



WWF

ANNUAL
REVIEW

UK

2012

Conservation

Climate Change

Sustainability

WWF-UK Annual Review 2012

A thriving future for the natural world: how we're making progress

HIGH HOPES

It was a launch that was beyond stratospheric. Broadcasting globally from the International Space Station, 400km above the Earth, astronaut and WWF ambassador André Kuipers unveiled our latest *Living Planet Report*. The biennial report measures the status of 9,014 populations of more than 2,600 species.

It reveals a 28% decline in the health of wildlife since 1970. And that humanity consumes 50% more natural resources each year than the planet can replenish. This means we're putting huge pressure on wildlife, and threatening our own future wellbeing.

But we do have a choice. With your support, WWF has come up with solutions that can help people use natural resources fairly and sustainably – and stop the decline in species. This includes reducing waste, using better cultivation and irrigation techniques, changing diets and using energy more efficiently. We're determined to change things for the better.

Read the report at: wwf.org.uk/lpr



"Seeing Earth from space provides a unique perspective. Our planet is a beautiful and fragile place, protected only by a very thin layer of atmosphere essential for life on our planet. WWF's 2012 Living Planet Report states how, where and why the world is changing. All I care about, and cherish, is on this one planet. We have the ability to save our planet for us and generations to come. Everyone can make a contribution by making better choices in how we govern, produce and consume. Taking better care of the planet is in our hands."

André Kuipers, commenting on wwf.org.uk/earthbook



185,000+

MORE THAN 185,000 PEOPLE SIGNED OUR PETITION CALLING ON THE EU TO TAKE A ONCE-IN-A-DECADE OPPORTUNITY TO REFORM ITS COMMON FISHERIES POLICY



ZERO

OUR SUPPORT HAS HELPED NEPAL ACHIEVE A LANDMARK CONSERVATION SUCCESS: IN 2011 NOT A SINGLE RHINO WAS KILLED BY POACHERS THERE



>40%

OUR ONE IN FIVE CHALLENGE HAS HELPED SOME OF THE UK'S LEADING COMPANIES CUT THEIR BUSINESS FLIGHTS BY 41% AND THEIR FLYING COSTS BY 43%

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OUR WORLD, OUR FUTURE

We're positive about the future. How can that be, when our latest *Living Planet Report* confirms that humans are putting enormous pressure on the world's wildlife and wild places? And when millions face devastation? We're feeling hopeful because, as the world's leading

independent conservation organisation, we're taking practical steps to give the world a brighter future.

We're tackling three really big challenges:

1. Conservation

Safeguarding the natural world has always been close to our hearts. Our forests, oceans, rivers and lakes are under severe threat. Unless we protect them, countless creatures that depend on them could vanish. It could jeopardise the livelihoods of many millions of people. We're determined to find ways to improve things.

2. Climate change

Climate change is a reality. But we have a unique opportunity to change course – to protect our planet, people and wildlife. We must dramatically reduce global greenhouse gas emissions. Convince politicians, businesses and others to change their ways. And find new ways to cope with the changes that are already happening.

3. Sustainability

Globally each year we're using 50% more of the Earth's natural resources than the planet can replenish. They're resources that wildlife rely on too. So it's vital we all learn to use less stuff. That's why WWF's determined to find and promote more sustainable ways to share the world's resources.

These challenges are tough. But they're not insurmountable. We have more than 50 years of experience and scientific know-how. We have the passion and the determination to build a future where people and nature thrive. What we need is support: from communities, from politicians, from governments. And from you.

28%
OUR LATEST
LIVING PLANET
REPORT REVEALED
A 28% DECLINE
IN THE HEALTH
OF SPECIES
SINCE 1970



© JAMES MORGAN / WWF-INTERNATIONAL

The oil from palm fruit is used in countless everyday products – from crisps to cosmetics. Oil palm plantations contribute hugely to the loss of critical forests that are home to endangered wildlife. Rapid conversion of forests also contributes to climate change. We're finding sustainable ways to share the world's resources, such as helping set up the Roundtable on Sustainable Palm Oil, which promotes responsible production.



CONSERVATION

Everything we do is connected. Lose a habitat and the animals it supports go too. Cut down a forest and the threat of climate change grows. Leave people in poverty and they may destroy the local habitat to survive. Nearly a quarter of all mammal species and a third of amphibians are threatened with extinction. A billion people don't have access to safe drinking water. Our natural world is under pressure.

But for 50 years, WWF has fought to break these patterns of destruction and waste. We're still determined to change things for the better. Helping to ensure people and nature can live harmoniously – and thrive.

How do we do all this? We're on the ground in the world's most important wild places, creating real solutions to real problems. We're also in the corridors of power when our expertise is needed most.

CONSERVATION SUCCESSES

3 **1997**



Our efforts in Mexico since 1997 have helped see San Pedro River-Vado de Meoqui recognised under the Ramsar international wetlands protection treaty

10 **400,000**



We've planted 400,000 tree seedlings in Kenya's threatened Boni-Dodori forests. Camera trap surveys we supported there confirm the presence of endangered Aders' duiker antelope

8 **263**



Our determination since 2006 has led to the UK government committing to a vital UN convention to protect the 263 rivers that cross international boundaries

6 **2,620 SQ KM**



We've helped to secure a 2,620 sq km national park in Russia that covers 60% of the Amur leopard's remaining forest habitat

7 **27,000**



An 11-metre model whale and 27,000 messages helped us lobby against a major oil platform next to vital feeding grounds of the world's last 130 western Pacific gray whales

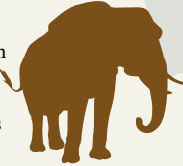
1 **10,000**



More than 10,000 images from a camera trap survey we backed in Bhutan show endangered snow leopards are thriving in Wangchuck Centennial Park

Keep updated about what we're fighting for. Visit wwf.org.uk/news

9 **440,000**



We played a crucial role in supporting the creation of the world's largest conservation area – across 440,000 sq km of southern Africa


4 **X2**

We helped identify more than twice the number of tigers in Nepal's Bardia National Park that were found there in 2009



2 **ZERO**

Our support has helped Nepal achieve a landmark conservation success: in 2011 not a single rhino was killed by poachers there



5 **5 YEARS**



Five years after we helped achieve a commitment to conserve 220,000 sq km of Borneo, most types of forest there are in a good or very good state

1 10,000



On top of the world

Remarkable new camera-trap footage from Bhutan shows endangered snow leopards and their prey are thriving in at least one protected area. We backed a survey that reveals Wangchuck Centennial Park, which we co-manage, has a healthy population of blue sheep, the leopard's main food source – as well as Tibetan wolf, wild dog and musk deer. The results will help us prioritise areas for conservation.

2 ZERO



Rhino landmark

Our support has helped Nepal achieve a landmark conservation success: in 2011 not a single rhino was killed by poachers there. This is largely due to improvements in anti-poaching and other law enforcement efforts. The success features in our new *Wildlife Crime Scorecard* report, which identifies Vietnam as the top destination country for rhino horn.

3 1997



Fresh hope for desert flows

We were instrumental in seeing Mexico's San Pedro River-Vado de Meoqui recognised under the Ramsar international wetlands protection treaty. The river, in the Rio Conchos basin, is an important stop-off for birds crossing the Chihuahan desert. However, around 90% of the Rio Conchos' flows are diverted to irrigate over 10,000 farms growing thirsty crops like alfalfa and pecan. We've promoted solutions among farmers and government officials here since 1997.

4 X2



Double stripes

We helped to conduct a camera trap monitoring exercise in Nepal's Bardia National Park that's identified more than twice the number of tigers found there in 2009. Some 37 tigers were found in the 1,035 sq km area. The increased number reflects improved protection for tigers and their prey, as well as better management of their habitat, thanks in part to our support.

5 5 YEARS



Beating heart

Five years ago, we helped achieve a conservation landmark – commitment from Borneo's three governments to conserve and sustainably develop 220,000 sq km of the island. Our new report rates most types of forest in the 'Heart of Borneo' as good or very good. Indonesia has authorised the conservation of an even larger area – at least 45% of its share of Borneo – linking conservation areas and promoting the sustainable use of the island's natural resources.

6 2,620 SQ KM



Leap for leopards

As few as 35 Amur leopards survive in the wild, but our efforts since 2001 to make their habitat a national park are now bearing fruit. Russia's creating a 2,620 sq km 'Land of the Leopard' national park that covers 60% of the critically endangered cats' remaining forest habitat and protects all their known breeding grounds.

7 27,000



Whale awareness

We've lobbied against a major oil platform development next to a vital feeding ground of the world's last 130 western north Pacific gray whales. We floated an 11-metre replica whale on the Thames, which helped us raise awareness of the issue. Some 27,000 people sent messages to CEOs of the banks that fund the oil project off Russia's Sakhalin island. The decision on building the platform has now been put off until at least 2014.

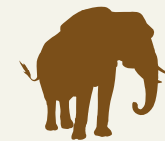
8 263



Boundary boost

The UK government committed to ratifying the UN Watercourses Convention – which aims to protect the 263 rivers that cross international boundaries. This success owes much to our determination: we've pressed for this agreement since 2006. We've convinced the Republic of Ireland authorities to make a similar commitment. We're close to the 35 ratifications needed to bring the convention into force globally – a vital step in avoiding potential conflicts over fresh water.

9 440,000



Conservation milestone

We played a crucial role in supporting the creation of the world's largest conservation area. The Kavango/Zambezi Transfrontier Conservation Area (KAZA) spans 440,000 sq km across Angola, Botswana, Namibia, Zambia and Zimbabwe. "It'll help promote conservation and tourism there. It has huge potential to transform the lives of many people and reduce threats to wildlife," says Drew McVey, our African species expert.

10 400,000



Forest first

We've supported surveys that found possibly the world's largest population of endangered Aders' duiker, a tiny antelope, in Boni-Dodori, Kenya. The region's threatened forests are part of the 'Size of Wales' initiative, which aims to protect 20,000 sq km of forests in Africa and South America. In Kenya, we're identifying sustainable ways for locals to use the forests. We've planted 400,000 seedlings. And we're supporting patrols against illegal loggers and poachers.

SUCCESS IS IN THE BANK

Rejuvenating key rivers, reversing species decline and reducing flood risk. Alicia Doherty reflects on the impressive impacts of one of our longest and largest partnerships with business.



“The secret of our many successes is a hugely dedicated and experienced team, in both WWF and HSBC, who are passionate about what they’re doing.”

Alicia Doherty,
head of partnership
communications

A decade ago, HSBC Bank demonstrated a truly impressive and forward-thinking concern about the precarious state of global freshwater habitats... by giving us over £12 million to help rejuvenate some of the world’s key rivers and wetlands.

It started as a largely philanthropic gesture. But today it’s developed into a truly transformational partnership. In China alone, we’ve reversed the decline in 48 threatened species and helped reconnect 50 lakes to the Yangtze. And we’ve spread the word among 120,000 fish farmers about ways to improve their impact on China’s fresh water. Our influence there has skyrocketed – the Chinese government even invited us to advise on its 25-year water strategy.

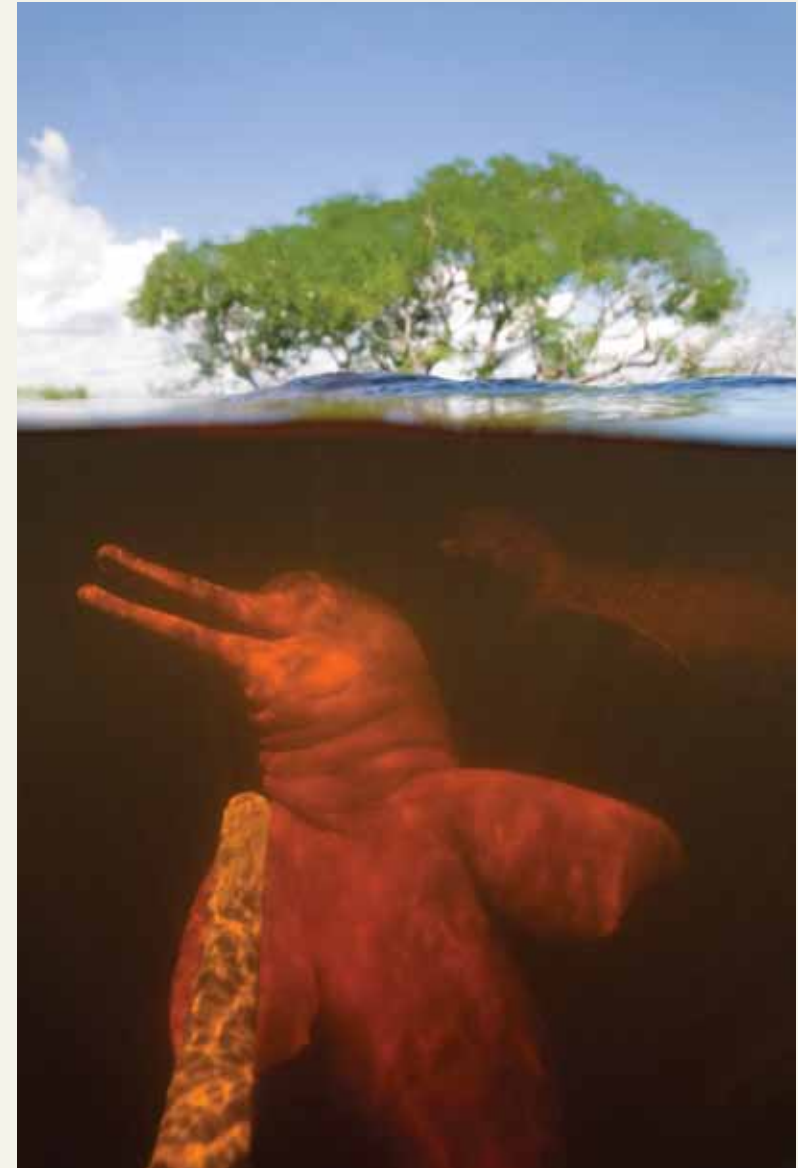
A lot of our work has focused on tackling pollution and over use of water resources in river basins that support huge numbers of people. As well as China, we’ve focused on Brazil, India, the UK and the US.

We also input into HSBC’s sustainability risk policies for environmental issues such as fresh water and forestry. Influencing businesses in this way is incredibly important, as it helps us encourage them to become true stewards of the world’s natural resources.

For me, projects where we help people lead healthier, happier lives and impact positively on the environment are especially rewarding. For instance in the Ganges, we’ve helped farmers achieve high yields using less water, and improved the quality of the water in the river.

I’m so excited that we’ve just renewed the partnership for a further five years. It’ll allow us to increase water security in two additional areas that are central to our new strategy: the Pantanal in Brazil, and the Rift Valley in east Africa. We’ll be working in river basins that nearly a billion people rely on. They’re home to some of the world’s most iconic freshwater wildlife, too.

It’s really uplifting, knowing I’m part of something that’s making such a difference.



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River dolphins are found in many of the major rivers our partnership with HSBC focuses on – including the Amazon, Ganges and Mekong. We’re striving to improve the quality of these rivers and their flows, for the benefit of people and wildlife. You can watch a film that outlines some of our partnership’s successes in the last five years at wwf.org.uk/hsbc

CLIMATE CHANGE

Climate change threatens the places and animals we've done so much to care for – as well as millions of people worldwide.

We need to keep the rise in global temperatures to as far below 2°C as possible to avoid the worst impacts of climate change. To do this, we need to cut the world's greenhouse gas emissions by 80% before 2050. We need to end our reliance on fossil fuels. We need to stop destroying tropical forests. And we need to find new ways to deal with the changes we're already starting to see.

How is WWF helping? By spurring on like-minded people. By convincing world leaders and big businesses to commit to the right actions. And through tireless campaigning and awareness raising. We're also taking steps to safeguard our conservation achievements, by making sure all our work includes strategies for adapting to climate change.



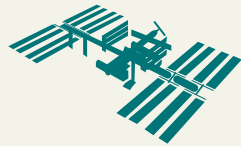
CLIMATE CHANGE SUCCESSSES

Flight club

Our One in Five challenge has helped some of the UK's leading companies cut their flights by 41% and their flying costs by 43%. These are the average – but exceptional! – figures for the companies that have completed their second year of the five-year challenge. Finding lower-carbon ways of staying

connected has saved them each £2.4m in flight costs. And it's reduced their CO₂ emissions by 3,600 tonnes apiece. Participants claim it's also improved employees' work-life balance, and led to faster decision-making and better collaboration with colleagues, clients and suppliers. The results give us useful evidence about threatened airport expansion, which we've shared with key government ministers.

wwf.org.uk/oneinfive



TOP 10
WWF'S EARTH
HOUR IS ONE OF THE
TOP 10 CHARITY
EVENTS IN TERMS
OF RECALL BY THE
UK PUBLIC

Above and beyond

With a record 152 countries and 6,950 towns and cities taking part in WWF's Earth Hour this year, you might think we're running out of ways to expand the event. But you'd be wrong: this year we extended into space for the first time, thanks to astronaut and WWF ambassador André Kuipers who joined us from the International Space Station. Our annual 'lights out' spectacular celebrates our brilliant world and encourages people to take action to protect it. It's now one of the top 10 charity events recalled by the UK public. Hundreds of landmarks, such as Big Ben and Edinburgh Castle, plunged into darkness. And at London's Somerset House, energy generated by dancing supporters – including pop band the Luminites and dance troupe Flawless – powered our social media interaction on the night.

Sign up and take part in WWF's Earth Hour 2013. It's at 8.30pm on 23 March. Visit wwf.org.uk/earthhour

Green light

It's critical we all use less energy and make renewable, low-carbon energy a priority. Our *Positive Energy* report, which provides a thorough technical analysis of how this can be achieved, has placed us at the heart of the political debate about the future of the UK's energy policy. It was a hot topic in the lead up to the new Energy Bill. Progressive businesses have rallied around our findings. They see the potential that green growth offers for jobs and investment. Parliamentary committees scrutinising the bill have been strongly influenced by evidence we've produced, and taken many of our recommendations on board – such

2030



One of the key objectives of the Energy Bill should be to decarbonise the power sector by 2030

as ensuring that the bill provides strong incentives to use less energy, rather than just for more and more power stations.

wwf.org.uk/positiveenergy

Mexico waves in climate act

WWF was at the forefront of efforts that convinced the Mexican government to pass a new climate change law this year. In the absence of a strong new global agreement to tackle climate change, we're using our influence to steer nations on a path to a low-carbon future. Mexico is one of the world's biggest and fastest-growing economies, so its target to halve greenhouse gas emissions by 2050 is very significant. We're using the example of the world-leading climate acts that we campaigned for and helped to secure in the UK and Scotland to inspire other countries to bring in similar legislation.

wwf.org.uk/mexicoclimateact

Brazilian battle

Our Sky Rainforest Rescue partnership goes from strength to strength in protecting parts of the Amazon against deforestation. But this year WWF's also been battling against amendments to Brazil's Forest Code that could result in increased deforestation, risks of flooding, loss of sensitive habitats, and billions of tonnes of additional greenhouse gas emissions. We were up against some very powerful farming and ranching interests, but working with Greenpeace and Avaaz we generated a petition of two million voices objecting to the amendments. Despite this international pressure, only some of the damaging proposals were vetoed in the final bill. We'll continue to fight for effective protection of this vital rainforest.

Legal victory

We were central to a legal victory that supports Europe's right to tackle carbon emissions from airlines which use its airports. The European Court of Justice upheld the EU's Aviation Directive against a challenge brought by four US airlines. The airlines claimed that the directive, which brings international aviation under Europe's emissions trading scheme, was a breach of their sovereignty. The evidence we gave was cited widely as being especially influential and having a big impact on the case. We're now pressing for a strong international agreement on aviation emissions, which are among the world's fastest-growing sources of emissions.

wwf.org.uk/legalvictory



3-4%

FLYING IS ONE
OF THE FASTEST-
GROWING SOURCES
OF PLANET-WARMING
GREENHOUSE
GASES, RISING
3-4% PER YEAR

Himalayan summit

Climate change in the Himalayas is causing glaciers to melt, changes in rainfall patterns and increases in temperatures. It's impacting on the region's wildlife and people. This year we supported the Bhutan government in bringing together four Himalayan nations for a summit at which they agreed on ways to work cooperatively to strengthen their resilience to climate change at a landscape level. We welcomed the results, and we'll work with local communities and the governments of Bangladesh, Bhutan, India and Nepal to achieve the agreed aims of improving prospects for wildlife, as well as for food, water and energy security.

Signals from the front line

The natural world is sending worrying signals about the impact of climate change. For instance, plankton are moving north at a staggering 23km a year – in UK waters. So in the run-up to global talks on climate and sustainability, in Durban and Rio, we joined with RSPB and Natural England to organise a conference that conveyed the latest climate science to key policy-makers including scientific advisers to the UK government. The event, 'Climate change: biodiversity and people on the front line', also highlighted to this influential audience the likely impacts of a changing world on people and wildlife.

WWF's Jon Taylor has written a blog about the event. It's at wwf.org.uk/frontlineblog

4,000

WE'VE HELPED
GROW AND PLANT
OUT 4,000 CORAL
FRAGMENTS IN
PROTECTED
AREAS OF THE
MESOAMERICAN
REEF



Resilient reefs

We've helped grow and plant out 4,000 coral fragments in protected areas of the Mesoamerican reef. Climate change is threatening the reef: even a slight rise in temperature can cause the corals to 'bleach' and die. We've grown corals known to be more resilient to warmer conditions, to help rebuild damaged areas of reef in Belize. The Mesoamerican reef stretches over 1,000km along the east coast of central America. It supports around 500 species of fish and many types of coral – as well as providing vital protection and resources to coastal communities.

Read a blog by WWF's Rebecca Absalom about this work at wwf.org.uk/coralnurseriesblog



© JURGEN FREUND / WWF-CANON

Our innovative work to boost the resilience of Belize's reef is funded by the UK government's Department for International Development (DFID). We've worked together since 1986. In the second year of our latest three-year partnership, DFID is funding £3 million of our work to help us lead and support work in eight programmes across Africa, Asia and Latin America. wwf.org.uk/dfid



Our Hunterston campaign was recognised for its 'outstanding contribution to the Scottish environment' at the Scottish Green Awards. Sam Gardner collected the award on our behalf. wwf.org.uk/hunterstonvictory

POWER TO THE PEOPLE

An outright victory against a planet-trashing coal-fired power station? It's all in a day's work for us. OK, a very special day that took four years of dedication and teamwork to achieve. Sam Gardner explains.



© MAVERICK

"It made me proud to see the public so ready to stand up and be counted in opposition to such a climate-wrecking proposal."

Sam Gardner,
climate change
policy officer

When we heard about plans for a new coal-fired power station in Scotland – and in an area that would impact on a site of special importance for wildlife, no less – we sprang into action. It was clear the scheme in Hunterston, on the west coast, was so bad on so many levels that we had to stop it. Not only would it harm wildlife, but it'd also drive a horse and cart through Scotland's world-leading targets to cut carbon emissions. And make a mockery of ambitious plans to generate 100% of Scotland's electricity from renewables.

We needed to use every resource available to us. We started with WWF's global network – which helped us swiftly mobilise around 10,000 supporters from 100 countries to put international pressure on the Scottish government.

We went out into the community to boost support for local groups fighting the plans. We galvanised media interest. And made our case direct to the Scottish parliament. But the real key to success was the collective effort. The campaign built up a formidable alliance of support from locals and organisations – led by us and the RSPB.

So when the company behind the scheme, Peel Energy, submitted its planning application to the Scottish government, we were able to inspire more than 22,000 objections – making it the most unpopular application in Scottish planning history. The local council heard the level of opposition and voted unanimously to reject the plans, triggering a public inquiry.

Still the threat didn't go away. We were gearing up for a long, expensive fight in court, which on a personal level would've probably required me to live on the other side of Scotland from my family.

So it came as the most fantastic bolt from the blue when Peel Energy chose to drop their application and walk away. It made me take stock of what a powerful force WWF is for the environment and for a better future. And it made me proud to see the public so ready to stand up and be counted in opposition to such a climate-wrecking proposal.

SUSTAINABILITY

How much stuff do we really need? If everyone had the same lifestyle as people in the developed world, it would take three planets to feed, clothe, transport and house them.

We only have one planet. But if we take better care of it, everyone can thrive. People and wildlife. Lots of us will have to change the way we live. It's not going to be easy changing people's habits. But with the right help and encouragement, it can be done.

How is WWF going about it? We're coming up with practical ways to make business and industry more sustainable. And we're promoting greener lifestyles.



SUSTAINABILITY SUCCESSSES

Healthy balance

The food choices we make have a significant impact on the environment. So this year we outlined some simple ways to improve the nation's health, reduce our impact on the natural world, and help us meet UK targets to reduce greenhouse gas emissions. Our report, *Livewell – a balance of healthy and*

sustainable food choices, is the first full attempt to create a diet that's both healthy and sustainable. We advise eating more fruit, veg and cereals; less meat, because of the impact livestock production has on the environment; and fewer highly-processed foods. Our work has led the UK government to invite us to be part of its 'green food' project.

wwf.org.uk/food

91
WE'VE CONVINCED
91 COUNCILS TO
PLEDGE TO SOURCING
SUSTAINABLE TIMBER
AND PAPER



Convincing councils

Our What Wood You Choose? campaign calls on people to buy timber and paper products only from sustainable sources. We've targeted local authorities in particular: the public sector is responsible for about 25% of all timber products bought in the UK, so their buying decisions have a significant influence on the world's forests. So far we've convinced 91 councils to pledge to sourcing legal and sustainable timber and paper – exceeding our target of 50.

To find out more and encourage your council to make a pledge, please visit: wwf.org.uk/whatwoodyouchoose

New radicals

The Observer and NESTA (the National Endowment for Science, Technology and the Arts) have named our Finance Innovation Lab one of the top 50 most radical social innovation projects shaping the future of Britain. The finance system has a big influence on how society, government and business operates. So it can shape how we consume natural resources and produce carbon emissions. The Finance Innovation Lab, convened by us and the Institute of Chartered Accountants in England and Wales, has brought together 3,500 people committed to stimulating transformational change to the financial system so it becomes a positive force for sustainability.

wwf.org.uk/financelab

1ST
THE SKY
RAINFOREST RESCUE
SCHOOLS CHALLENGE
WINNERS CUT
THEIR SCHOOL'S
IMPACT ON THE
ENVIRONMENT



Rainforest rescuers

The 'Carbon Busters' team from Shawhead Primary School in Dumfries and Galloway have won this year's Sky Rainforest Rescue schools challenge – part of our long-running partnership with Sky. The challenge encourages schoolchildren to understand how vital rainforests are, and to generate ideas that'll cut their schools' environmental impact. The team reduced its school's energy use, organised a poster competition and school assembly, participated in Earth Hour, boosted recycling and worked out pupils' carbon footprints. As part of the prize, the students presented their project to MSPs at the Scottish Parliament.

wwf.org.uk/rainforestreduces

Just a minute

This year we challenged budding filmmakers to create a 60-second film that would inspire large numbers of people to make energy saving improvements in their homes. It's important stuff, as our homes are responsible for 26% of the UK's carbon emissions. The competition was part of our three-year Great British Refurb campaign – described by our ambassador Kevin McCloud as "a campaign to revolutionise the Great British housing stock". The winning film, chosen by judges including Kevin, was *Janet* – a film by Henry Steedman about a woman doing her bit to save the planet.

Watch the winning film and the runners-up at wwf.org.uk/refurbfilms

Fighting for more fish

This year, more than 185,000 people took action with us, calling on the EU to take a once-in-a-decade opportunity to reform its Common Fisheries Policy. For the past 30 years our fisheries have been mismanaged: overfishing means many iconic species are disappearing, and up to 50% of fish are thrown back into the water dead or dying. If such practices continue, it'll bankrupt our oceans and our fishing economy. So we're calling on members of the European parliament and the council of ministers to agree rules that'll ensure fishermen only catch what's needed, cut unwanted catches close to zero, and allow our fish stocks to replenish themselves.

wwf.org.uk/morefish



50%
For the past 30 years
our fisheries have been
mismanaged: overfishing
means many iconic
species are disappearing,
and up to 50% of fish
are thrown back into the
water dead or dying

70

Nearly 70 young environmental champions took part in our Green Ambassadors summit

Royal approval

Nearly 70 young champions of the environment were greeted by our president, HRH The Prince of Wales, when he hosted the first ever summit of our Green Ambassadors at his home, Highgrove. During the two-day summit the young ambassadors shared their ideas and took part in food-growing sessions and creative workshops aimed at encouraging visions for a sustainable future. They showed Prince Charles model pandas they'd decorated to represent the future they'd like to see. Our Green Ambassadors scheme is encouraging the next generation to engage in creating a sustainable future.

Find out how you can help us create a new generation of sustainability champions at wwf.org.uk/greenambassadors



+20

20 years after the ground-breaking Rio Earth Summit, world leaders gathered again to address key sustainability challenges

Economic bloom

We urgently need to find ways of achieving economic development that'll improve people's lives without destroying wildlife and wild places. The UN's Rio+20 summit this year was an opportunity to address this challenge. There was some progress on issues we were pressing for, such as corporate reporting on sustainability. But negotiations between the world leaders who gathered at the summit faltered. Our chief executive, David Nussbaum, who was part of the UK delegation at the summit, notes that "ambition exists, action is being taken, change is happening. But rather than in the plenary halls of the conference, it is happening in the communities, the cities and the companies who are committed to creating a sustainable world and are willing to act now."

Read our blogs and watch our videos from Rio+20 at wwf.org.uk/rio2oblogs

Fresh hope

We took environment minister Richard Benyon to view the dry bed of the river Kennet. Subsequently, in a speech in the House of Commons, he said: "A few weeks ago I stood on the bed of the River Kennet, which was as dry as the carpet in the Chamber. It is one of the 'rivers on the edge' identified by the World Wildlife Fund and is one of the most precious ecosystems in the south of England, although there are many more... It is not easy to change abstraction when large numbers of people rely on the water in question for their daily lives, but this can be done, and it will be done under this government."



© RICHARD STONEHOUSE / WWF-UK

Our Green Ambassadors scheme encourages schoolchildren to become a new generation of sustainability champions. Find out more and watch a brilliant, fun film at wwf.org.uk/greenambassadors

A GOLDEN, GREEN OPPORTUNITY

Nine years ago we discovered London would bid for the Olympics. So began Simon Lewis's marathon challenge to influence the event's green potential.



“Our nine years of dedication helped to achieve impressive impacts – such as green construction, energy and transport.”

Simon Lewis,
WWF's 2012
programme
manager

In 2003, we discovered London was considering a bid to host the Olympic Games. At the time, I was part of WWF's campaign to see a million sustainable homes developed in the UK. Olympics construct huge amounts of buildings and housing, so we saw great potential in influencing how these were built. We suggested ways to make the Games as sustainable as possible.

The result? We were asked to help write the sustainability framework for London's bid. And our chief executive at the time made a presentation to the International Olympic Committee, endorsing the strength of the sustainability in London's bid. There were many mentions of WWF in the bid, and of our groundbreaking tools to measure the carbon and ecological impacts of the Games.

When London won the bid we spotted more opportunities to influence developments. There was the regeneration – with huge possibilities for low-carbon transport, energy and housing. A chance to make London's sustainability focus a blueprint for future large-scale events. And the potential to convey the green agenda to an Olympic-sized audience.

Our input helped to point the Olympic movement in a new direction. The Olympics had a reputation for building white elephants that were redundant after the event. But London 2012 avoided this by creating the highest ever proportion of temporary venues.

What was built had a much lower environmental impact. The main stadium required just an eighth of the carbon that Beijing's Bird's Nest stadium did. This can be traced to using our carbon measuring tools to make decisions. The velodrome's track was made from FSC-certified pine – good for the world's forests, as well as Team GB's cyclists. And local wildlife benefited thanks to Europe's largest new urban park.

There were frustrations, too. Much of the sustainability story was hidden – like the underground green energy sources. London 2012 failed to take the opportunities to communicate this or to use the excitement of the Games to engage people and businesses with sustainability.

But I'm proud of how our nine years of dedication helped to achieve impressive impacts – such as green construction, energy and transport; and a blueprint for future large events to take similar steps.



© GETTY IMAGES

The Olympic velodrome track was made from sustainably-sourced timber: good for the world's forests and Team GB's cyclists. For behind-the-scenes views and a whistle-stop, sustainability-spotting guide to some of the Olympic park's green features, visit wwf.org.uk/olympicblogs



ENGAGING VIEWS

This year we renewed our Sky Rainforest Rescue partnership, which aims to save a billion trees in the Amazon. Already, more than 1,000 farmers in Brazil's Acre state have joined a scheme we're supporting: they're given assistance to manage their land more productively when they commit not to chop down mature forest or use fires to manage their land.

WWF's Greg Armfield visited Acre to document our work there – with photographs, film, words... and his boundless enthusiasm. He was inspired by the farming families involved: “They hold the future of the rainforest in their hands. With WWF working alongside them I have every reason to believe this majestic forest will remain standing for future generations to enjoy.

“It's important to me that our supporters see the work we're doing and engage with it. It's great when they watch the videos, comment on images and respond to the stuff we're putting out there. It helps to start a conversation.”

Read Greg's entertaining tale about surviving the whole trip with only a toothbrush, and see a film of his whirlwind trip. It's one of hundreds of engaging entries on our new blog site: wwf.org.uk/blogs

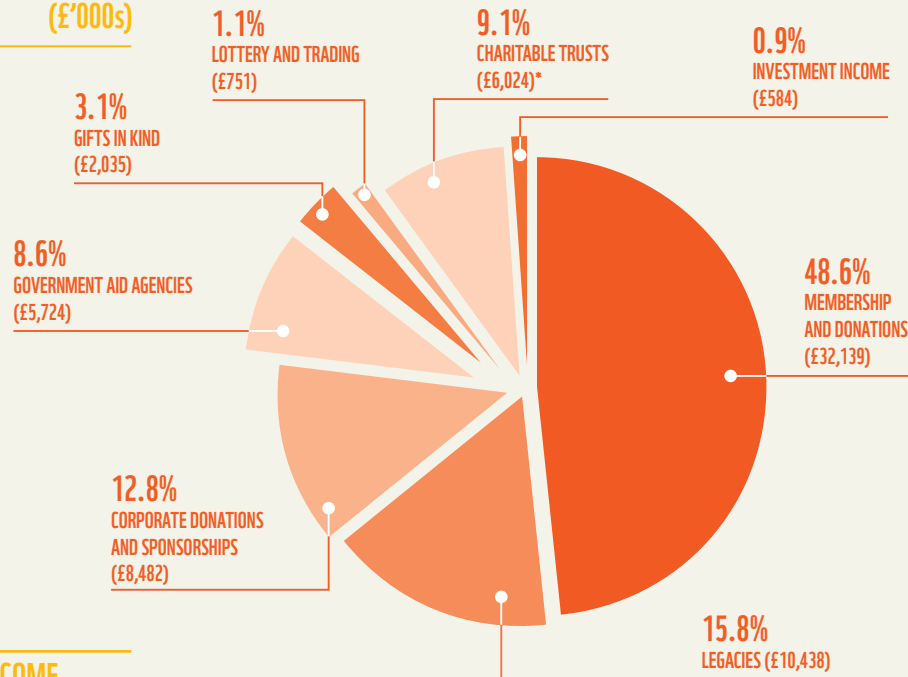
RAISING SUPPORT

Thanks to the commitment and generosity of our supporters, we've continued to make good progress in raising funds despite a very tough economic climate. Our investment in boosting

long-term fundraising income continues to bear fruit. It's led to a further 11% rise in donations from individuals this year. More than 375,000 people now give us a regular gift, which is again a new record.

Our Christmas appeal – on snow leopards – was a great success: it raised over £1m. We also launched a snow leopard adoption which has been very popular – over 25,000 people took up this new adoption during the year. And a record number of supporters increased the value of their regular gifts to us. ▶

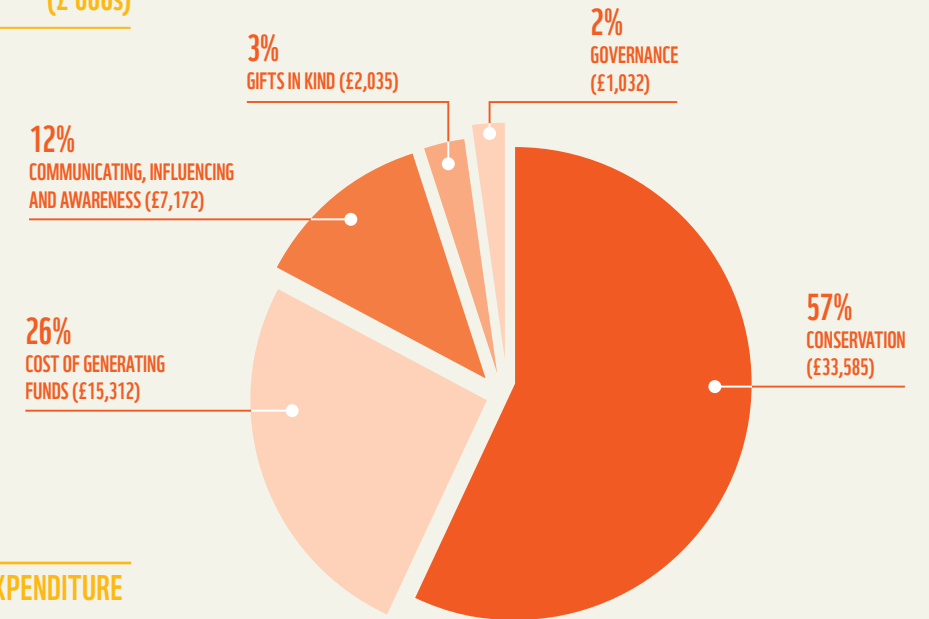
INCOME (£'000s)



TOTAL INCOME
£66.18M

* Income includes £5.52m donated specifically to the Living Planet Centre.

EXPENDITURE (£'000s)



TOTAL EXPENDITURE
£59.14M

We're delighted to have renewed our relationship with HSBC. Our latest five-year partnership will focus on fresh water. Our Sky Rainforest Rescue partnership to preserve the Amazon continues to be extremely successful: it's been renewed for a further three years. We aim to raise a further £4m, in addition to the £4m that's been donated so far. We've also renewed our partnership with M&S, and developed a new relationship with Coca-Cola on UK river issues.

If you'd like to support us, please visit
wwf.org.uk/howyoucanhelp

Notes These diagrams are an illustration of WWF-UK's income and expenditure for the year ending 30 June 2012. A copy of the full audited accounts which contain the detailed information required by law can be obtained by writing to our Supporter Relations team, or by visiting wwf.org.uk/annualreport2012

OUR SUPPORTERS

The work we do to safeguard endangered species and threatened habitats, and address global environmental threats, wouldn't be possible without building strong and long-lasting relationships with our supporters and other partners.

Individual supporters

We're truly grateful for the generosity of our loyal supporters, who help us in many ways. They may become a member or donor, adopt a wild animal, take part in one of our events, or give their backing to our online campaigns. Their ongoing support provides the lifeblood of the charity.

WWF Guardians

This is a dedicated group of supporters who have collectively contributed more than £3.7 million to us since the Guardian programme was launched in 1994. Each Guardian donates £1,000 or more each year to one of our key projects – this year it's been our work in coastal east Africa – focusing on where the threats to the natural world are greatest and where the funding is needed most.

Conservation Champions

These are individuals who donate a significant amount to help us address the world's most serious environmental problems. We offer our sincere thanks to:

Andrew Beckingham, Patrick and Valerie Degorce, David and Renee Gregson, Mark and Fatima Grizzelle, Dr Nick Harrison and Dr Sarah Greaves, David and Sarah Holloway, Roger Hooper, Samuel Joab, Carol Kemm, Sir Martin Laing, Deborah Meaden, Anne Reece, Sir Alec Reed CBE (The Big Give), Ed Smith, William and Pamela Swindell, John Vail, Andreas and Claudia Utermann

Pandamonium 2012

Our successful collaboration with the art world, Pandamonium, was back this year. We showcased a visual feast of wearable sculptures at an unforgettable event in Hyde Park, then auctioned the artworks. We'd like to thank Artwise Curators, the Pandamonium committee, and the inspirational artists, designers and architects who contributed everything from millinery to music, sculpture to fashion.

To become a WWF Guardian or a WWF member, to make a donation, or to adopt a wild animal, please call us on 01483 426333 or email supporterrelations@wwf.org.uk

To become a Conservation Champion please contact our head of private giving on 01483 412502

You can see all the artworks at wwf.org.uk/pandamonium

Artists: Hussein Chalayan, The North Circular (Katherine Poulton & Lily Cole), English Eccentrics, Nicola Formichetti, Zaha Hadid, Stuart Haygarth and Sian Evans, Wayne Hemingway, Stephen Jones Millinery and Bouke de Vries, Idris Khan, Susie MacMurray (in collaboration with Jo Scolah), Rowan Mersh, Lisa Milroy, Annie Morris, Lucy + Jorge Orta, Grayson Perry, Nina Saunders, Conrad Shawcross, Studio Roso, Sue Timney and Alix Timney, Julie Verhoeven, Jennifer Walshe, Richard Wilson

Committee: Bertrand Coste, Liz Cooper, Angie Drake, Lady Lavinia Grimshaw, Louisa Guinness, Rebecca King Lassman, Yelena Oosing, Jocasta Pana, Lauren Prakke, Simon Sakhai, Rachel Verghis, Adam Waymouth, Cathy Wills, Cynthia Wu

High-profile people

We gain strong support from a number of people who use their high profile to promote us. We greatly appreciate their participation in our work, which allows us to reach even more people across the world.

Steve Backshall, Blake (Oliver Baines, Humphrey Berney, Stephen Bowman and Jules Knight), Flawless, Ching-He Huang, Ken Hom, Kelly Hoppen MBE, Tom Kitchin, Graeme Le Saux, The Luminites, Niall McKenna, Andy Murray, Dougie Poynter, Zoe Salmon, Rick Stein OBE, Alan Titchmarsh MBE, VMH, DL, Andrew Triggs Hodge MBE, KT Tunstall, Valentine Warner, Bryn Williams, Jo Wood, Ty Wood

WWF ambassadors

WWF ambassadors are distinguished and influential people who are committed to our mission. We greatly appreciate their efforts in support of our work.

Sir David Attenborough OM CH CVO CBE FRS, Simon Burall, Field Marshal Sir John Chapple GCB CBE DL, Jane Davidson, Will Day, Bernard Donoghue, John Elkington, Ben Fogle, Alastair Fothergill, Sir Stelios Haji-Ioannou, The Rt Rev James Jones DD DL Lord Bishop of Liverpool, Peter Jones OBE, Sir Richard Kleinwort Bt, Graeme Le Saux, Kevin McCloud, Alistair McGowan, Deborah Meaden, Guilda Navidi-Walker, Stephen Poliakoff CBE, Jonathon Porritt CBE, Lewis Gordon Pugh OIG, Simon Reeve, Miranda Richardson, Professor Callum Roberts, Sir Stuart Rose

For information about becoming a corporate partner or joining our Business Club, please contact our director of corporate partnerships on 01483 412320; or our new business executive on 01483 412369

Find out more at wwf.org.uk/businessclub

If your trust or foundation would like to support our work, please contact our senior trusts manager on 01483 412436

If you'd like to donate to our capital appeal for the Living Planet Centre, please contact our capital appeal director on 01483 412362

Businesses that support us

We build rewarding partnerships with the business world – to deliver our vital conservation programmes and promote sustainability policy and practice.

We'd like to thank our corporate partners for generously supporting our work this year:

Barclays Bank, BGL Group, BT, Coca-Cola Enterprise and Coca-Cola GB, Coinstar, Credit Suisse, Doughty Hanson & Co, Ecover, HSBC, Ikea, Marks & Spencer, MBNA, RSA Insurance, SABMiller, Sky, Tetra Pak UK, United Biscuits, Vodafone

And we'd like to thank all members of our Business Club – our new programme for small and medium-sized businesses.

Trusts and foundations

We receive generous support from many trusts and foundations. We're very grateful to them all. We list a selection of them here:

Ashden Charitable Trust, BBC Wildlife Fund, Calouste Gulbenkian Foundation, Ernest Kleinwort Charitable Trust, The Esmee Fairbairn Foundation, Garfield Weston Foundation, Gordon & Betty Moore Foundation, Groveglade Trust, Herd Lawson and Muriel Lawson Charitable Trust, IFG Net Trust (Jersey), The Ingram Trust, The Iris Darnton Foundation, Leslie Mary Carter Charitable Trust, Marjorie Coote Animal Charity Trust, Ofenheim Charitable Trust, People's Postcode Lottery's Green Trust and Dream Fund (and thanks to players of this lottery), The Rufford Foundation, Shears Foundation, The Size of Wales, Thames Wharf Charity Ltd, The Waterloo Foundation

Living Planet Centre

Thanks to the generosity of individuals, charitable trusts and businesses it's been a successful year for our capital appeal, which is raising funds for our new building in Woking, Surrey. We'd like to thank those who've supported the appeal to date.

Michiel Bakker, Ernest Kleinwort Charitable Trust, Garfield Weston Foundation, Roger Hooper, The Ingram Trust, Jamma International, The Johansson Family, Carol Kemm, The Kirby Laing Foundation, The Martin Laing Foundation, The Rufford Foundation, Shears Foundation, Ed Smith

If you'd like to leave your own lasting legacy that will help to fund our work, please contact legacy@wwf.org.uk

Leaving a lasting legacy

We would like to pay tribute to everyone who remembered us in their wills, and to friends and relatives who made memorial donations. Every legacy is of great value to our work. The following people left especially generous bequests during the year:

Mrs JR Aldridge, Miss IE Anthony, Mr A Ashley, Mr C Baddock, Ms RM Bagole, Miss PM Battersby, Mr ME Bond, Mrs MMB Bordewich, Mr D Bostock, Mr MJD Bower, Mr SR Breeding, Mrs J Brewer, Miss PJ Brittain, Mrs ARE Burfoot, Mr FJ Bushell, Miss L Carlton, Miss JE Cheese, Dr ME Davies, Miss JP Davison, Mr C Dearlove, Mrs NM Dunbar, Mrs J Elliott, Miss PM Ferguson, Miss KJ Francis, Mrs D Fraser, Mrs ZA Gallagher, Mrs FM Gray, Ms PA Griffith, Mrs PS Hall, Miss JL Howard, Miss IMC Irwin, Mrs AER Jarvis, Mrs DA Komatsu, Mr RM Lee, Mr JD Lepper, Dr GM Lewis, Mrs BL Lynn, Mrs FM Moon, Miss DD Morris, Mrs FD Morrison, Mrs AG Munford, Mr AJ Neves, Dr AT Plant, Ms DA Quick, Miss M Roberts, Ms LM Sutherland, Miss GRR Thomas, Mr CMA Vincent, Mr JS Webster, Mrs AM West, Mrs DM Whiffin, Miss SL White, Mr E Whitehouse, Mr FG Whyte, Mr RH Williams

WWF-UK trustees and principal officers

As at
31 December 2012

President

HRH The Prince of Wales, KG, KT, GCB, OM

Trustees Emeriti

Sir Martin Laing CBE, The Hon Mrs Sara Morrison

Trustees

Ed Smith (Chair), David Bryer, Mark Chambers, Rita Clifton, Ian Diamond, Natalie Gross, David Macdonald, David Phillips (Treasurer), Andrew Reicher, Richard Sambrook, Valentin von Massow, Kathy Willis

Principal officers

Chief executive, David Nussbaum; director of campaigns, David Norman; director of communications, Winnie De'Ath (on secondment to WWF International from 1 September 2012); interim director of communications, David Norman (from 1 September 2012); director of fundraising, Tobin Aldrich; director of programmes, Glyn Davies; deputy director of programmes, Oliver Smith; director of resources, Robert Hardy

THANK YOU

All our work and our successes are only possible thanks to the generosity of our many supporters. We rely on every single one of them – whether they give us a donation, back our campaigns, or take part in one of our events, such as WWF's Earth Hour (pictured).

If you'd like to find out how you can support us, please visit wwf.org.uk/howyoucanhelp

WALKING THE WALK

A replica whale on the Thames and a headquarters on stilts: we're finding striking ways to help ourselves and others reduce environmental impact in the workplace.

You'll find many examples in this annual review of ways we're encouraging businesses, governments and individuals to make smarter choices about the resources we all consume. Our *Living Planet Report 2012* underlines how important this is, showing the clear connection between declining species and humanity's increasing ecological footprint.

10 TONNES
WE'VE CUT OUR
BUSINESS TRAVEL
EMISSIONS BY
10 TONNES OF CO₂
THIS YEAR

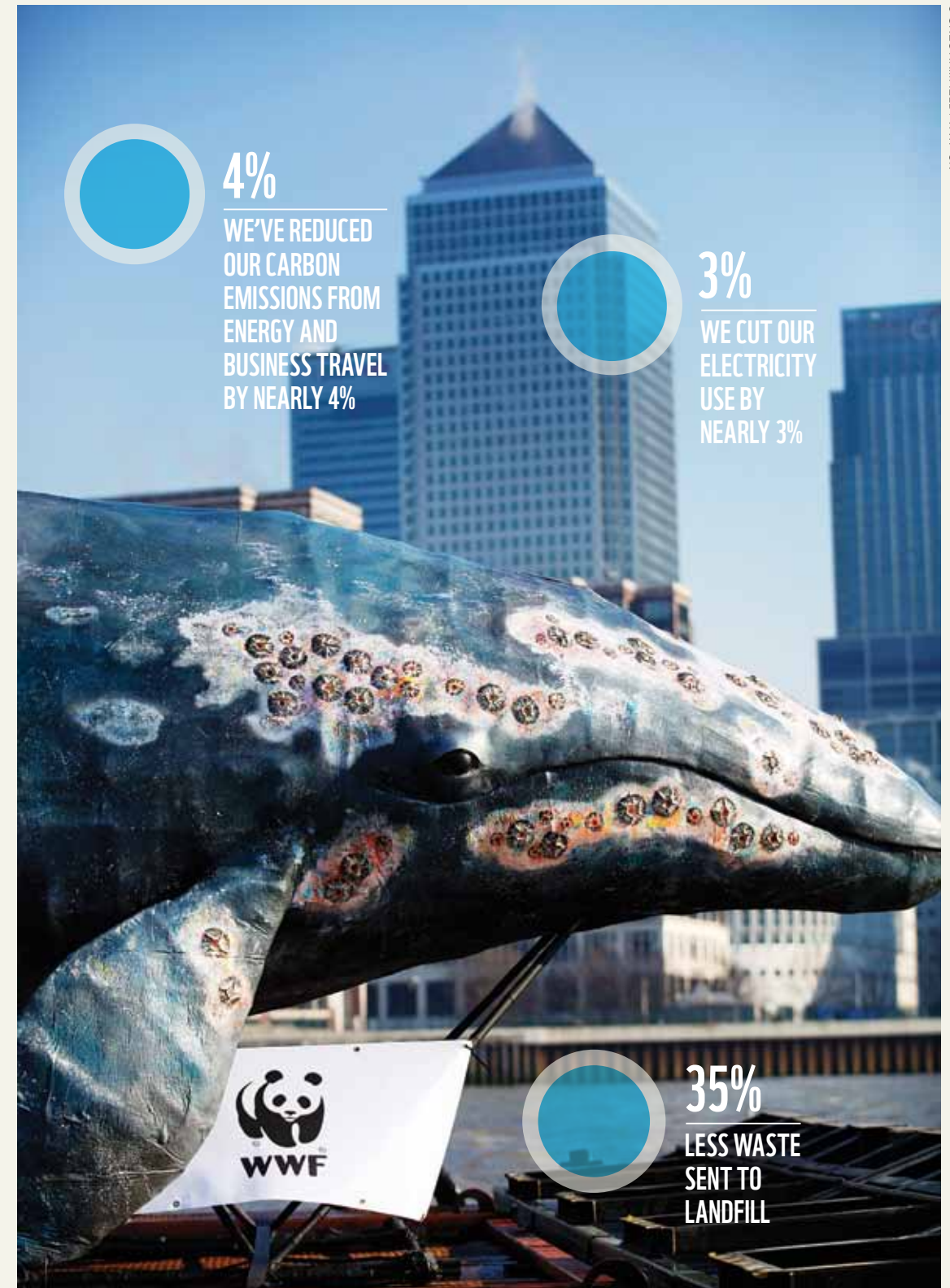
A crucial part of this work is to help reduce the environmental impact of business practices. Such as challenging councils to buy only sustainable wood products. Or getting investment banks to rethink their damaging lending decisions by floating an 11-metre replica of a western gray whale down the Thames.

At WWF, we aim to lead by example. This year we continued to reduce our energy use, travel emissions and waste. We beat our target by sending 35% less waste to landfill, thanks in part to some simple changes. For instance, we put bigger and clearer labels on our bins to make it even easier to see what could be recycled or composted – ensuring waste to landfill was seen as the last option. The compost is now collected for anaerobic digestion. This means the biogas from fermenting the compost is used to generate electricity, and the waste from this is used as fertiliser.

We've also cut our electricity use by nearly 3%, thanks to measures such as replacing some computer monitors with more energy-efficient models, and adjusting air circulation to reduce the need for fans.

Work is now well under way on the Living Planet Centre, our new headquarters and visitor centre in Woking. It's a great example of using brownfield land efficiently: we're building it on stilts above an existing car park. We aim for it to be a beacon of sustainability – from the construction materials through to its energy use and the working practices we'll use there. We're excited about how it'll transform our environmental performance – and help us to inspire others to do the same.

For full details of our environmental performance this year, read our *Environmental Report* at: wwf.org.uk/environmentalreport



4%
WE'VE REDUCED
OUR CARBON
EMISSIONS FROM
ENERGY AND
BUSINESS TRAVEL
BY NEARLY 4%



3%
WE CUT OUR
ELECTRICITY
USE BY
NEARLY 3%



35%
LESS WASTE
SENT TO
LANDFILL

A THRIVING FUTURE

A rapidly changing world requires WWF-UK to point in a new and exciting direction. Our chief executive David Nussbaum outlines how we're planning to have an even deeper impact on the natural world.



© RICHARD STONEHOUSE / WWF-UK

"We need to make even more effective use of our expertise, our credibility and our passion for positive change."

David Nussbaum,
chief executive

Being part of WWF is both a responsibility and a privilege. It's a responsibility because, despite our best efforts, the indicators of the planet's health in our latest *Living Planet Report* point steadfastly in the wrong direction. With this knowledge comes a further duty: to determine how we can make even more effective use of our expertise, our credibility and our passion for positive change. The world is changing rapidly, and at WWF-UK we need to do things differently.

Many of nature's most important places and species are in the South and East of the globe, and rapidly-developing economies in these parts of the world are using an ever greater proportion of the world's resources. It's increasingly the decisions being made in these countries that can have the biggest impact on the planet's future.

We aim to achieve transformational change – in Brazil and the Amazon, China, east Africa, and India and the Himalayas – by getting behind a small number of ambitious outcomes, supporting our colleagues in the international WWF Network who are based in those places.

At the heart of our work will be forests, rivers and oceans: the wildlife we care about depends on healthy habitats to prosper, and flourishing habitats provide the natural resources that people rely on – especially poor people.

We'll also boost our efforts to influence businesses that operate in the places we've prioritised. We'll highlight the importance of a resilient environment in sustaining supplies such as food, energy and water, and challenge businesses to become stewards of the natural world.

In the UK and EU, we'll defend and extend key policies on issues such as the climate, energy, freshwater and marine – such as the current chance to reform the EU's Common Fisheries Policy and overturn 30 years of mismanagement of our seas.

We're determined to become a truly sustainable organisation, too. Not least in our workplace. We're developing a new building – the Living Planet Centre – which will open in 2013. As well as being an outstanding example of sustainable building and working, it'll enable business leaders, politicians, schoolchildren and the public to experience our work in new and exciting ways.

It's a challenging new direction for us – but I believe that it'll help to point the planet's health in the right direction.

WE AIM TO ACHIEVE TRANSFORMATIONAL CHANGE - IN BRAZIL AND THE AMAZON, CHINA, EAST AFRICA, AND INDIA AND THE HIMALAYAS - BY GETTING BEHIND A SMALL NUMBER OF AMBITIOUS OUTCOMES

We'll increase dramatically our positive impact in emerging superpower nations, where many of nature's most important species and places are found

We'll encourage UK and EU governments to ensure Europe remains a global sustainability champion

At the heart of our work will be forests, rivers and oceans. The wildlife we care about depends on healthy habitats to prosper

We'll deepen our efforts to influence businesses that rely on natural resources from the global South and East

LOOKING FORWARD

The natural world needs our support – and yours – more than ever before. To make the greatest possible positive impact, we aim to get a million people engaged with our work. So we're finding more and more ways to involve everyone.

For instance, as well as asking you to sign up and take part in WWF's Earth Hour 2013, this year we'd love you to nominate your 'hidden hero' of the environment. And tell us what you'll be doing in the dark during the hour.

We'll also need your voice to make the most of big opportunities in 2013, such as influencing – and strengthening – the EU's Common Fisheries Policy and the UK government's Energy Bill.

It promises to be an exciting year. Please get involved.
wwf.org.uk/do-it



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developed by Clean Canvas, is online
at wwf.org.uk/annualreview

WWF-UK in numbers

91

We've convinced 91 UK councils to pledge to source legal and sustainable timber and paper – exceeding our original target of 50

£1M+

Our Christmas snow leopard appeal was a great success: it raised over £1m



6,950

A record 152 countries and 6,950 towns and cities took part in WWF's Earth Hour, our global lights-out initiative

>22,000

We helped to inspire more than 22,000 objections to a proposed coal-fired power station in Scotland



Why we are here

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

wwf.org.uk

