use this funding to address some of the most fundamental causes of poor freshwater in Brazil, China and the Rio Grande river basin on the US-Mexico border. In the UK, WWF will concentrate on leading the way in EU freshwater management.

As an important part of this initiative, HSBC has also committed itself to developing environmental management and sustainability systems for its own business operations, and to advancing sustainability principles and guidelines for the financial sector as a whole. It will be working closely with WWF on these issues.

"Our partnership is a major success for WWF and one that will have a truly global impact" declared Robert Napier, WWF's Chief Executive.

For more information about WWF's conservation partnership with HSBC, contact Tracey Spensley on 01483 412396 or e-mail tspensley@wwf.org.uk

Planting hope for the planet's future

WWF has played a key role in developing the world's first global strategy for plant conservation, which was agreed during the year by all signatory countries to the Convention on Biological Diversity.

"That means virtually all countries except the United States" said Dr Alan Hamilton, WWF's International Plant Officer and one of the strategy's leading players. "For the first time, international agreement has been reached on the urgency to save the world's plants, and the necessity of a common approach."

The People and Plants programme – comprising WWF,

UNESCO and the Royal Botanic Gardens, Kew – was closely involved in the thinking behind the strategy. "It is, quite simply, a landmark" explained Alan Hamilton. "Plants play a critical role in our environment. They help to regulate water flow, prevent soil erosion, regulate local and global climates, and are a key part of the carbon cycle. We also rely on them for many other basic needs, including house building, cooking, keeping warm, and medicines. The World Health Organisation estimates that 80 per cent of the world's population depend on medicinal plants for their primary health care."

Under the strategy, a list of all plant species will be compiled and

their conservation status assessed. Targets, to be met by 2010, include effective conservation of at least 10 per cent of each of the world's ecological regions, and the plant-friendly management of 30 per cent of productive land used for agriculture and forestry.

For further information about *People and Plants*, go online to www.rbgekew.org.uk/peopleplants or e-mail ahamilton@wwf.org.uk

Making a difference in the UK

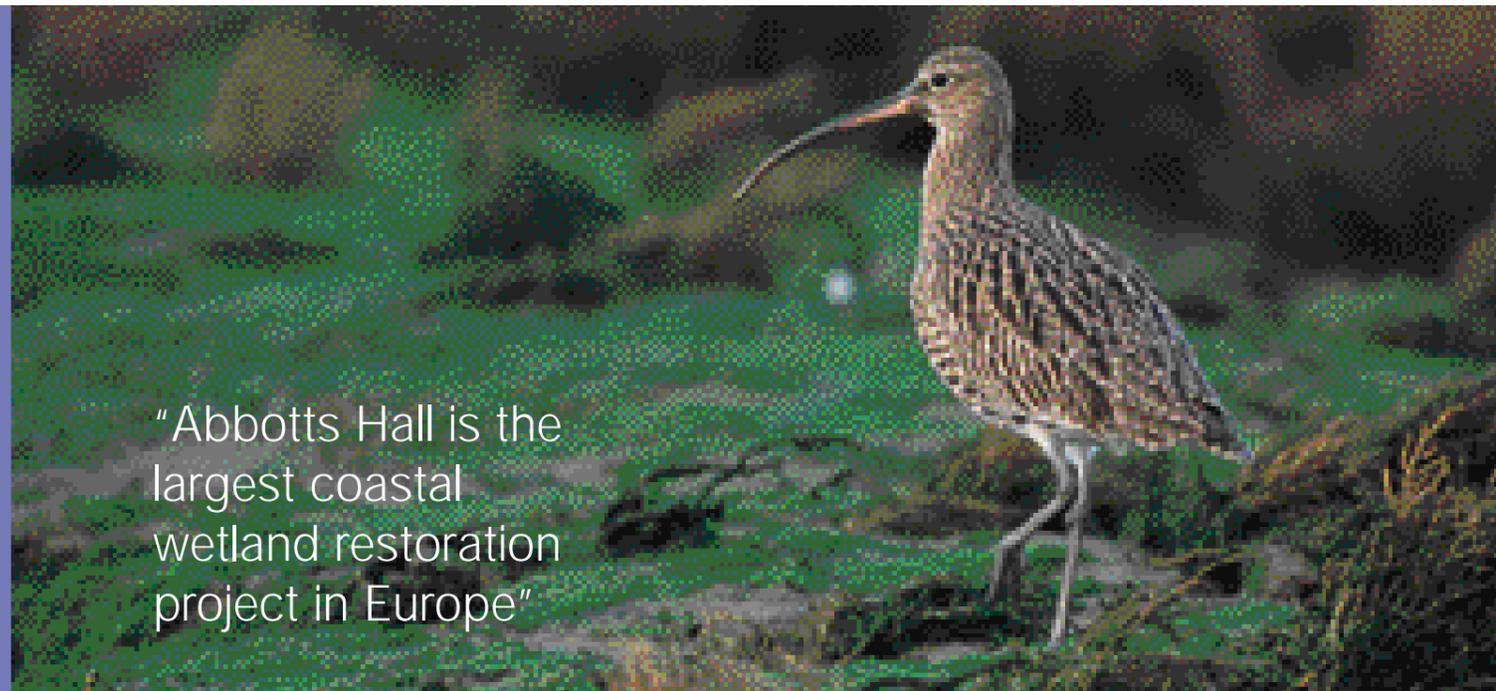


CHRIS GOMERSALL, WWF-UK

As part of its international programme, WWF has an active presence in England, Northern Ireland, Scotland and Wales. Our close relationships with local people, their devolved governments and regional authorities enable us to bring a unique and important perspective to our work for the benefit of people and nature in the United Kingdom.

At the top of our agenda is the decisive 21st century issue of sustainable development – development which meets the needs of people today without compromising those of future generations.

CHRIS GOMERSALL, WWF-UK



“Abbotts Hall is the largest coastal wetland restoration project in Europe”

Northern Ireland

■ Throughout the year, WWF has been extensively involved in generating responses to the government's proposals for a sustainable development strategy for Northern Ireland. Using conferences and seminars involving many sections of the community, the Civic Forum and local authorities, WWF worked to ensure that the strategy contained robust but realistic targets to guide the future development of the region.

■ At a WWF seminar held at Stormont, the Minister of Finance and Personnel, together with professionals from the private and public sectors, heard how the Northern Ireland Assembly could save £54 million a year by adopting green purchasing strategies. WWF is now working with officials to pursue some of the seminar's recommendations.

■ The Joint Marine Programme of WWF and the Wildlife Trusts led to Northern Ireland's first Marine Week in August, when many organisations with marine interests contributed to a programme of events to bring the “invisible treasures” of the underwater world into the public gaze.

Scotland

■ WWF Scotland commissioned an independent review of the Scottish Executive's activity on sustainable development – a topic which it claimed was “at the heart of policy”. The review exposed the lack of progress behind government rhetoric but outlined positive proposals for change. The Executive subsequently announced an action plan consistent with many of the review's recommendations.

■ WWF Scotland's Director, Simon Pepper, was one of five people appointed to advise the Agriculture Minister on agriculture and the environment. Their report, published in June, was welcomed by farming and environmental interests, and its recommendations are being implemented by the Executive.

■ Scotland's fish-farming industry has expanded rapidly over the past 10 years, from 30,000 to 150,000 tonnes a year in a poorly regulated free for all. WWF Scotland's report, *Bitter Harvest*, revealed the threats to the fragile marine environment, including pollution and damage to wild salmon populations. Ministers have now set up a group to prepare a strategy for the future of the industry, with WWF representing environmental interests.

Wales/Cymru

■ Building on our positive relationship with the Welsh Assembly government, WWF Cymru joined forces with Oxfam Cymru to identify the contribution small nations such as Wales make to the global achievement of sustainable development. Representatives of the public and voluntary sectors joined speakers from south and north America, Africa, Asia and Europe to debate matters relevant to the World Summit on Sustainable Development. During the conference, the first steps were taken towards twinning a community project to manage marine resources in Zanzibar with a marine protected area in north Wales.

■ Following our groundbreaking work on ecological footprints, which led to its adoption as part of the Assembly government's

sustainable development scheme, the first *Footprint of Wales* report, commissioned by the Assembly government from WWF Cymru, was published.

England

■ WWF continues its work with Essex Wildlife Trust, English Nature and the Environment Agency on the Abbotts Hall Coastal Realignment Project at the Blackwater estuary. As we went to press, coastal defences were about to be breached, allowing the sea to create a new wetland. Abbotts Hall is the largest coastal wetland restoration project in Europe.

■ WWF gave evidence at a West Midlands regional planning examination into promoting sustainable development and the conservation of nature and wild places. This work is also being

used by WWF in its European programme, and is part of its drive to persuade the public to embrace the concept of sustainable development.

■ During the year WWF's Head of Local Sustainability, Ken Webster, was seconded to lead the Sustainability Unit at the Improvement and Development Agency (I&DeA). This agency, funded by central government, aims to improve the ability of local government in England and Wales to carry out its various statutory duties. Ken Webster's work will concentrate on community strategies, local strategic partnerships and best value.

Making a difference around the world



SEJAL WORRA, WWF-UK



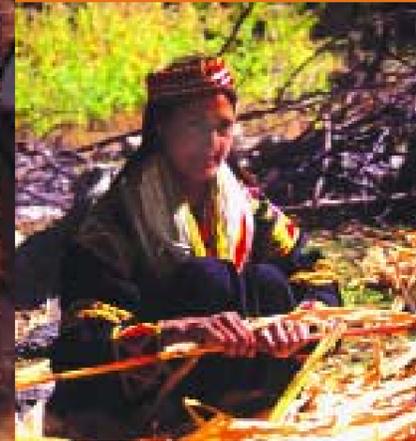
WWF-CANON / MICHEL GUNTHER



JORGEN SCHYTTE, STILL PICTURES



WWF-CANON / MARTIN HARVEY



CLIVE JAMES HICKS, WWF-UK



WWF-CANON / MARTIN HARVEY

Nepal

WWF's work with communities to improve forest management for the benefit of people and nature continues apace. To reverse forest degradation, we are helping to establish and manage tree nurseries for plantation and natural regeneration programmes, to develop fruit, vegetable and fodder

distribution, to introduce alternative energy and technology which will reduce fuelwood consumption, and to empower local women. Meanwhile, the rhino translocation programme has continued with great success. Rhinos are now breeding in the Royal Bardia and Chitwan National Parks and the programme aims to establish a third breeding population in the Royal Suklaphanta Wildlife Reserve.

Bhutan

WWF has continued to influence national policy in this remote Himalayan kingdom. Working with all the major stakeholders, we have helped develop national plans for environmental education and ecotourism, and we have secured a commitment from the Bhutan government to establish a network of natural corridors that will link protected areas and encourage the free movement of wildlife such as the tiger. We have also helped develop a national tiger action plan, and we are continuing to find ways to integrate local communities into all aspects of managing and protecting the country's outstanding natural resources.

India

WWF has provided direct support to 13 tiger reserves during the year, including the provision of patrolling equipment to strengthen protection capabilities, assistance with the establishment of informer networks to gather intelligence on people committing wildlife crime, and making funds available for a cattle compensation scheme to curb the retaliatory poisoning of tigers when they prey on domestic cattle. We have also developed plans for three priority tiger landscapes – land which can support a tiger population – as the focus for tiger conservation over the next 10 years.

Pakistan

WWF's community-focused environmental education work, adapting activities to changing local circumstances, continues to improve access to health and sanitation facilities, and to develop livelihoods through ecotourism and sustainable commercial use of forest products and medicinal plants. We have also provided training for women's community groups to produce local craftwork, and we have helped establish links between commercial organisations and communities in venues such as artisan fairs.

Thailand

WWF's surveys on tiger, elephant and other endangered species have been used for the effective management of protected areas in north-west Thailand. Environmental awareness-building continues among local communities living in the forested areas and our support is helping to resolve conflicts between people and wildlife. WWF's work in southern Thailand among local fishing communities and their associations is contributing towards improving laws and policies which will give them the power to manage their coastal wetland resources, and to enforce conservation legislation.

Making a difference around the world



EDWARD PARKER, WWF-UK



DIGITAL VISION



EDWARD PARKER, WWF-UK



EDWARD PARKER, WWF-UK



WWF-CANON / ANTHONY B RATH



ADRIANA VELEZ, WWF COLOMBIA

East Africa

WWF is helping the people of Mafia Island, Tanzania, and Kiunga in Kenya to protect their critical marine habitats for coral, turtles, seabirds and more than 380 species of fish. By promoting the use of alternative fishing gear and a licensing system at Mafia Island, we encourage fish resources to be used sustainably and we are helping local people maintain their incomes, which are largely derived from fishing. WWF's projects are based on collaboration, which enables the local community to participate fully. The result is an overall improvement in standards of living, which will ultimately lessen the pressure on the marine and coastal resources.

Central Africa

Through its membership of the International Gorilla Conservation Programme (IGCP), WWF is helping to protect around 650 mountain gorillas in two forest blocks straddling three countries in Africa – the Democratic Republic of Congo, Rwanda and Uganda. The IGCP, to which Flora and Fauna International also donates funds, has developed partnerships and bridge-building across the political divide. "Luckily, the eruption of Nyiragongo volcano earlier this year didn't affect the gorillas" says Richard Barnwell, Head of WWF's Africa programme.

Namibia

WWF and its partners are working in the arid mountain area of Kunene and the flat floodplains of Caprivi to help local communities set up conservancies which give local people rights over natural resources, wildlife and tourism. There are now more than 26 registered and developing conservancies, and a major success has been the recovery of wildlife populations, in particular springbok, zebra, elephant and rhinos.

Tanzania

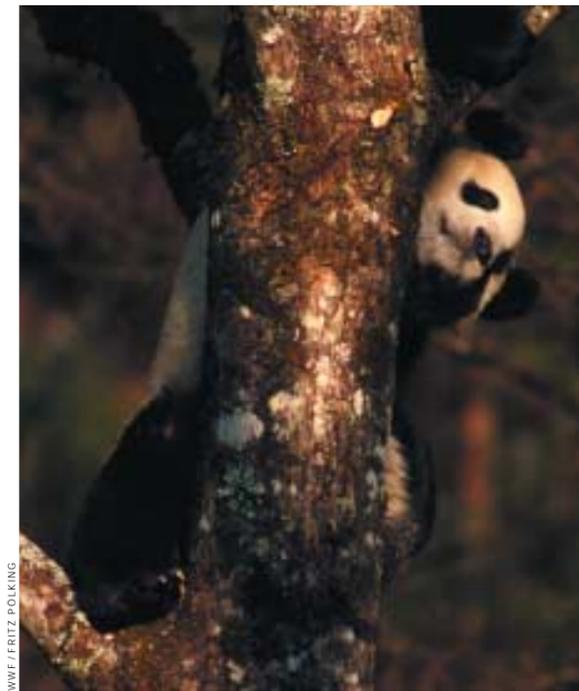
Thanks to WWF's work in Tanzania's Udzungwa mountains, tree nurseries have been established in many rural communities, waste rice husks are being used as fuel for firing house bricks, and waste vegetable matter is being used as an alternative to charcoal. All three initiatives are helping trees to establish themselves and flourish, particularly in areas where they have previously been cut down for fuel.

Colombia

WWF's programme in southern Colombia has led to more than 150 women being registered in a new health system, and 25 families of "piangueras" – poorly-paid women who extract piangua, a shell associated with mangroves – being cared for in special wellbeing centres for children while their mothers are at work. The extraction of piangua is the region's most important economic activity upon which thousands of families depend, and the task is done by around 2,500 women. The shell has been severely exploited in

the region and is also subject to increasing demand from Ecuador – where it has become rare – and people had started to resent its reduced availability. In the four years since WWF started to help people through workshops on piangua management, alternative conflict management and negotiation techniques, there has been a major improvement in communities' ability to manage the resource sustainably and avoid over-harvesting.

Thanks to the support of the Guardians, WWF's vital patrol and survey work provides us with a valuable insight into the status of the panda in the wild today.



WWF / FRITZ POLKING

For further information about the Guardians, call Julie Hodkinson on 01483 412410 or e-mail her: jhodkinson@wwf.org.uk

The Guardians

Hundreds of illegal snares that kill or badly injure pandas and other animals have been located and removed from the wild in China – thanks in part to the WWF Guardians.

In addition, the Guardians have contributed in no small way to WWF's programme to improve panda protection, and to find solutions for balancing local economic development with our conservation work.

WWF Guardians are individual WWF supporters who are so committed to our work that they each give a minimum of £1,000 a year to our programmes. Last year, they contributed substantially to our conservation work with the world's last remaining population

of mountain gorillas; this year, they have generously supported our work with the giant pandas that roam the mountain ranges of China.

Their donations have also advanced the work of our anti-poaching patrols, as well as providing backing for our panda surveys, which have yielded encouraging information. The reclusive animals have been recorded in eight counties in Shaanxi Province, compared with only five in the 1980s. And Yu Changqing, WWF's panda programme coordinator, reports: "On one occasion we were fortunate to find a panda cub, perhaps 18 months old, sleeping in a tree. Given the scarcity of

panda sightings, this really was a great privilege."

Thanks to the support of the Guardians, WWF's vital patrol and survey work provides us with a valuable insight into the status of the panda in the wild today.

In the coming year, the WWF Guardians will be supporting the threatened habitats and species of Tanzania, some of which have already been lost in other parts of Africa. Our work includes the vital Ruaha water programme affecting the wellbeing of millions of people, and projects in the Udzungwa Mountains national park, woodlands, coastal forests and the Mafia Island marine wildlife park.



sustainable timber products
now carry the FSC logo



S. NAZAN / JUREP - STILL PICTURES

JOHN DANIELS, WWF-UK

Business and the environment

WWF continues to strengthen its relationships with the UK's business sector in order to address the impacts of industry on the environment and offer solutions to problems wherever possible.

This year, we have also been re-examining and updating our socially responsible investment policy – which companies we'll place our funds in and why, those we won't invest in and why, and how we can most effectively bring about change in company practice across the board, for the benefit of nature and the environment.

Not least among our successes is our ongoing work with the WWF 95+ Group – an association of more than 90 companies

committed to producing, trading or purchasing independently certified timber products to combat threats to forests such as illegal logging. This year not only marks the Group's 10th anniversary, but also celebrates a record turnover in excess of £57 billion, and the production of some 10,000 sustainable timber product lines carrying the Forest Stewardship Council's "tick-tree" logo.

WWF's work with business and industry is constructive, collaborative and challenging. "By engaging with business, we intensify the search for sustainable solutions, create benefits for the environment and provide incentives for corporate environmental awareness" says Business

Communications Manager Ruth Thomas. "We have an excellent track record and reputation for pragmatic partnerships with business organisations which have delivered both business and conservation benefits."

Paul King, WWF's Head of Business and Consumption Policy, cites our business education schemes, such as *To Whose Profit?* (see panel, right) as crucial in enabling companies to incorporate sustainability and help them meet their environmental targets.

"However, we're also robust in challenging bad business practice, and we continue to press key sectors of industry to apply international guidelines for good

WWF takes this opportunity of thanking the following companies for generously supporting our vital work across the globe:

Corporate Partners
Canon (UK) Ltd
HSBC Holdings plc
Kraft Foods (UK) Ltd
MBNA Europe Bank Ltd
Powergen plc

Associate Corporate Partners
Fellowes Manufacturing (UK) Ltd
International Bon Ton Toys Ltd
Orange Personal Communication Services Ltd

Corporate Supporters
AMP
Antalis Ltd
Blueline Office Furniture
Crowley Esmonde
Daniel Ryan Ltd
Discovery Initiatives
Environmental Transport Association Ltd
EXY Group Ltd
Euphony Communications

free2give.co.uk
Greenheat
Lafarge
Marches Natural Products plc
Pasta Delverde
Pyramid Posters Ltd
Remarkable Pencils Ltd
Zeon Tech Ltd

WWF has also received donations from:
Antony Lewis
BDO Stoy Hayward
Crab Manor Hotel
Friends Ivory & Sime
HarperCollins Publishers
Payne-Gallway Publishers
Six Continents plc
Swiss Re
The Royal Bank of Scotland
The Laing Charitable Trust

In addition, WWF Scotland acknowledges support from:
Bank of Scotland
Guinness UDV
The BOC Foundation

For further information about the work of WWF's Business Education Unit, contact Nichola Huggill on 01483 412484 or e-mail nhuggill@wwf.org.uk



Profiting from environmental responsibility

As the business community comes to understand the need to ensure that its activities are environmentally and socially sustainable as well as economically viable, WWF launched an innovative new toolkit for managers during the year.

To Whose Profit? is a manual which sets out in simple language the arguments for sustainability being a business imperative. "Managers and financial directors are now accepting that environmental performance is no longer an add-on, but an essential part of business strategy" says Alasdair Stark of WWF's Business Education Unit. "*To Whose Profit?* is a working tool which

provides business managers with a wide range of data in a way that's compelling to financial directors."

The business community would seem to agree. Within a few months of its launch, *To Whose Profit?* had been downloaded from WWF's website more than 10,000 times. Marks and Spencer, one of many users, described it as an "excellent contribution to a rapidly evolving debate".

To download *To Whose Profit?* go online to www.wwf.org.uk/towhoseprofit Alternatively, a free hard copy can be obtained from the WWF Business Education Unit at Panda House.

WWF receives generous support from many trusts, foundations and individuals. Although we are unable to list them all in these pages, we take this opportunity to express our thanks and appreciation to each of them. We list a representative selection below:

Trusts and Foundations

1989 Willan Charitable Trust
A&R Woolf Charitable Trust
The Balcombe Trust
Biffaward
Cadogan Charity
Cinderford and Ofenheim Trusts
Comic Relief
David and Elaine Potter Charitable Foundation
Dumbreck Charity
Ernest Kleinwort Charitable Trust
Gilbert and Eileen Edgar Foundation
HB Allen Charitable Trust
Henderson Charitable Trust
The Ingram Trust

The Iris Darnton Foundation
Jordan Charitable Foundation
Kinsurdy Charitable Trust
Kirby Laing Foundation
Leslie Mary Carter Charitable Trust
The Loke Wan Tho Memorial Foundation
William Lyons Charitable Trust
Macdonald-Buchanan Charitable Trust
Marjorie Coote Animal Charity Trust
The Martin Laing Foundation
The Maurice Laing Foundation
Mitchell Trust
Mr & Mrs JA Pye's Charitable Settlement
Muriel Lawson (1983) Charitable Trust
Richard Budenberg Charitable Trust
Roger Vere Foundation
The Rufford Foundation
The Shears Charitable Trust
Simon Gibson Charitable Trust
South Square Trust
St Katharine's Fund
The BOC Foundation for the Environment
TWM Steele Charitable Trust
The Underwood Trust

Individuals

Ms Fabiola Arredondo
Dr Lincoln Chin
Patrick Despard
Staffan Encrantz
Andrew Ferguson
Freddie Johnston
Nicholas Kirk
Sir Martin Laing CBE
Timothy Plaut
Andreas Utermann
Christopher Ward
Mrs Susan Weaving

Fundraising with Trusts and Major Donors

This year has seen the continuation of an ambitious five-year programme, in which we aim to raise £10 million from a select group of people.

To achieve this target, which is in addition to our normal fundraising activities, we are working closely with individual Trusts and Major Donors who wish to become our funding partners.

"These particular donors are recognised as playing an increasingly important role in WWF's work and mission" says Glen Fendley, Acting Head of

Trusts and Major Donors. "They are able to provide a significant source of funds for important areas of our work that aren't necessarily covered by other donors."

Indeed, WWF's Trusts and Major Donors are more and more becoming key partners in the development of our global conservation programmes and the delivery of our mission. In return for this high level of commitment, WWF offers personalised visits to some of our international projects so that they can see our conservation work in action at first hand. "This really increases their understanding of our work"

explains Glen Fendley, "and it helps our fundraising enormously. After all, seeing is believing."

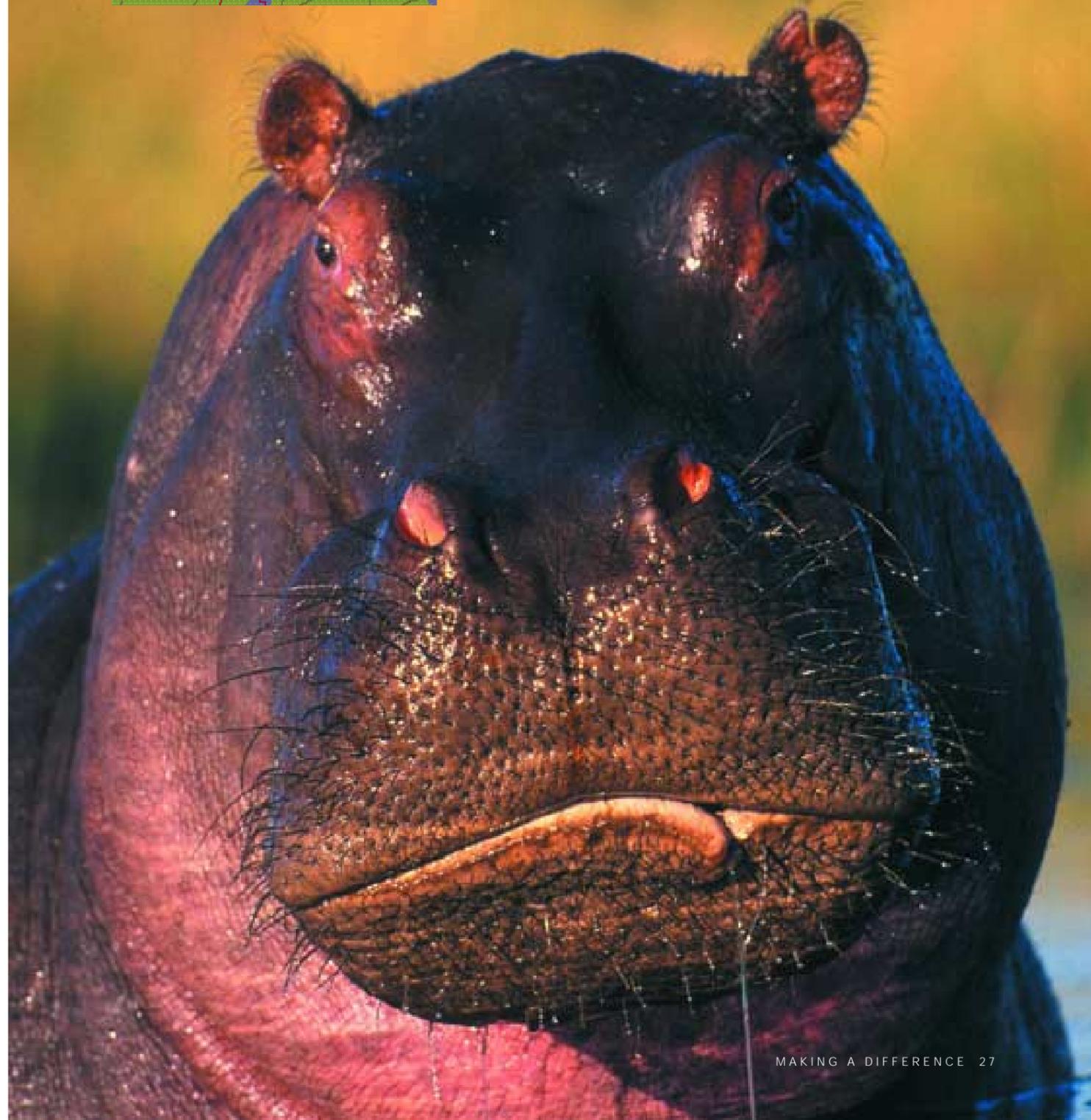
WWF's Trusts and Major Donors provide critically needed financial support and are able to become personally involved in our work.

For further information contact Glen Fendley on 01483 412419 or e-mail g fendley@wwf.org.uk



"A river without water isn't a river. WWF's work to restore the waters of the Great Ruaha River will benefit all mankind. That is why I give."

– anonymous donor



WWF-CANON / MARTIN HARVEY

Trustees' Report

for the year ending 30 June 2002

WWF's Living Planet Index indicates that in the last 30 years the world's natural ecosystems have declined by some 37 per cent – a substantial deterioration. Against this background, WWF-UK continued to do its utmost for the natural environment and the species that inhabit it. We can report successes.

In China, the government is to establish 13 new panda reserves and create the first panda corridors in the Qinling mountains. In Nepal, we continue our programme of moving one-horned rhinos from Royal Chitwan to the Bardia National Park: 88 rhinos have now been moved, well on the way to our target of 100. During the year we also continued to protect tigers, whales, elephants, great apes, leopards, river dolphins, jaguars, gold lion tamarins and other species throughout the world.

WWF-UK's support for the global *Forests for Life* programme has contributed to the establishment this year of 1.35 million hectares of newly-protected forest areas in Brazil, Colombia, Malaysia and Mexico. The total area certified by the Forest Stewardship Council now stands at 30 million hectares.

Our freshwater programme received a major boost as a result of the partnership with the global bank HSBC. This partnership, known as *Investing in Nature*, has resulted in a total of £12.7 million being pledged for freshwater

programmes in Brazil, China, Mexico/US and the UK.

WWF-UK's work protecting the seas produced successes, too; most notable was the Oceans Recovery Campaign (ORCA), which laid out the urgent need for comprehensive legislation to protect our oceans.

Our work confronting global threats to the environment had some notable results. We helped secure a ban by the EU on one toxic flame-retardant chemical and a possible ban on two others. We also played a key role in achieving the ratification of the Kyoto Protocol by the UK, the EU and Japan. As far as "levers for long-term change" are concerned, our Business Sustainability programme led to a shareholder resolution at BP's annual meeting. This required BP to report on the risks when operating in sensitive areas. Eleven per cent of shareholders voted in favour – a sizeable number.

In many cases, solutions to environmental problems lie with local people, so finding ways to help them improve their quality of life is of great importance. The International Development Policy programme took the lead in developing an innovative global partnership between WWF and CARE international, the humanitarian organisation.

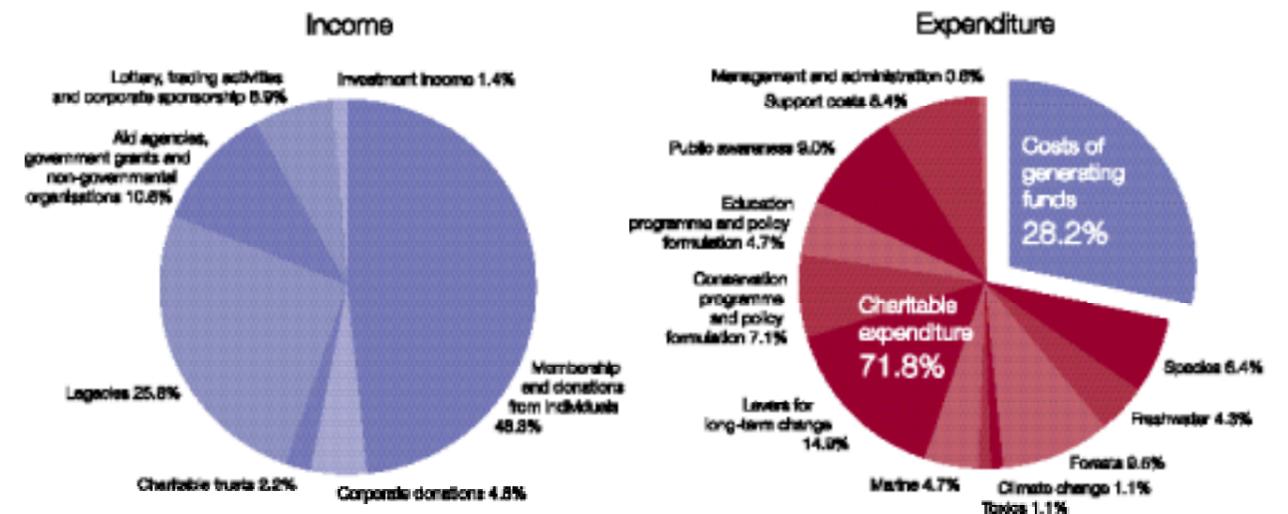
In the UK we secured the commitment from the Prime Minister and First Ministers of the devolved administrations to attend

the World Summit on Sustainable Development. We also developed an initiative on the "ecological footprint" in Wales, promoted policies on green procurement in Northern Ireland and obtained a range of ministerial commitments on sustainable development in Scotland.

For the future, we intend further to develop our advocacy role and turn the range of our projects into coherent programmes so that they have an even greater impact in countries and ecoregions. We will also continue to build the capacity of conservation partners throughout the world so that local self-supporting organisations are strengthened to tackle the challenges of sustainable development. This will ultimately enhance WWF's impact on the natural environment, through the help of our supporters and partners.

Income

Income for the year was £31.463 million – a record level that compared with £28.505 million last year. This was satisfactory against a background of upheaval in the world combined with a sustained period of economic uncertainty. We were particularly pleased that our supporters increased in number during the year from 287,000 to 320,000. We greatly appreciate their generosity and the very real concern they display for the global environment.



WWF-UK's core income streams are membership and donations from individuals, and legacies. These continued to be a major source of income, bringing in £15.180 million and £8.120 million respectively. WWF-UK also received grants from the EU, aid agencies and non-government organisations totalling £3.331 million.

During the year investment income fell, as did the value of our investment portfolio which represents our reserves. This was due to reductions in interest rates and the decline in value of global financial markets. WWF-UK does not hold large reserves and does not greatly depend on its investment income. The real fear is what effect the turmoil in financial markets might have on the economy, consumer confidence and the willingness of people to continue to give to charity.

Expenditure

This year we spent more than ever before – £30.609 million in total. This allowed us to develop our programme and to have a real impact on the natural environment. We were also able to mount the

Who cares? campaign in UK newspapers and magazines, to raise public awareness of the dangerous way in which the Earth's fragile environment is being managed.

WWF-UK made an operating surplus of £0.854 million in 2001/02 – a better financial result than anticipated. The end of year position was influenced by a series of cost containment measures taken in the wake of the uncertainty caused by the 11 September terrorist attacks in the US. These measures were constructed to cause no damage to our programmatic outputs. The programme budget for the year was spent in full.

The operating surplus turns into a deficit of £0.473 million when unrealised investment losses, caused by the substantial downturn in global financial markets, are taken into account. However, it is pleasing to report our losses are less than the benchmark against which we compare our performance.

My term of office as Chairman of WWF-UK ends in November 2002 and I take this opportunity

to pay special tribute to the staff of WWF. Their professionalism, dedication and hard work is inspiring indeed and gives me cause to say with confidence that 40 years on, the organisation founded by Sir Peter Scott and his far-sighted colleagues will continue to strive to find even better ways to meet the complex threats facing our fragile planet. I also warmly thank all the Trustees with whom I have had the pleasure of working during these past six years for their tireless support and enthusiasm.

My admiration for WWF's work, underpinned by its disciplined culture of deploying science-based facts to influence human behaviour, is immense. But the complexity of the issues we face requires continuing focus on what we can best do to achieve maximum impact on the natural world. I am confident WWF will continue to make a real and lasting difference for the benefit of people and nature.

The Hon Sara Morrison
Chairman, WWF-UK

Group consolidated balance sheet

as at 30 June 2002

	Group 2002 £'000	Group 2001 £'000
Fixed assets		
Tangible fixed assets	1,491	1,042
Investments	6,675	8,012
	8,166	9,054
Current assets		
Stocks	13	21
Debtors	4,263	3,038
Amounts due from WWF-UK Trading Limited	-	-
Loans to conservation organisations repayable within one year	13	27
Cash on short-term deposits	5,347	5,205
Cash at bank and in hand	-	87
	9,636	8,378
Current liabilities		
Creditors: amounts falling due within one year	3,338	2,495
Net current assets	6,298	5,883
Total assets less current liabilities	14,464	14,937
Accumulated funds		
Endowment funds	2,227	2,686
Restricted funds	2,465	2,606
Unrestricted funds	9,772	9,645
Total funds	14,464	14,937

This is an extract from the accounts of WWF-UK which received an unqualified audit report. A copy of the full audited accounts which contain the detailed information required by law is available on request.

Group statement of financial activities

as at 30 June 2002

	Total 2001/02 £'000	Total 2000/01 £'000
Incoming resources		
Membership and donations from individuals	15,180	13,489
Corporate donations	1,516	799
Charitable trusts	697	935
Legacies	8,120	6,652
Activities in furtherance of the charity's objectives		
Aid agencies and government grants	3,031	2,794
Income from non-governmental organisations	300	693
Activities for generating funds		
Lottery promotions	429	432
Community and trading activities	1,414	1,442
Corporate sponsorships	331	653
Investment income	445	616
Total incoming resources	31,463	28,505
Resources expended		
Costs of generating funds		
Fundraising costs	6,946	5,695
Lottery promotions	124	101
Community and trading activities	1,213	1,217
Corporate sponsorships	317	303
Investment management fees	41	39
	8,641	7,355
Charitable expenditure		
Grants payable in furtherance of the charity's objectives		
Species	1,966	1,861
Freshwater	1,309	669
Forests	2,906	2,470
Climate Change	329	112
Toxics	322	152
Marine	1,434	1,470
Levers for long-term change	4,565	5,785
	12,831	12,519
Cost of activities in furtherance of the charity's objectives		
Conservation programme and policy formulation	2,183	2,236
Education programme and policy formulation	1,445	1,444
Management of public awareness	2,758	2,132
	6,386	5,812
Support costs	2,560	2,558
Management and administration	191	180
Total charitable expenditure	21,968	21,069
Total resources expended	30,609	28,424
Net incoming resources/(resources expended) before transfers	854	81
Net (losses)/gains on investment assets	(1,327)	(553)
Net movement in funds	(473)	(472)
Total funds brought forward	14,937	15,409
Total funds carried forward	14,464	14,937

“A key focus area during the year has been travel”



Practising what we preach

Believing in the maxim of practising what we preach, WWF does its best to minimise the impact of its day-to-day activities on the environment.

This year sees the publication of our third environmental report, which details our environmental systems, how they work and our environmental performance. It also sets new targets for our future impact reductions.

WWF's environmental management system (EMS), previously site-based at our head office in Godalming, has been extended to our eight other offices in the UK. This year's environmental report is

the first to contain information from all these sites.

A key focus area during the year has been travel – one of our greatest challenges. WWF is a global network and inevitably some staff need to travel in order to carry out conservation work. Following on from last year's success in setting up a new and more accurate system to measure our travel data, this year's report details a reduction in CO₂ emissions from travel of approximately 10 per cent. We have set tough new targets to reduce this impact even further. Staff are being encouraged to use video and telephone conference facilities, and to take the train rather than other forms of transport whenever possible.

We make every effort to minimise the amount of rubbish we produce and we follow the waste hierarchy – “reduce, re-use, recycle”. Internal printing is minimised and all one-sided printed paper is reused. Miscellaneous material is sent to the Surrey Community Recycling and Play Projects (SCRAPP), which operates a re-use store for local playgroups and community groups. We send our toner cartridges to be recycled, and older but functional IT equipment is despatched to other WWF national organisations – WWF-India, for example, is one

“Our environmental management system also covers the impact of our investment share portfolio”

office to benefit from this re-use system. Any obsolete IT equipment is sent to be re-engineered or recycled.

Our EMS also covers the impact of our investment share portfolio – WWF-UK's reserve fund. We are putting in place a new socially responsible investment policy, along with a more robust company research and assessment process, so that we keep pace with the fast-evolving socially responsible investment area, also known as sustainable finance.

This year's environmental report, which has been externally verified, also contains information about our energy consumption, procurement and business engagement processes. It includes

performance measures, targets, WWF's full corporate environmental policy and contact details in order to help other organisations implement good environmental practices.

The full report can be downloaded from our website at www.wwf.org.uk. Alternatively, a summary can be obtained from Diana Brown, WWF's Environmental Management Officer. Call her on 01483 412208 or email dbrown@wwf.org.uk

ALL PHOTOS: JOHN DANIELS / WWF-UK



Making a difference for tomorrow's world

As a WWF ambassador, it is hardly surprising that I am passionate about WWF. Indeed, I feel privileged and proud to be associated with an organisation whose values I share so deeply.

I'm particularly impressed by WWF's work educating people throughout the world about the fragile and complex relationship that exists between all living things. It's all about seeking long-term solutions and creating long-term change for the better. And in my view, there is no better way to help fund long-term change than by leaving a legacy. Last year, almost a third of WWF's total income was received from legacies: I'm sure you'll agree that's a really significant

contribution to our funds for conservation work.

If you decide to leave a legacy in your Will to WWF, it's also important to let us know. That way, you will help us ensure that the funds we commit today, and the projects we start now, can be supported well into the future. Without this information we would be less able to commit ourselves to long-term projects – and much of our work takes time to show results, as you can see elsewhere in this Annual Review.

Incidentally, it makes sense in any event to ensure that you have an up to date Will – it is, after all, the only way you can be sure your loved ones will be provided for. Knowing their affairs are in order

gives many people remarkable peace of mind. And by leaving a gift to WWF in your Will, you can also be safe in the knowledge that you are contributing to the greatest legacy of all – a healthier planet with an abundance of nature and the promise of lasting quality of life for generations to come.

Leaving a legacy is, for me, a natural expression of my continuing support for WWF and it reflects my hope for a world in which we can all live in harmony with nature. I very much hope that you, too, will want to make such an important gift – a gift that really *will* make all the difference in the years to come.

Frank Windsor



ART WOLFE, STILL PICTURES

N BENWIE, OXFORD SCIENTIFIC FILMS

WWF is indebted to all those who remember us in their Wills, and to friends and relatives who make memorial donations. We pay tribute to some of the people who have remembered us with legacies of more than £50,000 during the year:

Mrs IFM Anderson
Mrs DA Bellmain
Miss MI Boote
Miss JE Brind
Miss DM Burbidge
Mr AG Cant
Mrs HM Cator
Mrs IL Chapman
Mr HA Chedzey
Mrs N Child
Mrs GM Culpin
Miss WW Cumming
Mr AJ Davis
Dr RJ Drummond
Mrs GB Eadon
Miss JF Earl
Mrs VD Gardner-Lewis
Mr RT Gillet
Mrs AE Goolding
Miss GV Gort
Mrs JM Grant
Mrs D Hammond
Mrs VFJ Hanssens

Mrs EM Henderson
Dr JH Hughes
Mr WE Hughes
Mrs EM Jones
Mrs MM Jones
Mrs VM King
Miss AM Kitchener
Mrs EM Lawrence
Mrs BJ Leeming
Mrs V Lees
Miss M Lewis
Mrs BE Mackay
Mr NA Mardon
Miss JW Mason
Dr FG McIntyre
Mrs EV Meehan
Miss MM Miller
Miss EI Moore
Miss BEJ Morrison
Ms RF Nash
Miss SK Newman
Miss PM Norman
Dr DAJ Oatway

Miss C Parry
Mr TA Phillips
Mrs MR Piper
Mrs BMA Roe
Miss B Rogers
Mr GDE Scoones
Mr DS Scott
Dr ROF Shanks
Miss AI Sharp
Mrs SEA Sherlock
Mr B Simms
Mr AEW Sindall
Miss B Speakman
Mrs EM Sweeney
Mr PRG Taylor
Miss JI Teale
Mr RC Thomas
Miss SN Walker
Mrs KM Woodard
Dr JM Woolley
Mrs EC Woulfe
Mr EAJ Wyatt
Mrs JM Zedner

To let us know that you have already made a gift to WWF in your Will, please call the WWF legacy team in confidence on 01483 412316.

If you would like further information on how to make a Will – or if you would like a copy of our Legal Directory which lists probate specialists around the UK offering discounted Will-making services to WWF supporters – please call the same number, or e-mail sburrowes@wwf.org.uk



You can help WWF today!

WWF/KLEIN & HUBERT

Our work, much of which is reflected in the pages of this Annual Review, is increasingly urgent in a changing world that constantly presents new threats to nature and the environment.

Every donation to WWF makes a difference to our vital work – and if you donate through the Gift Aid scheme, your generosity will be even more effective, because the government will add 28p to every £1 you give.*

Here's how your donation to WWF could help.

£10 would feed a pair of rare golden lion tamarins in Brazil – one of WWF's great conservation successes – for a month.

£100 would maintain a patrol boat to prevent highly destructive dynamite fishing being resumed in the seas around Mafia Island, Tanzania.

£1,000 would buy a satellite tracking receiver to track and protect newly-released elephants in the wild in Thailand.

£10,000 would buy equipment for a health clinic and schools in Nigeria.

£100,000 would fund WWF's conservation work to protect the magnificent but endangered snow leopard in the high reaches of the Himalayas.

And remember: gifts of listed shares and securities – often donated to WWF in lieu of cash – are exempt from Capital Gains Tax. Not only that, but the donor can also claim tax relief on the market value of the shares.

For further information about making a gift to WWF, please call the Supporter Care Helpline on 01483 426333 or e-mail supportercare@wwf.org.uk

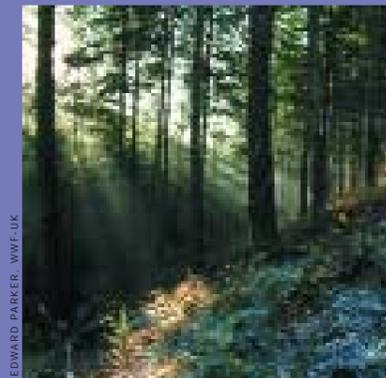
*assuming the amount of income tax and/or capital gains tax you pay is at least equal to the tax that WWF will reclaim on your donations in the tax year.

The WWF Council of Ambassadors

The WWF Council of Ambassadors is a distinguished and influential group of senior volunteers. They have each achieved a significant profile in their profession and/or field of expertise and are committed to WWF's mission.

We look to them to help promote our work and, when required, to help us in specific areas where their experience and assistance are of particular benefit. We are extremely grateful to them and very appreciative of their support.

- Sir Rudolph Agnew
- Sir David Attenborough CH, FRS
- Field Marshal Sir John Chapple GCB, CBE, DL
- Ms Julia Cleverdon CBE
- Ms Michele Corrado
- Mr Jeremy Edwards
- Sir John Egan DL
- Lady Gilbert
- Dr Pehr Gyllenhammar
- Mr Nicholas Hood CBE
- Baroness Howe of Idlicote CBE
- Mr David Jones
- Dr Alan Knight OBE
- Mr John H Laing
- Sir Christopher Lever Bt
- Mr Stephen Love
- Professor Norman Myers CMG
- Mr Martin Palmer
- Mr Christopher Parsons OBE
- Dr David Potter CBE
- Professor Sir Ghillelan Prance FRS, VMH
- Mrs Helen Robinson OBE
- Mr Nick Ross
- Professor Robert Swan OBE
- Ms Tessa Tennant
- Mr Terry Waite CBE
- Mr Frank Windsor
- Professor Robert Worcester



EDWARD PARKER, WWF-UK



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WHO CARES IF THEY CUT DOWN

A FEW TREES?

Four out of five children with leukaemia are saved by the rosy periwinkle, originally from the tropical forests of Madagascar. In fact plants have created a quarter of all prescribed medicines. Yet more and more life-saving plants are becoming extinct, as we destroy the world's forests. Who knows what potential cures for cancer, AIDS or heart disease are being lost forever? To find out what you can do to help WWF protect our forests, wildlife and children, call 01483 426333 or visit www.wwf.org.uk/whocares

TAKING ACTION FOR A LIVING PLANET



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

www.wwf.org.uk



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