



Taking action for a living planet

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WORKING IN THE UK
FOR CHANGE IN THE WORLD





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INTRODUCTION

Many of today's most pressing conservation challenges, such as climate change and the illegal wildlife trade, are global. And the most critically endangered wildlife, and the least protected forests and seas, are concentrated in Africa, Latin America and Asia.

However, the origins of many of these and other environmental problems lie in developed countries, including the UK, and in our attitudes and behaviour.

For example:

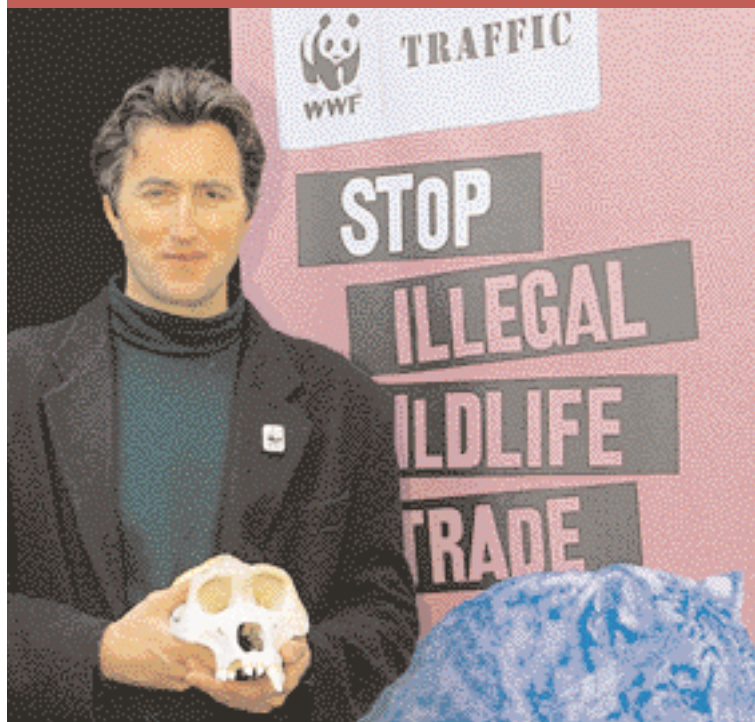
- the UK is one of the global centres of the illegal trade in wildlife – used for souvenirs, fashion items and in traditional medicine. This is driving many species to the brink of extinction;
- our use of fossil fuels, such as oil and gas, contributes towards climate change, which is wreaking havoc on the world's weather systems; and
- our consumption of wood contributes to the demise of the planet's forests – in terms of value, the UK is the world's second largest net importer of forest products.

As a leading economic and political power in the world, and as a global consumer, the UK's impact on the planet's natural environment is substantial – so if global problems are to be solved, it is essential that this country is part of the solution.



The UK is one of the global centres of the illegal wildlife trade, which is driving many species to the brink of extinction.

That is why WWF-UK not only supports conservation initiatives all around the world, but also works for change within the UK itself.



WWF-UK and TRAFFIC successfully lobbied the UK government to make illegal trade in the most endangered species an arrestable offence in the UK.

WORKING IN THE UK FOR CHANGE IN THE WORLD

The global environment network

WWF works in more than 90 countries on a number of critical issues:

rare and endangered species – forests – seas – freshwater – climate change – toxic chemicals

WWF-UK

In the UK, WWF confronts these issues through our work with central government, devolved administrations, business and industry, schools and colleges, local authorities and the wider public – all of whom can make a real difference in the world.

We campaign for changes in law, we build innovative partnerships with business, educate our children about the values of sustainable development, invest in research and conservation initiatives, and support local and devolved government partnerships.



Around the coast of the UK, man-made chemicals are affecting our best-known wildlife.

CAMPAIGNING FOR CHANGE

Every year, we run a number of campaigns focused on key themes, and we work towards objectives such as changing UK and European legislation or influencing the behaviour of business and industry.

Our current campaigns are:



Chemicals and Health – phasing out harmful chemicals

Joining forces with two campaign partners, the Women's Institute and The Co-operative Bank, WWF-UK's

Chemicals and Health campaign is urging the phase-out of harmful chemicals, present in everyday products, that adversely affect the health of our children and the development of wildlife. For the first time in 20 years, the EU is debating a new Chemicals Regulation, which could mean the eventual substitution of harmful chemicals with safer alternatives. This is a once in a generation opportunity to reduce the threat of hazardous chemicals in our everyday lives.





Up to 70 per cent of the timber used in the UK goes into the construction industry.

Coastal communities and marine wildlife are at risk because our seas are poorly managed.

One Million Sustainable Homes



Most homes in the UK cause significant environmental impacts. For example, housing accounts for around 27 per cent of total UK carbon dioxide (CO₂) emissions – the principal cause of climate change. And up to 70 per cent of timber used in the UK goes

into construction, with a high proportion used for housing. WWF is working with the UK government, industry and consumers to ensure that one million sustainable homes are developed across the country by 2012.

WWF is campaigning for one million sustainable homes to be developed in the UK by 2012.



OCEANS RECOVERY CAMPAIGN



Oceans Recovery – calling for a UK Marine Act

Coastal communities, livelihoods and marine wildlife are at risk because of the poor management of the seas around the British Isles. WWF’s Oceans Recovery campaign (ORCA) is calling for a Marine Act which will simplify the hundreds of laws and policies that are currently failing the marine environment. An overall Marine Act will protect our seas for the benefit of all who depend upon, use and enjoy them.

To support any of our campaigns, or for the latest information about them, call our Supporter Care team on 01483 426333, e-mail supportercare@wwf.org.uk or visit our website: www.wwf.org.uk

ENGAGING WITH BUSINESS AND INDUSTRY

Companies represent 29 of the world's top 100 economies, which is why WWF engages with these powerful players to develop sustainable solutions to the world's environmental problems. In the UK, our work with business and industry is wide-ranging and includes developing effective partnerships, stimulating innovation within business, fundraising for mutual benefit, and challenging unsustainable business practices that threaten people and wildlife.

Partners for healthy forests



The WWF 95+ Group is an innovative partnership between WWF and organisations in the UK that are committed to purchasing increasing volumes of their timber and paper products from credible, independently certified sources. Group members include household names such as B&Q, Homebase, The Body Shop, Sainsbury's, Boots and WH Smith. The WWF 95+ Group has proved to be very powerful in bringing about changes in forestry and forest product sourcing worldwide.



The WWF 95+ Group is bringing about changes in forestry and forest product sourcing worldwide.



WWF is working with fishermen in Scotland to help safeguard their industry.

Safeguarding local jobs and the marine environment

WWF is working with fishermen in the Loch Torridon area, off Scotland's west coast, to safeguard the future of their industry. The fishermen are developing new ways to ensure that only larger prawns are caught, allowing the smaller ones to escape and mature. The Marine Stewardship Council (founded in 1997 by WWF and the frozen food giant Unilever to promote environmentally responsible stewardship of the world's fish supplies) has awarded this project the prestigious "sustainability label", the first in Scotland. This pilot project is now being replicated in other areas of Scotland.



MSC0014

The partnership in the Loch Torridon area was awarded the Marine Stewardship's prestigious "sustainability label", the first in Scotland.





Funds raised in the UK by WWF for its global freshwater work will help some 50 million people around the world, from the Amazon (above) to the Yangtze.

Fundraising in the UK for the world's rivers

WWF has secured £12.7 million from HSBC (the banking and financial services organisation) in the UK for its global freshwater work. The investment is part of HSBC's *Investing in Nature* programme. In addition to supporting a conservation project in Yorkshire, HSBC's cash input will focus on resuscitating three of the world's major rivers – the Amazon, the Rio Grande, and the Yangtze. It will also aid the conservation of important wildlife and will benefit some 50 million people who depend on these rivers for their health and livelihoods.



WWF challenged BP's operations in environmentally or culturally sensitive areas.

Challenging unsustainable business in the Arctic

In April 2002, WWF presented a special resolution to BP's annual shareholder meeting. It called on the oil giant to disclose how it analyses and minimises the risk to its business from drilling and operating in environmentally or culturally sensitive areas such as the Arctic National Wildlife Refuge in Alaska. Eleven per cent of shareholders voted for the resolution and in November 2002, BP announced its withdrawal from Arctic Power, a group that lobbies for oil drilling access in the Arctic Refuge.

For a more detailed overview of our work with business and industry, visit our website: www.wwf.org.uk/business

In 2002, BP withdrew from a group that lobbies for oil drilling access in the Arctic Refuge – an area renowned for its migrating caribou.



WORKING WITH SCHOOLS AND COLLEGES

With a population of some 10 million pupils, schools and teachers in the UK are key in preparing young people for their role as environmental decision-makers. That's why WWF has been working with schools and colleges since 1981, developing classroom resources, teacher training programmes, curriculum projects and "whole school" initiatives. Young people can use their knowledge, insight and skills to make important environmental decisions in their homes, schools and local neighbourhoods. Later in life, they can help even more – as employers, employees, consumers, parents, voters and active community members.

Education for a sustainable future

Since 1994, WWF has worked with a number of schools to explore what it means to be a "sustainable school". Together, we have tackled subjects such as how education for sustainable development can be woven into the curriculum, how schools can link with the wider community on issues such as transport and energy, and how the physical environment of the school can be managed both as a learning resource and for reduced environmental impact.



Giving young people a voice



WWF Earth Champions meet the Prime Minister.

In the lead-up to the 2002 World Summit on Sustainable Development, WWF ran a government-backed project, *Our World*. Designed to encourage innovative sustainability projects

in schools, *Our World* also helped to give young people a voice in the Summit process by sending four Earth Champions – one from each country in the United Kingdom – to Johannesburg, as part of the official UK delegation. The Earth Champions met the Prime Minister and the First Ministers from their home countries, and they contributed to a pupils' internet debate linked to the Summit themes.

If you are interested in our dedicated education site for teachers, which provides news, classroom activity and resource ideas, as well as a virtual staffroom, visit www.wwflearning.co.uk



Increasingly, local authorities are spending more time and money involving their communities in ways to achieve a sustainable society.

SUPPORTING DEVOLVED AND LOCAL GOVERNMENT

Local government spends more than £80 billion a year in the UK, and its wide-ranging responsibilities impact on social, economic and environmental issues. Increasingly, local authorities are spending more time and money involving their communities in ways to achieve a sustainable society.

For many years, WWF-UK has provided resources and training to help local authorities deliver sustainable practices in their communities. And more recently, WWF has been working with the devolved administrations in the UK.

Mainstreaming sustainability

In 2002, WWF and IDeA (the Improvement and Development Agency, established by and for local government in 1999) published the *Mainstreaming Sustainability* resource pack. This explores how sustainable development can be woven into local authorities' policies and practices, such as planning new developments or transport systems.

Working with the Assembly

WWF has worked with the Northern Ireland Assembly on a range of environmental issues. We helped to identify the most important natural habitats as Special Areas of Conservation, an Assembly-sponsored WWF seminar promoted "green purchasing" practices, we advised on new measures to help tackle climate change, and have been closely involved in designing a new sustainable development strategy for the province.

For a more detailed overview of WWF's work with devolved and local government, visit our websites:
www.wwf.org.uk/researcher/keyaudiences/ukgovernment
www.wwf.org.uk/localmatters



Abbotts Hall Farm is part of a national initiative to restore the UK's rapidly disappearing coastal wetlands.



WWF is a long-standing supporter of the BedZED eco-village.

ON THE GROUND KNOWLEDGE

WWF's on the ground experience and knowledge informs all aspects of our work, not least our campaigns. Here are two examples of our work with partner organisations The Wildlife Trusts, the Environment Agency and BedZED – the UK's largest eco-village.

Abbotts Hall Farm – Europe's largest coastal realignment project

At Abbotts Hall Farm, an Essex Wildlife Trust reserve, WWF is a key partner in the largest coastal realignment project yet undertaken in Europe, which is restoring more than 80 hectares of arable farmland into saltmarsh and grassland. This is part of a nationwide initiative to restore the UK's rapidly declining coastal wetlands.



The project is a joint venture with the Environment Agency, English Nature and the Heritage Lottery Fund. It will bring real benefits to the estuary and its wildlife such as the Brent goose, curlew, redshank and lapwing. Marsh samphire and sea lavender will also flourish.

BedZED – the UK's largest eco-village

BedZED (Beddington Zero Energy Development) in the London Borough of Sutton is the largest eco-village in the United Kingdom. The homes and offices use renewable energy and help to reduce CO₂ – the main contributor to climate change.

The development also offers residents services including a car pool and local organic food deliveries. WWF-UK is a long-standing supporter of BedZED, and the practical lessons learned from this project have been vital to the development of our One Million Sustainable Homes campaign.

Reducing energy use reduces CO₂ – and helps to safeguard species at risk from climate change.



REDUCING OUR IMPACT ON THE NATURAL WORLD

Our mark on the natural world

Every individual, every household, every business, and ultimately every country, consumes resources. The mark this consumption leaves on the natural world is the “ecological footprint”.

For example, when we buy paper and other timber products, the impact is felt on the world’s forests. And when we consume petrol, the effect is not only felt on stocks of fossil fuel, but also in levels of pollution and climate change.

The UK’s consumption of natural resources is unsustainable: out of 150 countries, the UK is the 12th biggest consumer. If everyone in the world had a footprint as big as the average person’s in the UK, we would need three planets to support us. And since we import a lot of the materials we consume, the impact of the UK’s footprint is often felt more keenly in other countries.

Addressing unsustainable consumption

Addressing unsustainable consumption is a key element of all WWF’s global programmes of work: climate change, forests, freshwater, marine and coasts, rare species and toxic chemicals.

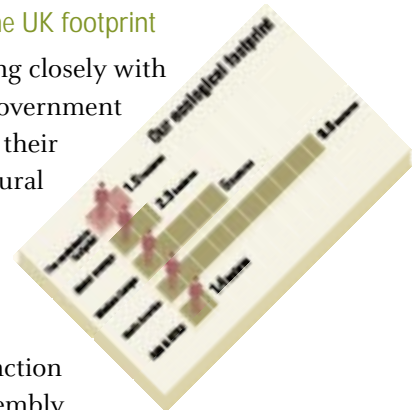
For example, our Climate Change programme is concerned with reducing levels of carbon dioxide and promoting renewable energy; and our Forest Programme, through the Forest Stewardship Council (FSC), promotes the use of wood and paper products from sustainably managed forests.



The origins of many environmental problems lie in our attitudes and behaviour – particularly our consumption of resources.

WWF – measuring the UK footprint

WWF is also working closely with national and local government in the UK to reduce their footprint on the natural world.



WWF’s footprint analysis in Wales – developed in conjunction with the Welsh Assembly Government and more recently with Cardiff County Council and Gwynedd Council – identified waste minimisation and providing food locally as two key issues that Wales needs to address if it is to reduce its footprint on the natural world.

To find out what you can do to reduce your impact on the natural world, visit www.wwf.org.uk/takeaction
To find out more about WWF’s Footprint Programme in the UK, contact the Sustainable Development Officer on 01286 676826. For WWF’s global Footprint Programme, visit our international website: www.panda.org/livingplanet



INVEST IN A HOPEFUL FUTURE

Forty years of taking action

WWF has been working to protect and conserve the natural world for more than 40 years. We have much to be proud of, but the natural world is still crying out for help.

A quarter of mammal species hover on the brink of extinction, the world's forests and seas need protecting, and wildlife and people alike are suffering the effects of climate change and toxic chemicals.

We need your help

We depend on public support to carry out our work. There are many ways in which you can help:

- become a WWF member
- make a donation
- adopt an animal
- take part in our annual sponsored walks and swims
- become a campaigner – online or off
- join a volunteer group
- take positive action, in your everyday life, to reduce your impact on the natural world
- visit our website and become more informed

Supporting WWF is an investment in a healthier and more hopeful world, now and for future generations.

To find out about supporting WWF, call our Supporter Care team on 01483 426333 or e-mail them at supportercare@wwf.org.uk. Alternatively, you can visit us on our website: www.wwf.org.uk

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