



**WWF**

**ANNUAL  
REVIEW**

**SCOTLAND**

**2011**

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Conservation | Climate Change | Sustainability

# WWF Scotland Annual Review 2011

How we inspired change

# THINKING GLOBALLY ACTING LOCALLY

Climate change, threats to natural resources and rising energy use are just some of the issues that are of growing global concern, impacting on people and wildlife right round the world. WWF Scotland works on these issues from a Scottish perspective by influencing policy, providing positive solutions and gaining public support and involvement.







healthy seas

POUR  
VIURE

To the President of the European Parliament,  
Present a strong Commission Fisheries Policy reform  
that will safeguard fish for the future

NAME  
ADDRESS  
POSTCODE  
EMAIL

facebook.com/wwfscotland

# HERE'S TO THE NEXT 50 YEARS

2011 was WWF's 50th anniversary year and we celebrated in style throughout the year, culminating with the Scottish premiere of the excellent 'One Sun, One World'

musical in Aviemore as well as the huge victory when North Ayrshire Council turned down plans for a new coal-fired power station at Hunterston. But there is still more to do.



*"Countries from Denmark to New Zealand are taking inspiration from our targets on carbon emissions and renewable energy."*

Dr Richard Dixon  
director, WWF Scotland

We worked to make sure the environment wasn't forgotten in the elections to Holyrood in May. And a great result for us has been the creation of a government working group to deliver on our vision of 'One Planet Schools'.

Countries from Denmark to New Zealand are taking inspiration from our targets on carbon emissions and renewable energy. But we need to deliver at home if Scotland's positive example is to make a difference. We've taken part in the debate on the economy, trying to paint a convincing picture of the flourishing zero-carbon Scotland that could be a reality, but only if our politicians live up to our climate targets and make Scotland *the* place for renewable energy companies to come. We're making some progress but transport spending is still going on the wrong things and far too little is going into making our homes efficient, healthy and low carbon.

The debate over the reform of Europe's Common Fisheries Policy has reached fever pitch. We've been promoting Scotland's good example of how to protect jobs as well as fish stocks, an example that has taken ten years of hard work to develop.

We've built on our new relationship with the People's Postcode Lottery, which has helped fund our work on areas including climate change, fisheries and education.

2011 has also been an award-winning year for our office, with trophies for third best workplace in Scotland (and best charity) and fourth best small workplace in the UK in the Great Place to Work competition.

As ever, there is plenty to do in the coming year, from making sure the Hunterston proposal is thoroughly squashed to running another brilliant Earth Hour. Thank you for your continued support.

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# TACKLING CLIMATE CHANGE

Climate change threatens the places and wild animals we've done so much to care for – as well as threatening millions of people worldwide. It has become a major issue for the public, politicians and the media, as we've come to realise that our actions at home have a serious and lasting impact not only on our own environment locally, but also globally.

WWF Scotland is working hard to tackle climate change by convincing our politicians and business leaders to make the right policy choices. We do this by raising awareness and publicly campaigning for change and by developing positive solutions, such as renewable energy and electric vehicles.







# TACKLING CLIMATE CHANGE

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WWF Scotland's work to secure the full implementation of the Climate Change Act continued throughout 2011, with efforts to ensure that the transport, housing and energy sectors are playing their part to reduce emissions.

Our efforts to stop the proposed new coal-fired power station at Hunterston resulted in a record 22,000 objections being submitted to the Scottish Government. WWF Scotland and other key environmental NGOs published a report into the climate implications of the proposal, dispelling the myth that this new power station could be part of Scotland's low carbon future. Reflecting the huge unpopularity of this proposal, North Ayrshire's Councillors unanimously rejected it.

**22,000**  
THE NUMBER OF  
PEOPLE WHO  
OBJECTED TO A NEW  
COAL-FIRED POWER  
STATION

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In February, WWF Scotland held a conference with Scotland's Climate Minister to encourage public bodies to sign up to WWF-UK's One In Five Challenge, a scheme that suggests practical ways to cut flying by 20% by using tools such as video-conferencing.

Following the May election, WWF took a leading role in the Stop Climate Chaos Scotland initiative to lobby newly elected MSPs and Ministers to ensure the Scottish Budget committed to funding the implementation of climate policies – a challenge in an uncertain economic climate.



In December, the publication of a new electric vehicle report to follow on from our 2010 *Watt Car?* report re-energised the debate on how to decarbonise road transport by 2050. At the *Powering Ahead* launch, stakeholders heard from WWF, Axion Batteries, Allied Electric and the Transport Minister on the many ways to enable greater uptake of electric vehicles in Scotland.

## **Our priorities for 2012**

In 2012, our determination to maintain pressure against the Hunterston application will continue as the proposal enters a Public Local Inquiry. We'll aim to build an alliance to push for greater electric vehicle uptake in Scotland. And renewable heat will form a key plank of our work in 2012, as we explore how to increase the amount of renewable heat generated in Scotland.





©ISTOCK

We are trying to get more electric vehicles on to Scotland's roads.

# LIGHTS OUT EVERYWHERE

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2011 was yet another record-breaking Earth Hour in Scotland. Thousands of members of the Scottish public demonstrated their concern for climate change. Many millions of people across 138 countries switched off their lights for one hour on 26 March at 8.30pm.

Many major iconic buildings switched off, including Edinburgh Castle, the Falkirk Wheel, Kelvingrove Museum and the Scottish Parliament. They joined globally iconic buildings going dark all over the world including Big Ben, the Sydney Opera House and the Great Pyramids.

We held an exciting countdown event at Edinburgh Castle on the night. Former BBC weather presenter Heather Reid switched off the lights while the crowd was entertained by musicians, drummers, fire jugglers and a piper.

**8.30PM**  
FOR ONE HOUR THE  
LIGHTS GO OUT  
ACROSS SCOTLAND  
... AND 138 OTHER  
COUNTRIES

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Around the country, people took part in local Earth Hour activities such as candlelit meals, an Earth Hour cocktail event, glow stick parties and light displays.

In the build up to the event, Scotland became the first country ever to be backed by 100% of its cities and local authorities, and our local authorities also won an incredible 19 of the top 20 places in the WWF-UK's 'lights-out' league table, demonstrating the strong relationship that we've built up with local government.

As well as the Scottish Government, all five main political parties, almost 500 schools and 300 businesses, public bodies and other organisations showed their support for Earth Hour.

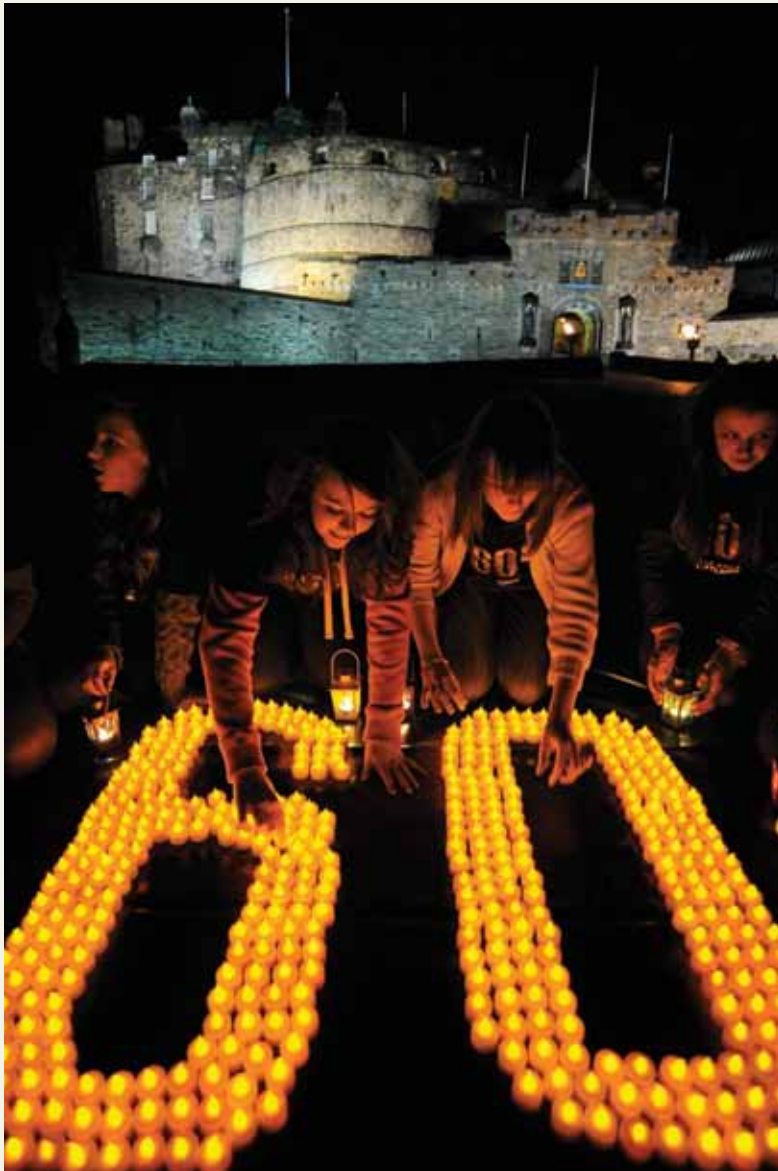


## **Our priorities for 2012**

WWF's Earth Hour is an effective way of raising awareness of our work here in Scotland. It is an engaging mechanism to open doors to new audiences or deepen relationships with existing ones. In 2012, we will particularly concentrate on working with audiences that have already been involved, to increase their participation in and after the event.

Find out more at [wwfscotland.org.uk/earthhour](http://wwfscotland.org.uk/earthhour)





© MAVERICK/WWF SCOTLAND

Thousands of people in local communities across Scotland took part in WWF's Earth Hour.

# ELECTION CAMPAIGN

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2011 saw the Scottish Parliament hold its fourth General Election, giving WWF Scotland an opportunity to ensure environmental issues featured on the political agenda.

We began our engagement early, with a comprehensive policy manifesto published and distributed in late 2010. For the election campaign, we joined forces with other organisations within Stop Climate Chaos Scotland (SCCS) to make sure our voices were heard.

Starting early in the year, our determined efforts engaged party leaders, Parliamentary candidates, the general public and the media. We worked on policy and campaigning to influence each party's manifesto. And we won significant commitments across the parties on renewables, One Planet Schools and sustainable procurement.

In the last months of the election campaign, we tried out new ways to help our supporters engage with their candidates and parties. Climate Cafés – a concept based on speed-dating – were organised across Scotland, giving constituents a unique way of getting climate change on the election agenda.

We held the first ever live online debate on 'Climate Day' with spokes-people from all the parties. Three hundred online viewers engaged in the debate – making it a great way to participate from the comfort of their own homes. All five main parties responded by renewing their commitments to tackling climate change beyond the election.

Following the election, 48 new MSPs settled into their new seats in Parliament, a number of whom had lasting memories of their Climate Café experiences.

## Our priorities for 2012

In May 2012, elections will again take place in all of Scotland's 32 local authorities. WWF Scotland will remind candidates that Scotland's councils have a responsibility to do their bit for the environment and climate change. We'll be asking candidates to commit to doing more on transport, homes and waste – areas where local authorities have considerable scope of influence.

**300**  
PEOPLE  
PARTICIPATED IN  
OUR ON-LINE  
ELECTION DEBATE







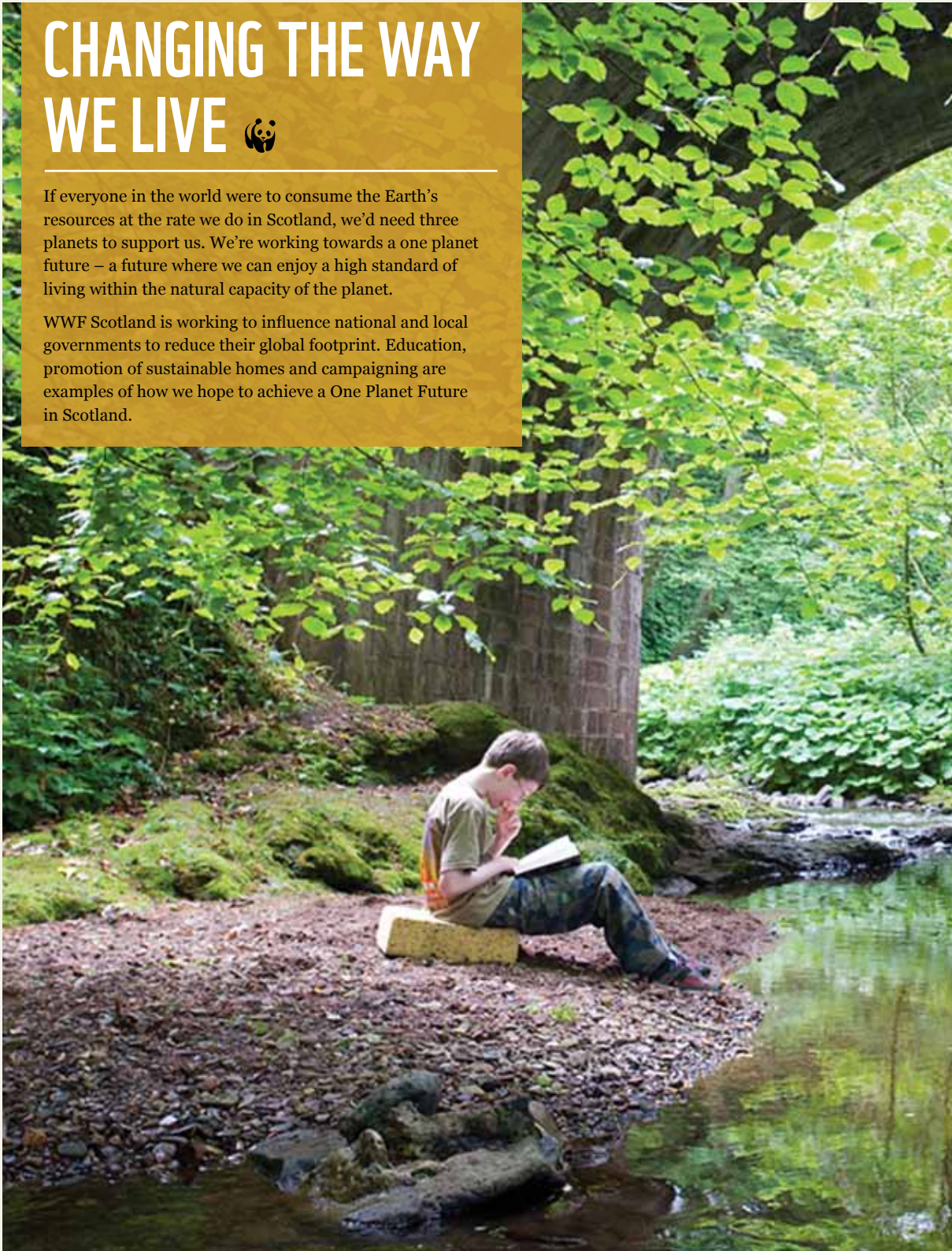
© STEVE MORGAN/WWF SCOTLAND

Scottish Parliament heard WWF's voice loud and clear on the environment this year.

# CHANGING THE WAY WE LIVE

If everyone in the world were to consume the Earth's resources at the rate we do in Scotland, we'd need three planets to support us. We're working towards a one planet future – a future where we can enjoy a high standard of living within the natural capacity of the planet.

WWF Scotland is working to influence national and local governments to reduce their global footprint. Education, promotion of sustainable homes and campaigning are examples of how we hope to achieve a One Planet Future in Scotland.







# TEACHING SUSTAINABILITY

Continuing to embed sustainable development education in Scotland's schools again formed a significant part of our work. The Scottish Government set

up a 'One Planet Schools' Ministerial Working Group, following research by WWF Scotland. And, as a member, we are working on making all of Scotland's schools 'One Planet Schools'.

Following our input to the influential Review of Teacher Education, the Scottish Government acknowledged the need for sustainable development education for teachers. And, as part of the Global Learning Project, work is underway with staff in all seven of Scotland's teacher education universities to get sustainability embedded in training courses.



Teachers from Kingussie High and its five feeder primary schools used WWF's 50th anniversary musical 'One Sun One World' as a theme to introduce sustainability across the curriculum. In November, pupils from the Kingussie area and Highland Council's Youth Choir and Orchestra performed Scotland's premiere of the inspiring musical in Aviemore.

2011 also saw the launch of The Natural Change Project 2010/11 at an event in the Royal Botanic Gardens in Edinburgh. Through the group of education leaders involved, we're already helping to put sustainability at the heart of teaching standards, teacher education, curricula and new strategies for the participants' organisations.

## **Our priorities for 2012**

In 2012, our three strands of work will come together as participants from The Natural Change Project combine their expertise and influence with WWF's to work on Teacher Education and One Planet Schools. With commitment from the Schools Minister, The General Teaching Council for Scotland, the teacher education universities and Education Scotland, 2012 is looking like an exciting year for sustainable development education.



©PAVEL SATNYWWF SCOTLAND

School children performing at the Scottish première of WWF's One Sun One World musical in Aviemore.



# MAKING HOMES EFFICIENT

Scotland's homes are responsible for a quarter of our carbon emissions, so improving their energy efficiency is one of the most important ways to help achieve the targets in the Scottish Climate Change Act.

At a time when rising fuel prices are squeezing household budgets and pushing more people into fuel poverty, the incentive to cut fuel bills through improving energy efficiency is higher than ever.

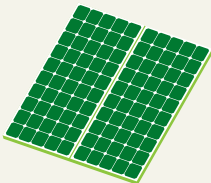
In order to step up the pace and scale of change, we focused our work on two areas. In June, we published a new report, *Maximising the Minimum*, which shows how establishing minimum standards of energy efficiency for existing homes could be applied in Scotland. We also found that the cost of significantly improving the average home in Scotland could be paid back through reduced bills within just four years and that upgrading our poorest homes would support nearly 10,000 new jobs.

**10,000**  
NEW JOBS FROM  
UPGRADING OUR  
POOREST HOMES

We led the formation of a new coalition called the Existing Homes Alliance Scotland. Bringing together environmental, anti-poverty, consumer, housing and building organisations, this alliance will be very influential in securing a step change in the energy performance of Scotland's existing housing.

In addition, we completed our Eco-Home makeover challenge in conjunction with People's Postcode Lottery. The film showing how the lucky winners had £5,000 worth of home energy-efficiency improvements is now available. Find out how you can make your home warmer, save money, and reduce carbon emissions.

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



## Our priorities for 2012

We'll push the Scottish Government to introduce minimum standards of energy efficiency for our homes. This would bring Scotland's least energy efficient properties up to an acceptable level by 2015. We'll seek government support for a Scotland-wide retrofit programme building on Scotland's flagship Universal Home Insulation Scheme. And we'll campaign to ensure that finance systems and incentives make improving the energy efficiency of our homes simple and attractive.



**10,000**

NEW JOBS THAT COULD  
BE SUPPORTED FROM  
UPGRADING SCOTLAND'S  
POOREST HOMES



**1 in 3**

1 IN 3 HOUSEHOLDS LIVE  
IN FUEL POVERTY



**7%**

7% OF HOMES ARE  
RATED F OR G - THE  
LOWEST ENERGY RATING

# SAFEGUARDING OUR NATURAL WORLD

The growing and unsustainable demand by people for natural resources is putting the natural world under severe pressure. Wildlife, forests, rivers, lakes and seas are becoming progressively more threatened as we increasingly rely upon them to sustain our lifestyles.

WWF Scotland works to safeguard our natural world, including working with businesses to make foodstuffs such as palm oil sustainable, and governments to ensure our precious marine life is protected.







# MAKING PALM OIL SUSTAINABLE

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Everyday products that we consume have a real impact on the world – and sometimes in the most unlikely places.

Palm oil – an often unlabelled ingredient in foods as diverse as instant noodles, biscuits and breakfast cereals – is the most widely consumed edible oil in the world and almost all of it comes from Malaysia and Indonesia. Unfortunately, it grows best in rainforest areas – the home for animals like the orang-utan, the clouded leopard and the tiger.

Deforestation for oil palm is one of the threats to these and the countless other species and people that depend on the region's forests. Cutting down the forests and draining the peat lands also creates greenhouse gases – this drives climate change, and impacts us all.

The problem isn't palm oil itself – it's where and how it is produced. Because it's so productive, palm oil can be a very sustainable choice but only if the practice of clearing rain forest to provide land to grow it is halted.

**10%**  
OF PALM OIL IS  
SUSTAINABLY  
PRODUCED

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That's why WWF, led by staff in WWF Scotland, established the Roundtable on Sustainable Palm Oil (RSPO) in 2004. And it's why we helped to develop tough standards to show that certified sustainable palm oil has not come from cleared land. Certified oil has been available since 2008 and currently more than 5 million tonnes a year are being produced. This is still only 10% of what the world consumes each year.

In 2011, WWF published its second Palm Oil Buyers' Scorecard. It showed that there is good progress in the number of manufacturers and supermarkets that are making commitments to use only sustainable palm oil – but still not enough are actually buying it.

## **Our priorities for 2012**

This year we'll continue to support the RSPO and make sure the standards are made even tougher. We'll put pressure on the world's biggest manufacturers and retailers to buy and use only sustainable palm oil. We'll also help the WWF network in Indonesia and Malaysia to work effectively with the industry. And we'll support WWF-China and WWF-India to increase the demand for sustainable palm oil in Asia.



© JAMES MORGAN/WWF INTERNATIONAL

Close-up of palm fruit waiting for transportation from the oil plantation to the mill.



# MORE FISH, HEALTHY SEAS

2011 was another busy year for us in our work to help deliver thriving seas around our coasts.

Sea fisheries continue to play a key role in Scotland's economic, social and cultural

well-being and managing their impact on the environment is critical.

In 2011 we've been working to influence the current reform of the EU fisheries policy. And we engaged with politicians to champion the need to bring the management of fisheries closer to the local level. We want to see regional stakeholders involved in designing and implementing long-term strategies on how best to manage sustainably catches of all the species caught.

To support this work, we've been highlighting Scotland's example of participative fisheries management. It brings together the industry, scientists, the government and NGOs to agree on the best way to meet our obligations.

We've also been out on the streets mobilising thousands of people in Scotland through our 'More Fish' campaign. Launched by top chef, Tom Kitchin, and helped by fifty volunteers, the campaign demonstrated the strength of public support for effective Common Fisheries Policy reform and the elimination of discards. Our series of street events gathered almost 8,000 signatures for the petition sent to the European Parliament. These will join tens of thousands of petition signatures from other countries later in 2012.

We've also been working alongside other conservation organisations to ensure that the implementation of Scotland's new marine legislation delivers healthy seas and marine habitats, and moves towards protection for our most significant areas.

## **Our priorities for 2012**

In the year ahead, our focus will continue to be on strengthening Scotland's pioneering participative fisheries management approach. Ensuring our Scottish, UK and EU politicians champion our reform priorities for the CFP, and switch fully to fishing gear and practices that prevent catches of unwanted fish and the wasteful discards they generate.

8,000

PEOPLE ASKED THE  
EU FOR MORE FISH IN  
HEALTHY SEAS





© MAVERICK/WWF SCOTLAND

Celebrity chef Tom Kitchin launched the More Fish campaign.

# DEVELOPING SUSTAINABLY FARMED SEAFOOD

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Fish and shellfish can be a healthy source of protein and essential oils in people's diets. However, the world's oceans cannot produce all the seafood the world demands so half the fish and shellfish eaten globally is currently produced in farms.

In the decades ahead, fish farming is expected to play an increasing role in the overall plate of food eaten by many. But

there are a number of environmental impacts associated with these practices. WWF Scotland is looking at what can be done to address some of these impacts, including working to ensure any wild fish used in feeds come from sustainable stocks and that alternative feed ingredients are developed and used in the future.

We spent 2011 finalising the last in a series of independent, global standards aimed at minimising the environmental and social impacts of aquaculture to be ready for a consumer-friendly labelling scheme to be run by the newly created Aquaculture Stewardship Council (ASC). Certification of some farmed species, such as tilapia and mussels, has already begun and we expect labelled ASC-certified products to be on UK supermarket shelves during 2012.

**ASC**  
CERTIFIED  
AQUACULTURE  
PRODUCE WILL  
SOON BE LABELLED  
ON SUPERMARKET  
PRODUCTS



## **Our priorities for 2012**

We'll continue working with others to find alternative sources of fish oils for use in feeds. We'll begin to look at life-cycle analysis of fish and shellfish farming to determine the carbon and water footprints of aquaculture in relation to other farming methods. We'll also be working hard to persuade producers, wholesalers and retailers of farmed seafood to make a commitment to ASC certification so that their production processes have minimal impact on the ecosystems they rely on.





© ISTOCK

Certification of some farmed species, such as tilapia and mussels, has already begun.

# SUPPORTING OUR WORK

All our work and successes are only possible thanks to the generosity of our many supporters. We rely on every single one of them whether they send us a donation, back our campaigns, or take part in one of our sponsored events.

If you'd like to find out how you can help us please visit [wwfscotland.org.uk/howyoucanhelp](http://wwfscotland.org.uk/howyoucanhelp) or our Facebook page [facebook.com/wwfscotland](https://facebook.com/wwfscotland)









# ACTIVE FUNDRAISING

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In 2011, lots of brilliant fundraising initiatives took place across Scotland, from sponsored 5km races to marathons, and from swims to cake sales. Not to

mention our wonderful work with businesses this year – all of which raised vital funds for WWF’s work in Scotland and beyond.

WWF Scotland was lucky enough to receive funding from a variety of sources, including players of the People’s Postcode Lottery, who donated a fantastic £170,000 towards our work. Every time you play the People’s Postcode Lottery, you help support local charities like us. And over £16m has been raised for UK charities in just four years.

**THANK YOU TO  
EVERYONE WHO HAS  
SUPPORTED OUR  
WORK IN 2011**

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2011 was also WWF’s 50th Anniversary, so, to celebrate, all staff across our UK offices took part in a vast array of fundraising events. Our small team in Scotland raised over £3,300 with bake sales, lunches, bike maintenance classes and even a 50km sponsored swim.

Your contribution ensures that we’re able to pursue not only our Scottish initiatives, but also our UK and international projects. Thank you to everyone who contributed this year – the fantastic milestones reached in 2011 would not have been achieved without your support.

For more information on how you can help please email [scotland@wwfscotland.org.uk](mailto:scotland@wwfscotland.org.uk)

There are lots of ways you can help us to carry out our work, including holding your own fundraiser, taking part in one of our many running events, adopting an endangered species, becoming a member, leaving a gift to WWF in your Will, making a donation or involving your company or employer. For more information visit [wwfscotland.org.uk](http://wwfscotland.org.uk)



© MAVERICK/WWF SCOTLAND

WWF's tiger was part of the Jungle City exhibition in Edinburgh, hosted in partnership with People's Postcode Lottery.

# CHALLENGING OURSELVES

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During this amazing anniversary year, we've taken every opportunity to reduce any harmful impact that our own day-to-day work has on the environment.

Our wood pellet boiler means our carbon emissions from heating the building and water have been minimised. This has been a particular asset during our recent harsh winters.

We've also reduced electricity consumption by 4% compared to the previous year. Our water consumption increased slightly, which turned out to be caused by a fault in the system – this has now been rectified and we expect to see a reduction again in 2012.

**85%**  
OF OUR WASTE IS  
RECYCLED

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In terms of waste, a slight increase overall is offset by the fact that we increased the proportion recycled (or composted) by 6%, to 85% of our total waste. And we've reduced the amount of waste going to landfill by 25% from the previous year.

For full details of the overall WWF-UK environmental performance, read the Environmental Report at [wwf.org.uk/environmentalreport](http://wwf.org.uk/environmentalreport)



© iSTOCK



# ADVISORY COUNCIL AND STAFF

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## **WWF Scotland Advisory Council**

Prof James Curran MBE – chair until February 2011

Derek Munn – chair from February 2011

Fred Dinning

Lady Isabel Glasgow

Clare Harris

Laura Hutton

Osbert Lancaster

Clive Mitchell

## **WWF Scotland Staff**

Dr Richard Dixon: director

Dr Dan Barlow: head of policy

Dr Sam Gardner: senior policy officer (climate change)

Adam Harrison: senior policy officer (food and agriculture)

Dr Piers Hart: policy officer (aquaculture)

Betsy King: senior policy officer (education)

Elizabeth Leighton: senior policy officer (homes and footprint)

Dr Mireille Thom/Helen McLachlan (on secondment to the European office): senior policy officers (marine)

Morag Watson: senior policy officer (education)

Lang Banks: head of communications

Mandy Carter: press officer

Duncan Thomas: press volunteer

Eva Groeneveld: public affairs manager

Kate Pearson/Judy Hills (on sabbatical 2011): fundraising managers

Barbara Stratton: marketing and events officer

Caroline Mackechnie: marketing and events volunteer

Julie Stoneman: public campaigns manager

Emily Speck: public campaigns volunteer

Claire MacDonald: design volunteer

David Downie: head of resources

Nancy Nairn: finance and project co-ordinator

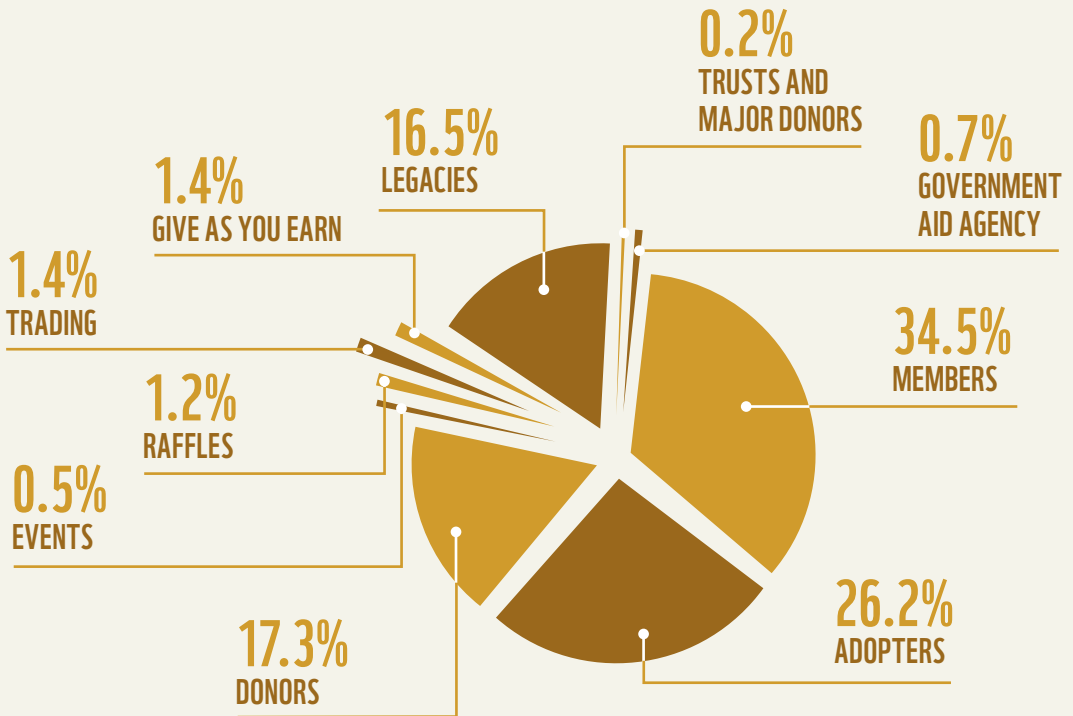
John Taylor: resources co-ordinator

WWF SCOTLAND IS  
PART OF WWF-UK,  
THE WORLD'S LARGEST  
ENVIRONMENTAL  
NETWORK



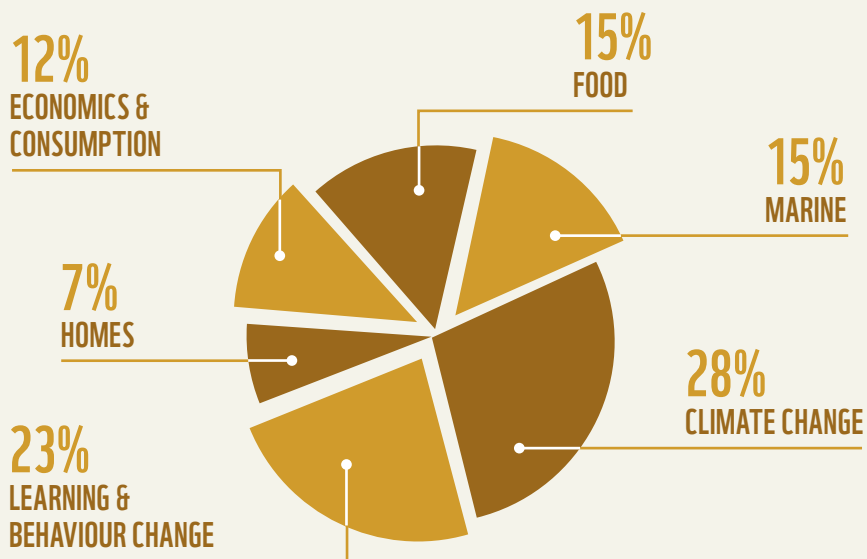
# WWF SCOTLAND INCOME AND EXPENDITURE 2011

## INCOME SOURCES %



## EXPENDITURE %

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Our income and expenditure are illustrated here as percentages of the totals received from Scottish sources and the totals spent in the year to 30 June 2011, excluding central overheads. A copy of the full audited accounts containing the detailed information required by law is available from our website [wwfscotland.org.uk](http://wwfscotland.org.uk)



# WWF Scotland 2011 in numbers

100%  
RECYCLED

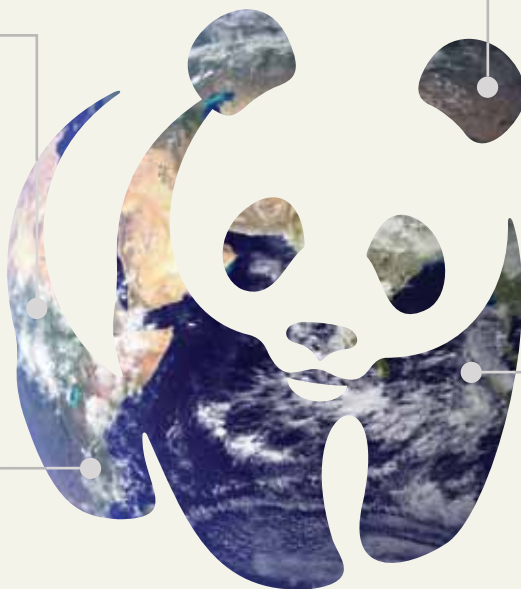


50

We celebrated our 50th anniversary in 2011

100%

Every local authority took part in WWF's Earth Hour – a world record



8,000

Number of people who asked the EU to make commercial fishing sustainable

2020

By then over 100% of Scotland's electricity needs could be provided by renewable sources



#### 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.

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