



annual report 2001



40 years
of conservation
achievement

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This publication is WWF International's official annual report. Copies of the annual reports of other WWF offices may be obtained directly from the relevant office (see pages 32 and 33). For further reading, see *WWF's Global Conservation Programme 2001/2002* on www.panda.org.

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40 years of conservation achievement

WWF celebrated its 40th anniversary in September 2001. Founded in 1961 by a number of influential, far-sighted individuals concerned about the deteriorating state of the environment, WWF has grown over the intervening four decades to become one of the world's largest and most respected independent science-based conservation organizations.

WWF's mission has broadened over the years to address the full spectrum of the world's biological diversity and to build a future in which humans live in harmony with nature. The organization looks for new and sustainable ways of using the planet's natural resources and tackles the many forms of pollution that are harming the atmosphere, fresh water, and oceans which ultimately sustain life.



Sara Morrison

WWF-CANTON/REBE TENGU

Despite the organization's strength and its ability to adapt and grow in an increasingly complex world, the challenges that lie ahead are more daunting than ever. In these pages we reflect on some of the successes of the distant and recent past, and the bold targets we have set ourselves.

To achieve its objectives, both in the short and long term, WWF recognizes the need for partnerships – with governments, business and industry, non-governmental and other civil society organizations, and, crucially, individual people in all walks of life. This, too, is reflected in these pages.

If ever there was a time for WWF and its partners to pull together, that time is now.

A handwritten signature in black ink, appearing to read 'Sara Morrison'.

The Hon Sara Morrison
Acting President, WWF International

changing patterns, changing lives

In 2001, WWF celebrated its 40th anniversary and looked back at an impressive record of conservation work. In that time, WWF carried out many thousands of field projects, mainly in developing countries, and often in partnership with other agencies, thus directly contributing to sustainable development and poverty alleviation. Over those 40 years, WWF also increasingly contributed to global environmental policy development and played the key role in introducing market mechanisms such as the Forest Stewardship Council (FSC), which today allows business and industry to engage in environmentally sound practices.



Claude Martin
Director General, WWF International

Looking ahead to the next 40 years, this first year into the new century has marked huge emerging challenges in our fight for life on Earth. Never before in the history of the environmental movement have the stakes been higher. Neither has awareness been more widespread that global environmental issues will soon determine the fate of virtually every sector of human activity and welfare. Without wanting to sound alarmist, there can be little doubt that very large parts of humanity will suffer from a worsening global water crisis and the disastrous effects of the rampant mismanagement of the world's marine resources. According to WWF's *Living Planet Report*,* we have lost one-third of the planet's natural wealth over the last 30 years, a trend unlikely to improve in the near future given the increasing "footprint" that mankind leaves on the Earth – now visible even in the remotest wilderness areas. The Arctic, while not having the high profile of tropical rainforests or coral reefs, is nevertheless a prime example of how the quest for resources – above all petroleum – is rapidly pushing into areas hitherto left to the few indigenous communities, polar bears, and caribou herds. Exploitation of the Arctic by extractive industries brings high risks, with effects that are likely to be dramatic for both nature and the cultures of peoples who have made their livelihood in a perfectly sustainable manner for many hundreds of years.

* The *Living Planet Report* can be viewed at www.panda.org/livingplanet/lproo

Climate breakthrough

Perhaps the most remarkable development of the past year has been the widespread acceptance at last of man-made climate change as the global issue that is likely to impact virtually every aspect of biodiversity conservation and human life in the years ahead. The long lag time between the emission of greenhouse gases and the actual effects of climate change means there can be no question that the coming decades will seriously erode the planet's biodiversity, making deep inroads into the natural inheritance of future generations. The third assessment report of the Intergovernmental Panel on Climate Change (IPCC) left no doubt over the fact that these impacts are already evident. Melting polar ice, increased forest fires, changing distribution patterns of plants and animals, increasing incidence of coral bleaching, desertification, and extreme and destructive weather events are just some of the telltale signs.

WWF has been campaigning for six years for governments and industry to take action to combat climate change. Our analyses and warnings have been ignored, criticized, even ridiculed for a large part of this time. The major breakthrough in public consciousness came in July 2001 with the global community's acceptance of the Kyoto Protocol, despite the US government opting out of the agreement. President Bush's provocative and

intrinsically unwise decision, however, had a positive side-effect: it elevated the issue of climate change into the headlines. This inadvertently helped unify the stance of other governments, not least the Europeans, in at last taking the issue more seriously.

The emerging clarity over the root causes of biodiversity loss and the ecological footprint that limits the potential for sustainable development also triggered a further focusing of WWF's activities. In the past year, WWF has concluded its network-wide exercise to concentrate its efforts for maximum impact. On the one hand we will work on six global issues: forests, fresh water, oceans and coasts, threatened species, climate change, and toxics – for each of which we have clear targets and strategies. And on the other hand our field-based activities will increasingly be focused on ecoregions – biogeographic units that allow a coherent planning and approach for the conservation of biodiversity. I am convinced that this two-pronged strategy – focusing on global policy and ecoregions – puts WWF in the best possible position to make a real difference in addressing the huge conservation challenges of the coming decades. We need your support to make it a reality.



Dr Claude Martin
Director General, WWF International



A pristine environment – but for how long?

campaigning for conservation

WWF's mission is to stop, and eventually reverse, the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. Over its 40-year history, WWF has grown into one of the world's largest and most effective independent organizations dedicated to the conservation of nature. It has reached this status through a constant record of conservation achievements.

Today, WWF operates in nearly 100 countries, supported by some five million people worldwide. Its initials and famous Panda logo have become a powerful rallying point for those who care about the future of the planet and want to help shape it in a positive way.

The organization's success and reputation have been built around a factual, science-based approach to conservation, which focuses on six priority issues: **forests, fresh water, oceans and coasts, threatened species**, and the insidious threats of **toxic chemicals** and **climate change**.

To underpin its work, WWF runs highly focused programmes based on these issues of global concern. Each programme has identified conservation targets (summarized in the following pages) for the next ten years. To help with the delivery of these targets, short, high-profile campaigns, wherever possible involving the general public, are initiated.

WWF runs some 1,200 projects around the world in any year. Many of WWF's 3,800 staff work at the front line of conservation, sometimes in difficult and dangerous conditions, helping to make maximum use of the approximately US\$273 million that WWF spends annually on its global conservation work. On-the-ground projects are reinforced with policy work and campaigns, as well as education and local capacity building to help replicate conservation successes.

Saving the world's special places

Recognizing that local conservation problems often have their roots in wider social and economic issues, which influence how people use and consume resources and affect the environment, WWF has adopted an approach which links field and advocacy work to address environmental problems within areas whose boundaries are defined by nature – what WWF terms “ecoregions”. These may be tropical forests or large areas of freshwater wetlands spanning one or more countries, or entire coral reef systems such as Australia's Great Barrier Reef.

WWF has identified some 200 such places – the “Global 200 Ecoregions” – which harbour most of the world's remaining biological diversity, and which must be preserved if we are to leave a living planet for future generations. The organization has selected 77 of these areas to focus on and is working with partner organizations to develop action plans. Ambitious, broad-scale, and inte-

grated in nature, these plans combine environmental, economic, and social actions to conserve or restore the biodiversity of an entire ecoregion.

Gifts to the Earth

“**Gifts to the Earth**”, the highly successful conservation tool developed by WWF in 1996, continues to win commitments from governments, industry, and individuals to preserve the most significant parts of our natural heritage. By mid-2001, 66 gifts had been recognized by WWF. Among them were new legislation in Mauritania to protect the Banc d'Arguin – an area of shallow coastal waters and tidal mudflats of international importance for migratory waterbirds – and the commitment by Turkey to increase the size of its protected areas by 50 per cent.

Communicating the message

Over the past year, WWF's award-winning website – **www.panda.org** – has been further developed into an immensely powerful tool for awareness-raising and action. Thousands of people are now using “**Panda Passport**” to register their concerns about conservation issues of the moment. By harnessing the views of so many people, WWF is able to bring pressure to bear on policy- and decision-makers to make a real difference.

The WWF Network

Since its foundation as a charity under Swiss law in 1961, WWF's network of offices has grown steadily to cover most regions of the world.

At the heart of the network is the **International Secretariat** based in Gland, Switzerland. It identifies and monitors emerging conservation concerns, guides the development of WWF's position on international issues, coordinates campaign, communications, and fundraising activities, manages the international conservation programme and policy work, and builds global partnerships.

The **WWF Network** contributes expertise and funding to WWF's international conservation programme. Activities range from practical field projects and scientific research to advising on environmental policy, promoting environmental education, and raising public understanding of environmental issues. Two specialist offices, in Brussels and Washington, work to influence the policies and activities of the European Union and institutions which deal with global economic issues, such as the World Bank and the Global Environment Facility (GEF).

In 2001, the number of WWF offices grew with the admission to the network of WWF-Turkey, which previously had been one of five Associates – independent non-governmental organizations (NGOs) which work closely with WWF towards shared conservation objectives.



Tree ferns in a Colombian cloud forest symbolize WWF's efforts to protect forests worldwide (see pages 12 and 13).



partnerships for conservation

Good for the Earth, Good for Business

WWF's Global Priorities:

A Future for Forests

Life or Death for the World's Wetlands?

Wanted Alive!

Curbing Global Warming

Tackling Toxics

Turning the Tide

good for the earth, good for business

“It is thanks to its partners that WWF is multiplying its impact and achieving ever greater environmental awareness and responsibility among people everywhere. Business and industry in particular will play an increasingly key role in environmental issues, and partnerships with major players in these sectors are essential for us to secure the funds we need.

That said, competition for funds from all sectors, private and public, is fierce and the search for finance has never been more difficult or critical.

Establishing new partnerships, as well as maintaining existing ones, gives us the added impetus to meet our challenges. WWF believes that change can be brought about, not only by individual actors, but also in industrial sectors by working together with companies

that are truly committed to environmental and social integrity.”

Mario Fetz
Director, Fundraising & Marketing

A natural team

After three successful years, Canon and WWF renewed their partnership at a signing ceremony between Claude Martin, Director General of WWF International and Hajime Tsuruoka, President of Canon Europa. “We value the partnership with WWF greatly,” Mr Tsuruoka said. “As a company we take our responsibility for the environment very seriously.”

Images are essential tools for raising public awareness and thanks to Canon Europa’s sponsorship, WWF has been able to significantly improve its ability to communicate through pictures. A selection of nature photographs can be viewed in the newly designed PhotoGallery on WWF’s website (www.panda.org).

Over the next two years, Canon and WWF will continue to raise environmental awareness through joint promotional and marketing activities especially targeted at young people.



Claude Martin and Hajime Tsuruoka renew the partnership between WWF and Canon.

A constructive partnership

Since entering into partnership with Lafarge in 2000, WWF has contributed the expertise that the construction materials group needs to reinforce its environmental policies and practices. Christopher Boyd, Senior Vice President of Environment and Public Affairs at Lafarge explained: “Our partnership with WWF is intended to help us raise our own standards as well as to raise standards generally within our industry.”

WWF and Lafarge are working jointly on a number of fronts, especially on quarry restoration and environmental performance indicators. Lafarge has developed a biodiversity strategy for quarry rehabilitation and provides financial support for “Forests Reborn”, a joint WWF-IUCN* programme for the restoration of forest landscapes. Quantitative targets are being developed for

indicators such as waste reduction and recycling, energy consumption, environmental audits, and carbon dioxide (CO₂) emissions. Lafarge, together with WWF and an independent consultant, is defining targets for reducing its own.

Lafarge CEO Bertrand Collomb stated: “A global industrial group can only continue to be successful if it operates in the framework of sustainable development and if its concern for the environment is genuine and recognized.”

* IUCN – The World Conservation Union



... is Haller Park's Sanctuary today.

Organic pasta

Within just one year of becoming a WWF Corporate Supporter, the Italian pasta manufacturer Delverde can already see the benefits of the partnership. The association with WWF is attracting new customers and reinforcing the product message that its pasta is made from natural ingredients – organically grown wheat. In return, Delverde is helping to raise consumer awareness of WWF's work with in-store promotions in key markets around the world.



Advertising conservation

WWF's partnership with the advertising agency Ogilvy & Mather has resulted in free advertisements and placements worth US\$5 million in major international media such as *Time*, *Newsweek*, *Asia Week*, and *BusinessWeek*. The WWF Network also benefits from O&M's worldwide presence, with the agency currently developing a free campaign for the WWF office in Russia to boost membership in that country.



Corporate Club partnerships

In the year of its launch, more than 70 companies joined WWF's Corporate Club in Hungary, Poland, Russia, Thailand, and the United Arab Emirates. Through their financial contributions, local companies can support conservation programmes in their own country. In return, staff and their families are able to attend special interest events focusing on the environment, such as the Polish Corporate Club's two-day visit to a WWF wetland project in Biebrza National Park.

High-profile events such as the official launches of the club in each country provide excellent opportunities for member companies and WWF to promote environmental responsibility.



1960s

WWF funds the Charles Darwin Foundation for research and education in the Galapagos Islands, Ecuador.



WWF-CANON/J. REY-MILLET

1963

WWF assistance helps the Mweka College of Wildlife Management in Tanzania to train park wardens and managers throughout Africa.



WWF-CANON/ARTISTS FOR NATURE

White storks in Biebrza Valley, Poland – scene of a two-day visit by WWF's Polish Corporate Club.

1964

WWF works to protect the last 25 Javan rhinos in Ujung Kulon, western Java. Today, there are about 60 animals in the reserve.



WWF-BUNNEN/CEAD, YAHYA, SUMIAD

1969

WWF helps establish the Doñana nature reserve in Spain – a haven for the last few Iberian lynx.

1970s

WWF is instrumental in setting up CITES to protect plants and animals threatened by international trade.

A vote of confidence

Financial support from major donors, trusts, and foundations is crucial for WWF to continue to develop innovative approaches to conservation.

The Avina Foundation, for example, is partnering WWF in three strategic initiatives in the Mediterranean: “Green belts against desertification” – a network of connected forest reserves managed by indigenous populations; “Across the Waters” – an environmental education grants programme; and “Out of the Blue” – marine protected areas.

Funding by the Oak Foundation is enabling WWF to help protect the North-East Atlantic by setting up marine protected areas and curbing destructive EU fishing subsidies, while the Mava

Foundation’s steadfast financial support provides WWF with the means to continue to protect European freshwater wetlands.

Regular renewal of funding is a vote of confidence in the work of WWF – proof that the organization is accountable and can deliver tangible results. WWF acknowledges with gratitude the invaluable funding received from the Avina, Greendale, Mava, Mott, and Oak Foundations, and from all its major donors. We also thank those donors who wish to remain anonymous.

People power

Every year, nearly five million supporters around the globe donate to WWF, accounting for around 49 per cent of the organization’s total annual income. WWF’s grateful message to each contributor is that, whatever the amount, every donation makes a difference. Campaigning support is also crucial – 20,000 people actively campaign via WWF’s “Panda Passport” website (www.passport.panda.org) on issues as varied as Japan and Norway’s continued flouting of the whaling ban, to protecting albatrosses in the Southern Ocean.

Making the right impression

Europeans are generally in favour of the relationships that WWF is developing with business and industry, according to a survey conducted free for WWF by market research group INRA (EUROPE), a Corporate Supporter of WWF since 1999. Over 60 per cent of those polled said they thought association with WWF would add value to a company. Two in three thought that WWF should be partly supported by private companies. Christine Kotarakos, INRA Research Director responsible for coordinating the survey, commented: “We found that the WWF logo is well liked and trusted by a large majority of people interviewed.” The results prove WWF’s belief that partnerships for conservation are essential for success.

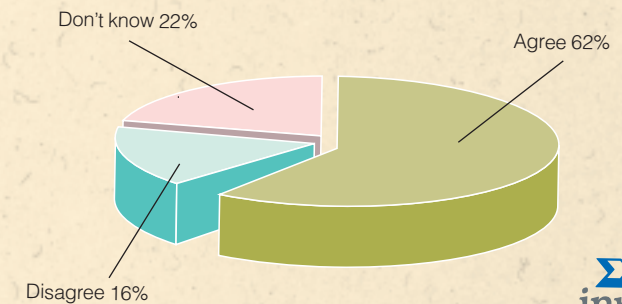


Mediterranean pine forest, Huelva, Spain – part of a growing network of connected reserves.



WWF & business partnerships

WWF logo adds value to a consumer product



In a survey conducted by market research group INRA, 62 per cent of respondents thought an association with WWF added value to a company.

A gala event

In September, WWF celebrated 40 years of conservation in Seville, Spain when HRH Prince Bernhard of the Netherlands, Founder President of WWF International, and HRH The Duke of Edinburgh, President Emeritus, were joined by many of WWF's partners, supporters, and founders at a gala dinner. Seville was a fitting choice for the location of the celebration because of WWF's long association with nearby Doñana National Park, which it helped establish in 1969.

So much to be done

Thirty years ago, HRH Prince Bernhard of the Netherlands created a unique funding mechanism for WWF – The 1001: A Nature Trust. The trust – managed as an endowment fund – has grown continually from the contributions of its 1001 members over the years, providing WWF with annual income for its work. But the need for

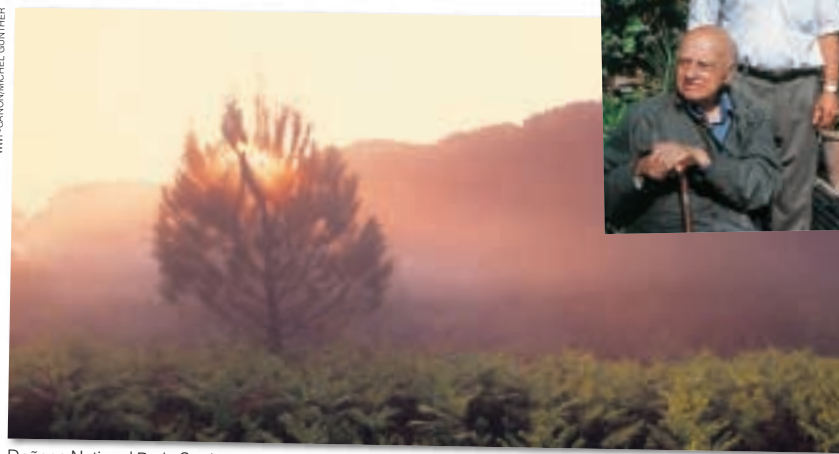
funds never ends. “Obviously WWF needs money,” acknowledged Prince Bernhard in a personal video interview made to commemorate WWF’s 40th anniversary and the support of The 1001. “Conservation is hard work ... and it’s not cheap.”

IBTT BV



International Bon Ton Toys BV produced this toy panda as a gift to mark WWF's 40th anniversary celebrations in Seville, Spain.

WWF/CANON/MICHEL GUNTHER



Doñana National Park, Spain.



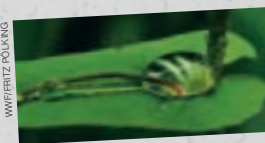
WWF/ISAAC VEGA

Clockwise from top left: Claude Martin, Jose A Valverde, Luc Hoffmann, Jose M Mayorga, and Max Nicholson – WWF's past and present gather to celebrate 40 years of conservation.

1971

WWF participates in the creation of the Ramsar Convention to safeguard wetlands worldwide.

WWF/FRITZ POLKING



1972

WWF launches “Operation Tiger” to raise funds to protect the last 1,800 Bengal tigers left in the wild. There are now 2,500 to 3,750 tigers in India and 5,000 to 7,000 in the world.

1973

The World Organization of the Scout Movement and WWF launch the “World Conservation Badge”, which is adopted by scouts in 30 countries.

1973

WWF and IUCN persuade the five Arctic nations to sign the International Polar Bear Convention to help protect the species.

1975

WWF raises funds to establish protected areas in Central and West Africa, Southeast Asia, and Latin America.

a future for forests

“Despite the significant achievements made by WWF in forest conservation over the past 40 years, the world’s forest landscapes continue to deteriorate. More than ever we need to reach out to new and existing partners to form a powerful, global alliance to reverse the trends that are bringing the world’s forests to the brink of ruin.

In addition to our current partners, such as the World Bank, IUCN, and the Forest Stewardship Council (FSC), we need to work with other NGOs, labour unions, and consumer groups if we are to succeed in tackling the

threats to forests posed by ineffective or inadequate government policies and the disastrous practices of some irresponsible members of the timber industry.

WWF’s new targets for protecting, managing, certifying, and restoring forests will help to bring together the people and resources needed for effective long-term action.

In particular, our work on forest landscape restoration gives us the opportunity to work with people and aid agencies in the fight against poverty.”

Chris Elliott
Director, Forests for Life Programme



WWF-CANON/RENE LEVIGU

TARGETING FORESTS

Over the next decade, WWF will work to safeguard all kinds of forests by setting up and maintaining networks of protected areas. Within five years, WWF wants to ensure that the highest international standards of forest management are applied to over 100 million hectares of all forest types. At the same time, WWF aims to have 20 landscape restoration programmes underway in the world’s most damaged forested regions.



WWF-CANON/MICHEL GUNTHER

Atlantic forest, Parana, Brazil.

Protecting forests

In June, WWF welcomed as a Gift to the Earth (see page 4) the government of Croatia’s designation of Sjeverni Velebit as a national park. The ancient forests of the Velebit mountains are essential for safeguarding fresh water sources, and are also home to large numbers of wolves, brown bears, and lynxes. The new park covers some 200,000 hectares and has some of the few remaining old-growth forests in the Mediterranean.

The Velebit forests are one of ten forest “hot spots” in the Mediterranean singled out by WWF for their biological diversity and whose protection is vital to preserve the Mediterranean basin’s natural heritage. The new protected area was the result of joint efforts by WWF, the Croatian Ministry of Environment, the Croatian Forest Research Institute Jastrebarsko, and Green Action (Friends of the Earth-Croatia). WWF now aims to put in place an innovative protection plan, integrating nature conservation and sustainable development for the benefit of local communities.

Earlier, in April, two other Gifts to the Earth were offered during a high-level event hosted by HRH The Duke of Edinburgh at St James’s Palace in London. The government of Georgia announced its intention to protect 15 per cent of the country’s forests by 2010 – a 50 per cent increase in the area of forest currently under

protection. This was followed by the Turkish government’s declaration of the Kure Mountains as a national park and its commitment to protect eight other forest areas (totalling 250,000 hectares) by 2005 – increasing the protected-areas network in Turkey by 50 per cent.

The Yaoundé Declaration on forest conservation, signed in March 1999 by six governments in Central Africa, continues to make impressive headway. In Cameroon, two new national parks – Campo-Maan and Mbam et Djerem – were created, bringing the total of forest protected areas to 1,651,400 hectares (some 3.5 per cent of the national territory). Significant progress was also made on the development of a tri-national park between Lobeke in Cameroon, Nouabalé-Ndoki in the Republic of Congo, and Dzanga-Ndoki in the Central African Republic, with the possibility of merging the three protected areas into a single Sangha National Park covering some 2 million hectares.



WWF-CANON/CHRIS MARTIN BAER

Grey wolves are still found in good numbers in the ancient forests of Croatia’s Velebit mountains.

Certifying forests

During 2001, important advances were made under the Forest Stewardship Council (FSC) scheme, by which forests are certified as being managed to the highest economic, environmental, and social standards.

In April, Romania's president Ion Iliescu announced that his country would adopt FSC practices, starting with a trial area of 32,000 hectares. By October, that commitment had risen to an impressive 1 million hectares.

Other countries in Central and Eastern Europe, such as Bulgaria, Croatia, Estonia, Hungary, Latvia, Russia, and Slovakia, are also set to pursue FSC certifications. The Latvian government, for example, has agreed to adopt FSC standards on public lands, representing two-thirds of all forested land in the country.

The certification of 140,658 hectares of native forest located in the municipal district of Paragominas, in the state of Pará, Brazil, has increased by 20 per cent the certified forest area in the Brazilian Amazon. The move, by forest owners Cikel Brasil Verde SA, brings the total area of forests under sustainable management in Brazil to 870,511 hectares.

More certified forest products

The number of products made from FSC-certified timber continues to rise. Towards the end of 2000, the UK's BBC Worldwide publishing group announced that *BBC Wildlife Magazine* would be the world's first consumer magazine to carry the FSC logo.

Nicholas Brett, Director of BBC Worldwide, said: "We are proud to be the first publisher in the world to have used FSC-certified paper for one of our titles and would urge our colleagues throughout the magazine industry to do the

same. As more paper becomes available we intend to migrate all of our 37 BBC titles onto FSC-certified stock." The BBC uses some 50,000 tonnes of paper per year for its publications.

BBC Worldwide were one of the first companies to join the Forest and Trade Network in the UK. Other networks are now operating in North America, Austria, Australia, Belgium, Brazil, France, Germany, the Nordic countries (Denmark, Finland, Norway, and Sweden), the Netherlands, Spain, and Switzerland, with Japan and Hong Kong soon to join. These networks are dedicated to sourcing, producing, and investing in independently certified products from well-managed forests. In all, some 700 companies now belong, and over 20,000 products carrying the FSC logo are available on the market.



The Forest Stewardship Council (FSC) logo is spray-painted onto certified timber.

WWF/C TURNER



Tree nursery: WWF's "Forests Reborn" project includes the planting of native trees to restore forest landscapes.

WWF/CANON/JEFFREY A SAVER

Restoring forest landscapes

Many countries are suffering from deforestation, which damages watersheds, erodes the soil, and disrupts climate. Forest landscape restoration is a new concept developed under the joint WWF/IUCN "Forests Reborn" project, which aims to restore once-forested land to a more authentic state. It encompasses social, economic, ecological, and technological aspects and involves people and organizations at all levels. Restoration includes tree-planting, improving the quality of damaged forests, and natural regeneration – leaving landscapes to recover unaided.

Restoration projects are already underway in the Kinabatangan Floodplain in Sabah, Malaysia, and the Lower Danube Islands in Bulgaria. Others are planned in China, East Africa, and the Mediterranean.

Certified tourism

In April, WWF and the PAN Parks Foundation launched a new project giving tourists the opportunity to help protect the endangered primeval forest of Poland's Bialowieza National Park by booking a "green adventure" on-line. The PAN Parks initiative, created by WWF, is designed to develop a European network of well-managed, protected wilderness areas which promote sustainable tourism as a tool for better nature conservation.



JOEY VAN DE VLAGKAMP/WWF

The ancient forest of Bialowieza – the subject of a partnership between conservation and tourism.

1976

WWF and IUCN launch TRAFFIC (Trade Records Analysis of Flora and Fauna in Commerce) to monitor trade in wild animals, plants, and wildlife products.



Live loris in a cage, for sale in Cambodia.

WWF/B HAYES

Life or death for the world's wetlands?

“Conserving the world’s freshwater environment and its wildlife is one of society’s most challenging tasks. And yet, despite the growing awareness of the value of wetlands and fresh water to our very survival, we continue to destroy, pollute, and degrade this fragile and precious resource at a frightening rate.

Faced with declining water availability and quality, many governments and industries have resorted to engineering solutions, such as the construction of large dams for water storage and canals for carrying water to areas suffering shortages or drought. WWF’s challenge is to convince the world’s leaders to work with nature rather than against it.

WWF’s priorities will be the protection and sound management of wetlands, changing the laws, policies, and practices associated with dams, dikes, and rivers, and influencing the way in which water is used by industry and agriculture as well as in people’s daily lives.”

Jamie Pittock
Director, Living Waters Programme

Water for life

Wetlands play a crucial role in the supply of fresh water, acting as giant sponges, absorbing and slowly releasing rainfall, purifying water and controlling floods. Since January 2000, WWF’s Living Waters Campaign has helped secure protection for up to 10 million hectares of wetlands. This means hope for the 400 million people who depend on them for their water, fish, and raw materials, day in, day out.

Though encouraging, this is only the beginning: freshwater plants and animals have declined by a staggering 50 per cent in 30 years – indicating havoc in a web of life that supports the

world’s most basic resource. WWF is calling on countries across the world to safeguard their wetlands and on world leaders to make water management a priority.

On 2 February, World Wetlands Day, WWF joined the Ramsar Convention on Wetlands in warning that unless more is done to protect wetlands, water shortages will become severe in at least 60 countries by the middle of the century. In addition, fewer wetlands to absorb sudden, large quantities of water will increase the likelihood of flood-related disasters as weather patterns change as a result of global warming. Though efforts to conserve wetlands have intensified in

recent years, only 80 million hectares of the world total – less than 10 per cent – are protected under the Ramsar Convention.

The Bolivian government claimed a first by designating, in September, three wetlands totalling 4,600,000 hectares as Ramsar sites – the largest freshwater protected area in Latin America. The wetlands are home to hundreds of species including jaguars, tapirs, giant river otters, and hyacinth macaws, and provide vital freshwater reserves for the surrounding populations.



WWF-CAROLINE LEBGUIT

TARGETING FRESH WATER

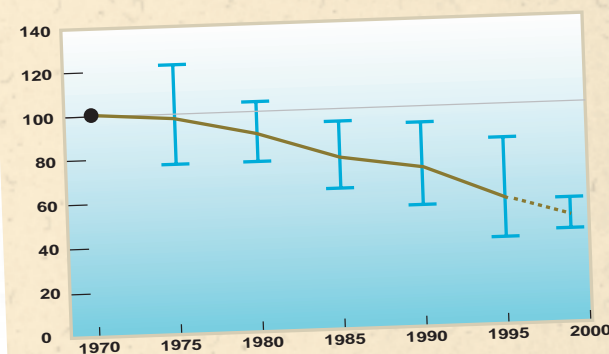
Over the next ten years, WWF will work towards the protection and good management of 250 million hectares of high-priority freshwater wetlands worldwide. Within the same time-scale, WWF will encourage the restoration of at least 50 large river basins – such as the Danube in Europe, the Mekong in Asia, and the Niger in Africa – as well as changing private sector practices and government policies to safeguard freshwater resources.



WWF-B HAYES

Cat Tien National Park, Vietnam.

Freshwater species population index, 1970-99



Source: Living Planet Report 2000

WWF’s Living Planet Index shows that freshwater species are declining faster than those on land or in the sea. Over half the world’s wetlands were destroyed during the 20th century. Today, half of the world’s population lacks adequate sanitation, a fifth cannot access clean drinking water, and two-thirds will face serious water shortages by 2025.



The real cost of bottled water

The release by WWF in May of a report on bottled water sparked an unexpectedly wide debate and spotlighted issues of water quality and the environmental waste associated with plastic bottles.

According to the study – *Bottled Water: Understanding a social phenomenon* – bottled water may be no safer or healthier than tap water in many countries, while selling for up to 1,000 times the price. Yet, it is the fastest growing drinks industry in the world, estimated to be worth US\$22 billion annually. Every year 1.5 million tonnes of plastic are used to bottle water – raising concerns for the environment from so many discarded bottles.

The debate over bottled water is partly fuelled by fears over the safety of municipal water and by the marketing of many brands as being drawn from pristine sources and healthier than tap water. However, some bottled waters

only differ from tap water because they are distributed in bottles rather than through pipes. According to the International Bottled Water Association, the industry and governments were due to adopt worldwide standards to ensure uniform quality in late 2001. With the bottled water industry growing at 7 per cent a year and 15 per cent in developing regions such as Asia, standards are urgently needed.

“It is clear that relying on water from a bottle will not solve problems of safety and access for the consumer,” said Richard Holland of WWF’s Living Waters Campaign. “Not only do we need tough global standards for bottled water, but we also need to ensure that the water coming out of our taps and wells is safe to drink. This means taking better care of water sources.”



WWF/SHANEY/SHANEY/TANG

Plastic pollution: Over 1.5 million tonnes of plastic are used each year to bottle water.

1980

WWF is the first international environmental organization to be invited into China — to help save the giant panda.



WWF/CANDID/JOHN MACKERRON

1980s

WWF pioneers “debt-for-nature swaps” in countries such as Madagascar, Ecuador, the Philippines, and Zambia, where a portion of the nation’s debt is converted into funds for conservation.

Caviar crisis

The majority of the world’s caviar comes from just three species of sturgeon: the beluga (or giant) sturgeon, Russian sturgeon, and stellate sturgeon. These fish, which have survived since the age of the dinosaurs, can live for up to 150 years and reach six metres in length – making them one of the largest freshwater fish on Earth. Today, legal and illegal caviar trade have so reduced their numbers that the fish could become extinct as a commercially viable species within two years.

Following calls by WWF, delegates to the Standing Committee of the Convention on International Trade in Endangered Species (CITES) meeting in Paris in June agreed to a 12-month action plan that includes a halt to sturgeon fishing in the Caspian Sea for the rest of the year. Under the agreement, Azerbaijan, Kazakhstan,

and Russia may only export caviar held in storage, and are to carry out comprehensive surveys of sturgeon stocks by the end of 2001.

“WWF would like to see caviar-trading companies fund conservation efforts and governments committed to exposing corruption, targeting the illegal trade, and implementing better controls to manage it,” said Stuart Chapman of WWF’s Species Programme.

Sturgeon catches in the Caspian basin account for 60 per cent of the world’s caviar supply. Although fishing has increased in recent years, catches dropped from an annual 30,000 tonnes in the late 1970s to 1,000 tonnes by the late 1990s. By halting fishing now and carefully regulating it in future, the trade in caviar could continue indefinitely.



PHOTODISC

Caviar – high consumer demand is threatening the sturgeon.

STONE



wanted alive!

“It is estimated that only about one-tenth of the 15 million species thought to live on Earth has been described. For each beetle, mollusc, or fungus identified, there are at least ten yet to be discovered. Each of these myriad plants and animals plays a vital part in the intricate web of life on our planet.

In geological terms extinction is normal. What is not are the current high rates. The loss of any species is especially tragic when due to human activities that could have been averted. Scientists estimate that about 7 per cent of the approximately 50,000 vertebrate species (mammals, birds, reptiles, amphibians, and fish) are threatened with extinction over the next 20 years, including a staggering 24 per cent of all mammals and 12 per cent of all birds.

In order to maximize its impact and inspire people to support nature conservation, WWF

has chosen to focus its efforts on a small number of well-known, charismatic species. These include giant pandas, tigers, elephants, rhinos, great apes, marine turtles, and whales.

Over the next few years, WWF will work with its many partners to secure the long-term survival of these key species. Successful conservation of these animals and their habitats will also benefit the thousands of lesser known plants and animals with which they co-exist and are interdependent.

There are many factors threatening species, including habitat loss, overhunting, invasive alien species, pollution, climate change, and unintentional by-catch. WWF's Species Programme has chosen to focus on habitat loss and wildlife trade.”

Susan Lieberman
Director, Species Programme



WWF-CANON/RENE LENGUI

TARGETING THREATENED SPECIES

WWF aims to ensure that, by the end of the current decade, numbers of key species (such as the giant panda, tiger, and rhinoceros) are either stable or increasing and that their habitats are safeguarded. At the same time, WWF will fight to end the commercial overexploitation of at least ten of the world's most threatened animals, including the snow leopard, sturgeon, and Tibetan antelope.

WWF-CANON/MARTIN HARVEY



Mountain gorillas in the Democratic Republic of Congo's Virunga National Park.

Approaching zero

The Iberian lynx, the world's most endangered wild cat, is on the brink of extinction. The last ones, thought to number only a few hundred, live in the Mediterranean forests of Spain. Less than 50 remain in neighbouring Portugal.

To gain a clearer picture of where and how many lynxes there are, WWF is surveying two of their main habitats in central and southern Spain, as well as negotiating agreements with local landowners to create a network of protected areas. To date, 11 agreements covering 15,000 hectares have been signed.

The Iberian lynx is one of four critically endangered species that WWF is working to save in Europe. The others are the brown bear, wolf, and wolverine.



WWF-CANON/FRITZ VOLLMER

On the brink of extinction – the Iberian lynx.

On the road to recovery

In the 1970s, the golden lion tamarin was nearing extinction, with less than 200 left in the wild. In March 2001, after years of conservation work, the 1,000th – a baby male – was born. Conservation measures to rescue the tiny monkey have included the reintroduction of captive-bred animals into the wild (147 so far) and moving isolated tamarins to larger forest areas.

This unique partnership involving 40 organizations and 140 zoos worldwide also aims to protect the creature's highly threatened home, the Atlantic forest of Brazil. The forests once covered more than 100 million hectares, but have been reduced to 7 per cent of their original area by agricultural and urban developments. WWF is working on increasing the amount of forest available to the tamarin to 25,000 hectares, up from the current 16,000 hectares.



JUANA PRAT GINESTOS/WWF-BRASIL

Halfway to safety: The birth of this golden lion tamarin in early 2001 brought the overall wild population to 1,000 animals; 2,000 will ensure the species' survival in the wild.

Making a spectacle

The spectacled bear features strongly in Peru's cultural traditions. However, habitat destruction, hunting, and illegal trade combined with its slow birth rate, large range needs, and solitary nature are putting the bear in danger. In March, WWF, in collaboration with a group of biologists and other NGOs, launched an educational exhibition to explain the problems facing the species. Over several months, the exhibition travelled to many locations, using local legends and crafts to explain to people the importance of the bear. For WWF, the spectacled bear is a symbol for conservation action in the Northern Andes.

New to science

These days, discovering a new mammal species is rare indeed. Yet the WWF Kikori Project in Papua New Guinea can now claim four such discoveries. The latest is a species of *Murexia* – a small carnivorous marsupial – found in October 1999 during a survey in the moss forest near the summit of Mount Sisa. Confirmation of the new species was received in April 2001, following taxonomic assessment by zoologists. The three previous finds were all rats.

Whales founder as IWC flounders

Despite considerable lobbying and behind the scenes work by WWF, the International Whaling Commission (IWC), meeting in London in July, failed to make any headway in bringing current unregulated whaling under international control. The blocking tactics of whaling nations Japan and Norway with their group of supporting countries also succeeded in preventing the creation of two new whale sanctuaries – one in the South Pacific and another in the South Atlantic. WWF was deeply disappointed at the outcome. Describing the result as “a setback for whale conservation”, Cassandra Phillips, WWF's expert on whales, said: “Time is running out for the IWC member governments to reach agreement. If they fail,

this could open the floodgates to an expansion of whaling on a scale that has not been seen for years.”

Meanwhile a new WWF report – *Wanted Alive! Whales in the Wild* – warned that despite decades of protection, seven of the 13 great whale species are still at risk. In addition to ever-present dangers such as collisions with ships, entanglement in fishing gear, and intensive oil and gas development in feeding grounds, whales are increasingly threatened by industrial chemicals and pesticides leaking into the sea.



The spectacled bear – focus of an educational exhibition in Peru.



New to science – this small carnivorous marsupial was discovered by WWF in Papua New Guinea.



Sinking beneath the waves – whales, such as this humpback whale, may soon face a resumption of full-scale whaling following the continuing failure of the IWC to reach agreement.

1982

Ten Arabian oryx are released on the Jiddat plateau in central Oman – the result of the captive-breeding programme that WWF helped set up in 1962.



1986

WWF brings together representatives from Buddhism, Christianity, Hinduism, Islam, and Judaism to forge an alliance between religion and conservation.

curbing global warming

“In the last six years, climate change has moved from the back page to the front. It has gone from an issue that governments could ignore, to one that affects foreign policy and national elections.

It is fair to say that non-governmental organizations generally, and WWF specifically, can claim a good deal of the responsibility for lifting climate change to the top of the political agenda.

WWF has been present and active in the key moments of the climate debate – highlighting the scientific basis for action, convincing companies to move forward, engaging the public, and pressuring governments to

adopt a serious approach to climate change. The acceptance by 178 countries of the climate treaty in July 2001 is but the start of a whole new phase of work. Huge challenges lie ahead, not least ratification of the treaty and positive steps to turn promises into reality.

WWF is well prepared to face those challenges head on by using the lessons it has learned over the last six years to move the world to the next stage – a world where carbon has a value, businesses have carbon management plans, and governments are held truly accountable for their actions on climate change. WWF is well placed and ready to go.”

Jennifer Morgan
Director, Climate Change Programme



WWF/CANON/FRANK LENSKI

TARGETING CLIMATE CHANGE

Over the next ten years, WWF will press industrialized countries to reduce their current levels of carbon dioxide (CO₂) emissions by ten per cent below 1990 levels. Solutions will also be sought in 30 developing countries to significantly reduce greenhouse gases, especially from the burning of fossil fuels. WWF will encourage the development by 50 countries (selected according to their vulnerability to climate change) of national plans to cope with climate change impacts.

Facing the challenge: WWF is working to reduce global CO₂ emissions.



Climate treaty agreed

The world took an enormous step towards tackling climate change when, in July, ministers from 178 countries meeting in Bonn, Germany reached a ground-breaking agreement to finalize the rules of the Kyoto Protocol. Among industrialized nations, only the USA opted out. WWF described the agreement as an historic victory for the climate and for common sense, and immediately called on countries to ratify the treaty with the utmost speed.

WWF had campaigned long and hard for the treaty, following the stalled climate talks in The Hague, Netherlands, in November 2000. In the USA, WWF ran a campaign to prevent the Bush administration from blocking other countries from moving forward with the protocol. In Europe, public opinion polls were commissioned in Belgium, Italy, Spain, and the UK to demonstrate public support for the European Union moving ahead without the US. And in Japan, WWF staged a large symposium in Tokyo with keynote speakers from the Intergovernmental Panel on Climate Change. It also indicated how Japan could meet its reduction target for carbon

emissions and placed an advertisement signed by over 60 NGOs worldwide in the country's largest business newspaper, asking Prime Minister Koizumi to back the treaty.

WWF also threw its weight behind the “e-mission 55 – Business for Climate” initiative mounted by the European Business Council for Sustainable Energy. The goal was to persuade 55 leading companies to back the Kyoto Protocol. By the time of the Bonn negotiations, more than 90 companies from nine countries – including the US and Japan – had declared their support.

While the eventual deal was weaker than WWF had hoped, it provides the basis for setting CO₂ emissions from industrialized countries on a downward trend. By reaching an agreement, governments have finally started to listen to their citizens, who have long been appealing for action. “In the battle against global warming, this first small step is a giant leap for humanity and for the future of our planet,” said WWF’s Jennifer Morgan.



Climate change is bringing increasing incidents of extreme weather.

Going for green electricity

WWF has been actively engaged in the search for renewable energy in the Netherlands. In collaboration with major Dutch electricity distribution companies, WWF organized a national campaign to promote green electricity – generated from solar, wind, and biomass sources – as a solution to climate change. In the campaign, WWF warned that global warming is already threatening ecosystems around the world – in particular the Arctic. Under the slogan “Don’t let the Arctic Melt; Go for Green Energy!”, WWF presented green electricity as the easiest way for consumers to help curb global warming.

Green electricity is now available nationwide in Holland, following its introduction in 1995. WWF ensures that the premium paid for it (5-10 per cent more than “normal” electricity) is invested in renewable energy. At the start of the campaign, in September 2000, 100,000 Dutch households were subscribing to green electricity – three weeks later a further 20,000 households had applied. Today, some 200,000 homes use green electricity and the number continues to rise.



Winds of change: Renewable energy is gathering support in the Netherlands.

WWF-NETHERLANDS

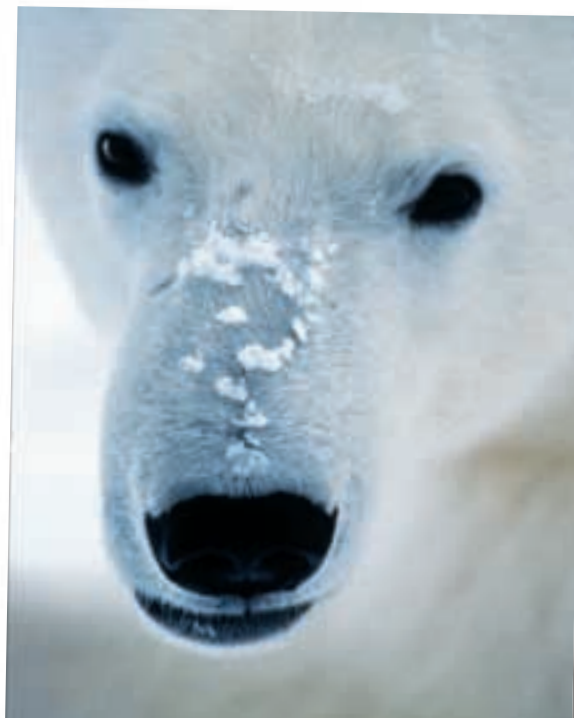
Melting permafrost

A report by Russian scientists presented at the WWF-sponsored Arctic Climate Impact Assessment conference in St-Petersburg, Russia, in June, shows that vast expanses of Siberian tundra are thawing – additional evidence of the impacts of global warming on the Arctic.

The new study by the Russian Academy of Sciences reveals that water flows in Russia’s major river systems, such as the Yenisey and the Lena, have significantly increased as a result of melting permafrost (soil and rock held together by ice, often to great depths). The scientists cite the increase of average temperatures in recent years as the reason for the phenomenon. “The meltdown of the Russian tundra will have grave consequences for people and the environment,” said Stefan Norris of WWF’s Arctic Programme.

“For example, settlements built on seemingly solid ground may simply disappear under the mud, leaving many homeless.” Increased fresh water flowing into the sea will also change the salinity of the Arctic ocean, destroying habitats for existing species, and introducing new and changing sea currents.

WWF took the report to the tenth meeting of the Arctic Council in Rovaniemi, Finland, where WWF International Director General Claude Martin called on officials to put pressure on their respective governments to contribute to the finalization of the Kyoto Protocol. The member countries of the Arctic Council are Canada, Denmark, Finland, Iceland, Norway, Russia, Sweden, and the USA.



WWF-CANON/FRITZ POLUNG

With the Arctic ice melting, polar bears are finding it more difficult to make their seasonal migrations – there is often simply not enough pack ice left.

1987

WWF and IUCN launch the “Botanic Gardens Conservation Strategy”, which guides a network of 600 botanic gardens working for plant conservation in 120 countries.

1988

The WWF-supported Communal Areas Management Programme for Indigenous Resources (CAMPFIRE) in Zimbabwe helps villagers see wildlife as a source of income rather than as crop-destroying pests.

1990s

Three new species of large mammal are discovered in Vietnam thanks to WWF-sponsored surveys: the Truong Son muntjac, the giant muntjac, and the Sao la (below).

WWF-CANON/DAVID HULSE



1992

WWF plays a critical role in establishing the Convention on Biological Diversity (CBD), which sets the basis for long-term biodiversity conservation around the world.

tackling toxics

“Modern society has developed an extensive array of synthetic chemicals over the last several decades – chemicals to control disease, increase food production, kill pests, and make our daily lives easier. Ironically, many of these well-intentioned chemicals are now wreaking havoc around the world, threatening wildlife and people with the very qualities that made them useful – toxicity and persistence.

There is an urgent need to reform the international rules governing the manufacture and use of chemicals. Efforts need to be focused not only on eliminating the world’s most toxic chemicals, but also on expanding both society’s understanding of chemical contamination

issues and its ability to address them. Failure may compromise the health, intelligence, and behaviour of future generations of people, as well as wildlife such as whales, eagles, seals, polar bears, fish, and dolphins.

Given the unequivocal evidence of the serious damage caused by toxic chemicals, the shift to environmentally acceptable, effective, and affordable alternatives must be accelerated. Identifying such alternatives is generally not the problem: many are already in use around the world. The challenge is to make them more widely known and available.”

Clifton Curtis
Director, Toxic Chemicals Programme



WWF/CANON/RENE LENGOU

TARGETING TOXIC CHEMICALS

WWF will work to reduce or eliminate at least 30 of the world’s most dangerous chemicals and pesticides by 2007, targeting in particular organic toxic substances which have a long life-span and synthetic chemicals that disrupt hormones in humans and wildlife.

Uncontrolled dumping of pesticides at Aor, Niger, Africa.



WWF/CANON/RENE LENGOU

POPs treaty secured

As the lead NGO throughout the three-year negotiation process, WWF scored a major victory in December 2000, when 122 governments finalized a global treaty in Johannesburg, South Africa, that targets some of the world’s most dangerous persistent organic pollutants (POPs).

Representing the most ambitious effort to date to rein in and halt the proliferation of toxic chemicals, the “Stockholm Convention” is designed to eliminate or severely restrict the production and use of the most harmful chemicals – such as PCBs, dioxins, and DDT; to ensure the environmentally sound management and chemical transformation of POPs waste; and to prevent the emergence of similar chemicals.

In an initiative that gives real meaning to the new convention, WWF is one of several international bodies involved in the “Africa Stockpiles Project”, which aims to clean up stockpiles of obsolete pesticides on the African continent.



PESTICIDE ACTION NETWORK/UK

The “Africa Stockpiles Project” aims to clean up obsolete pesticide stockpiles such as this one in Ethiopia.

WWF moves on EDCs

WWF has spearheaded the scientific investigation of endocrine-disrupting chemicals (EDCs) which can mimic or interfere with hormone systems in people and wildlife, gravely impairing health. These include pesticides such as lindane and endosulfan, and industrial chemicals like tributyltin, used to repel barnacles on ships’ hulls, the phthalates which soften plastics, and bisphenol A in the lining of tin cans.

One initiative underway in Europe concerns the North East Atlantic, where marine wildlife is severely threatened by the run-off of industrial chemicals and agricultural pesticides. Here, through lobbying of policy-makers within the EU, WWF is working towards stopping the use of all hazardous substances that are currently affecting the coastal waters and open sea.



Beluga whale – one of nature’s indicators of the increasing levels of toxicity in the world’s oceans.

Action against chemicals

WWF is gearing up to fight the spread and threat of toxic chemicals around the world. To complement its high-level policy work, WWF aims to mobilize communities to tackle toxic contamination at all levels of society.

In Central America, a region at high risk from environmental disasters involving toxics due to increased shipping and the poor state of major ports, WWF has helped develop the “Regional Agenda for Port and Marine Environmental Security”. In Guyana, WWF is studying the environmental and health impacts of the mercury used in artisanal gold-mining; preliminary tests on people and fish in both Surinam and

Guyana show significantly high levels of mercury. And in Pakistan, WWF has run training courses in waste reduction and disposal techniques for hospitals, and published public information sheets on toxic chemicals.

In Europe, WWF played an influential role in the development, over four years, of the European Commission’s draft White Paper on Chemicals Strategy. The strategy, released during 2001, provides a blueprint for chemicals management on a global scale.

In response to chemicals-related incidents such as the serious pollution of the Tisza River in Romania and Hungary in February 2000, WWF

is carrying out research and policy work designed to achieve stricter environmental legislation for all mining activities within the EU. Already, partly as a result of WWF work, the European Commission has updated the EU hazardous waste list, adding several substances which in future will require risk-free management and disposal techniques.



WWF-CANON/KEVIN SCHAFER



WWF-CANON/PAUL FORSTER

Styrofoam containers made of PCBs are used for fish transport before being discarded or incinerated, Tokyo, Japan.

1993

WWF pioneers the Forest Stewardship Council (FSC) to oversee the independent certification of wood and wood products that come from well-managed forests.

© 1996, FOREST STEWARDSHIP COUNCIL



1994

WWF’s vigorous lobbying culminates in the Southern Ocean being declared a whale sanctuary.

1996

WWF instigates “Gifts to the Earth” – public celebrations of conservation actions by governments, companies, or individuals.

1996

WWF and Unilever launch the Marine Stewardship Council (MSC), setting global eco-standards for certifying and labelling seafood products.

WWF-CANON/JOHN NEWBY



turning the tide

“Unsustainable fishing, insensitive coastal development, pollution, and climate change are threatening the health of seas around the globe, putting at risk people’s livelihoods, local economies, and future food supplies.

Only a tiny fraction – less than 1 per cent – of the Earth’s seas are fully protected from exploitation. Moreover, the majority of these marine protected areas are not yet adequately managed.

To address the threats facing the marine environment, WWF’s Endangered Seas Programme is focusing on industry. Whilst industries are not all necessarily bad, they may have different priorities and not always take into account their full impact on the environment. WWF aims to move conservation to the forefront of their agenda.

WWF will promote wise-use policies and influence decisions affecting marine resources by creating new market incentives and penalties, influencing legislation and leadership, and applying pressure where appropriate. WWF will encourage industries, particularly those concerned with fishing, petroleum, tourism, shipping, aquaculture, the investment sector, and polluting land-based activities, to adopt practices which are both profitable for business and beneficial to the marine environment.

By creating a “ripple effect” that will engage new partners and provide greater momentum in the battle to conserve and restore our seas, WWF can turn the tide on the escalating degradation.”

Simon Cripps
Director, Endangered Seas Programme

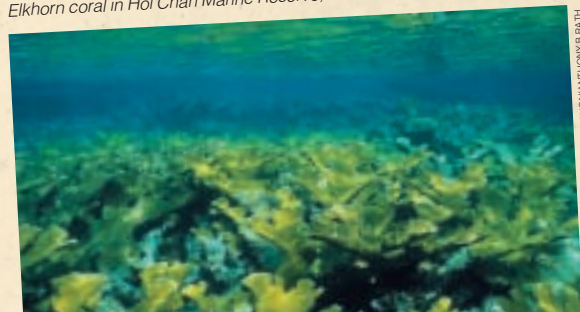


WWF-CANON/RENE LENGUI

TARGETING OCEANS AND COASTS

Over the next ten years, WWF is committed to creating a network of marine protected areas covering at least 10 per cent of the world’s seas. In parallel, WWF will work with governments, the fishing industry, and partner organizations to help maintain current fish stocks and halve the number of those commercially fished species that are overexploited.

Elkhorn coral in Hol Chan Marine Reserve, Belize.



WWF-CANON/ANTHONY B. PATH

Award-winning debris

Over 2,000 rubber sandals, 1,200 plastic containers, and one message in a bottle were just part of the nearly four tonnes of rubbish found along eight kilometres of Australian coastline during a survey of marine debris. The four organizations involved in the survey – WWF, Dhimurru Land Management Aboriginal Corporation, Australia Conservation Volunteers, and the Northern Territory Department of Primary Industry and Fisheries – won the 2001 Banksia Environmental Award for environmental excellence.

Combining the forces of local indigenous communities, conservation and volunteer organizations, industry, and government, all rubbish found along the north-east Arnhem Land survey area was removed, recorded, and analysed. Of greatest concern were the 500 derelict fishing nets, most of which were identified as originating from foreign fishing operations. WWF will build on this successful partnership project by promoting greater public awareness of the threats posed by debris to marine wildlife.



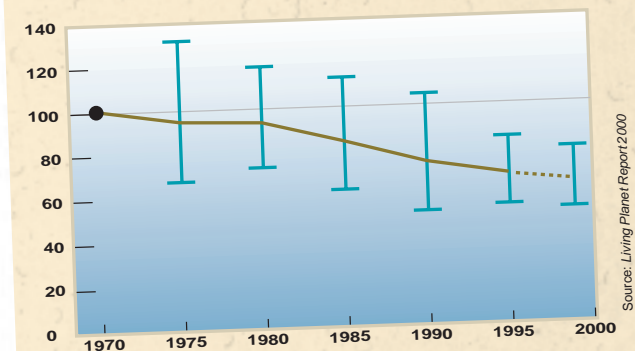
An Olive Ridley turtle struggles to escape from a fishing net.

DHIMURRU

West Africa puts EU to shame

In March, two West African nations – Mauritania and Guinea Bissau – took serious steps towards protecting the fish and marine life along their coasts. Mauritania banned all fishing except traditional indigenous non-motorized fishing in the Banc d’Arguin National Park – a 12,000 km² coastal wetland, home to the world’s most endangered marine mammal, the monk seal. Guinea Bissau created the João Vieira/Poilão National Park, a 500 km² marine protected area in the southern part of the Bijagos Archipelago – the largest green turtle nesting site on the Atlantic coast of Africa. At the same time, neighbouring Senegal pledged to develop protected areas within its territorial waters.

Marine species population index, 1970-99



Source: Living Planet Report 2000

WWF’s Living Planet Index shows that life in the oceans declined by 35 per cent between 1970 and 1999.

“If developing countries in West Africa can invest precious resources in safeguarding their fish stocks, why can’t the European Union stop overfishing in West African waters?” asked Julie Cator, WWF’s European fisheries expert. A significant part of the EU fisheries budget is paid to access fisheries in developing countries with little regard for the long-term sustainability of this important resource. Governments worldwide pay up to US\$20 billion in subsidies to the fishing industry every year. In addition to causing overcapacity, these subsidies contribute to the death of about 20 million tonnes of bycatch, including

dolphins, sharks, and turtles, each year. However, in May, in complete contradiction to proposed EU fisheries policy, the EU entered a bid for a 60 per cent increase in fishing access rights in already overexploited Senegalese waters.

WWF is pressing the EU to reduce and reform fishing subsidies that contribute to overfishing both in its own waters and abroad, and to use the money to help the fishing industry move towards more sustainable fishing practices.

Certified fisheries

WWF continued to promote new market incentives as a tool for conservation. As one of the founding members of the Marine Stewardship Council (MSC), in 2001 WWF witnessed more commercial fisheries, including New Zealand hoki, earn the MSC’s eco-label, thus providing consumers with the opportunity to purchase seafood from guaranteed certified sources.

Twelve major fish processors in Australia are now selling MSC-certified Western Australian Rock Lobster to China, Europe, Taiwan, and the United States. In the UK, three of the country’s largest food retailers, Sainsbury’s, Tesco, and Marks and Spencer, are carrying these and other MSC-labelled products. Combined, these supermarket chains reach millions of people, offering them a real chance to help the marine environment.

WWF/CANDRINE GAWLER



Spoonbills on the shoreline of Banc d’Arguin National Park, Mauritania.

WWF/S MURPHY



Traditional fisheries in West Africa are coming under increasing pressure from subsidized EU fishing fleets.



1997

WWF plays a significant role in protecting the Antarctic from mining and oil drilling by pushing for a stronger Antarctic Treaty.

WWF/FRITZ POLKING



Emperor penguins

1997

WWF acts as a key force in the creation and subsequent improvement of the Kyoto Protocol – the international agreement to fight global warming.

1997

WWF and the World Bank join forces to conserve the world’s forests.

1999

WWF brings together the governments of six central African countries to sign the “Yaoundé Declaration” on forest conservation.

Galapagos clean-up

Fears of an ecological disaster were high when the tanker *Jessica* went aground in the Galapagos in January, spilling nearly 200,000 gallons of diesel fuel into the sea. WWF was the first international conservation organization to respond by establishing an emergency fund of US\$340,000 to help rehabilitate the islands.

In the wake of the spill, WWF urged the Ecuadorian government to enforce the Special Conservation Law in the archipelago. Passed more than two years ago, it provides for restrictions on tourism and immigration and the creation of a marine protected area within a 65-kilometre radius of the islands.

“The sinking of the *Jessica* has reminded the world how fragile the archipelago is,” said Peter Kramer, WWF’s Network Relations Director and former President of the Darwin Foundation for the Galapagos Islands. “Only the urgent application of this legislation will ensure that today’s accident will not be tomorrow’s disaster.”

In September, Ecuador’s Constitutional Court upheld the Special Law after a series of legal challenges from the country’s industrial fishing sector.



WWF-CANON/BELO CORRAL YEGUA

Sally lightfoot crab on Isabela Island in the Galapagos – scene of a clean-up operation following an oil-spill in January.

2000

WWF’s *Living Planet Report* shows that in just 30 years the world has lost a third of its precious natural resources.



2000

Black rhinos in Africa slowly increase from a low of 2,300 to an estimated 2,700 in a decade of conservation work by WWF.



WWF-CANON/MARTIN HARVEY

2000

Thanks to WWF assistance, the endangered Amur or Siberian tiger now numbers around 500 — up from 30 or 40 in the late 1940s.



WWF-CANON/IAN LOUIS KLEIN

2000

The Baha’is, Jains, Shintoists, Sikhs, Taoists, and Zoroastrians join the alliance between conservation and religion established by WWF in 1986.

2001

The 1,000th golden lion tamarin is born in the wild thanks to the work of WWF and captive breeding programmes at zoos across the world.

2001

WWF plays a major role in finalizing the Stockholm Convention which will eliminate a number of chemicals that are toxic to both wildlife and humans.

financial statements

**WWF International Income and
Expenditure 2000 and 2001**

WWF International Balance Sheet 2000 and 2001

**WWF Network Income and
Expenditure 2000 and 2001**

WWF international – income and expenditure

two-year summary 2000 and 2001

Financial Year*	2 0 0 0	2 0 0 1	2 0 0 1
OPERATING INCOME	(CHF'000)	(CHF'000)	(US\$'000**)
WWF National Organizations (1)	71,591	70,304	40,763
Legacies and Bequests	1,370	1,528	886
Trusts and Foundations (1)	4,583	4,705	2,728
Individual and Corporate Donations (1)	2,598	4,653	2,698
Governments and Aid Agencies	18,319	18,759	10,877
Financial Income (Net) (2)	3,432	3,719	2,156
Royalties (1)	700	457	265
Other	751	631	366
Total	103,344	104,756	60,739
OPERATING EXPENDITURE			
Conservation Programmes	74,973	75,342	43,684
Conservation Policy, Education, and Awareness (3)	23,729	23,464	13,605
Network and Learning Services (4)	3,698	4,096	2,375
Fundraising	3,022	2,829	1,640
Finance and Administration	933	1,185	687
Fixed Assets Expenditure	486	704	408
Total	106,841	107,620	62,399
Operating surplus/(deficit)	(3,497)	(2,864)	(1,660)
Non-operating items (5)	2,266	(4,261)	(2,471)
Surplus/(deficit) after non-operating items	(1,231)	(7'125)	(4,131)

* Financial years cover the period 1 July to 30 June

** Average US\$ exchange rate for the year: 1,72469

NOTES TO THE ACCOUNTS

1. Joint Fundraising

Fundraising income (donations, royalties, etc.) which is raised jointly with a National Organization is recorded as income from National Organizations.

2. Financial Income (Net)

Based on 6 per cent of investable funds. See also note 4 to the Balance Sheet.

3. Conservation Policy, Education, and Awareness

In FY 2001, WWF International spent CHF 23,464,000 on:

	(CHF'000)
Conservation Policy	15,104
Education	838
Awareness	7,522

4. Network and Learning Services

WWF International expenditure in support of the activities of National Organizations. Includes legal and trademark costs.

5. Non-operating Items

Non-operating items were:	2000 (CHF'000)	2001 (CHF'000)
Unrestricted investment reserve	676	(5,221)
Panda Förder	654	0
Donations to endowment fund	936	960
Total	2,266	(4,261)

WWF international – balance sheet

two-year summary 2000 and 2001

Financial Year*	2 0 0 0	2 0 0 1	2 0 0 1
ASSETS	(CHF'000)	(CHF'000)	(US\$'000**)
Current Assets			
– Cash	13,536	12,194	6,782
– Short-term bank deposits	12,620	13,444	7,477
– Marketable securities	44,485	36,532	20,318
– Recoverable taxes and other items	2,777	3,549	1,974
Long-term Receivables (1)	0	170	95
Fixed Assets (2)	4,994	4,994	2,777
Total	78,412	70'883	39,423
LIABILITIES AND FUNDS			
Accounts Payable and Accrued Expenses	11,468	10,737	5,971
Operating Funds (3)	22,467	20,430	11,363
Investment Reserve (4)	3,189	2,468	1,373
Capital and Endowment (5)	41,288	37,248	20,716
Total	78,412	70,883	39,423

NOTES TO THE ACCOUNTS

1. Long-term Receivables

This represents a loan to WWF-Norway.

2. Fixed Assets

All fixed asset costs regarding the renovation of the secretariat building have been capitalized. All other fixed asset costs are charged to expenditure at the time of purchase.

3. Operating Funds

Operating funds are those funds available for expenditure on conservation awareness, education and public policy, National Organization support, direct fundraising, administration and finance, and fixed assets expenditure.

4. Investment Reserve

Based on 6 per cent of investable funds. The difference when compared to actual dividends, bank interest, exchange differences, and gains/losses on marketable securities is taken to the investment reserve.

5. Capital and Endowment

Includes The 1001: A Nature Trust, a trust fund built up through individual membership contributions; the Sigvaldason Fund, a legacy from the late Mrs Gerda Sigvaldason; the Endowment Fund built up primarily from the proceeds of the WWF 25th Anniversary Coin Collection programme; the Prince Bernhard Scholarship Fund, the income from which pays for training and tertiary education of conservationists; and statutory capital of CHF 20,000, representing the initial capital of WWF.

Audited financial statements are available on request.

* Financial years cover the period 1 July to 30 June

** Exchange rate CHF 1,798 = US\$ 1, as at 30 June 2001

WWF network – income and expenditure*

two-year summary 2000 and 2001

Financial Year**	2 0 0 0 ***	2 0 0 1	2 0 0 1
OPERATING INCOME	(CHF'000)	(CHF'000)	(US\$'000)†
Individuals (1)	251,242	275,742	159,879
Legacies	66,171	68,139	39,508
Corporations (2)	23,688	19,877	11,525
Trusts and Foundations	28,811	32,274	18'713
Governments and Aid Agencies	113,483	125,621	72,837
Royalties (3)	34,058	29,652	17,193
Financial Income (Net) (4)	44,538	7,762	4,500
Other	8,804	8,090	4,691
Total	570,795	567,157	328,846
OPERATING EXPENDITURE			
National Conservation			
– Conservation (5)	89,723	89,329	51,794
– Conservation Policy, Education, and Awareness (6)	109,845	120,705	69,987
International Conservation			
– Conservation (7)	231,956	237,588	137,757
– Conservation Policy, Education, and Awareness (8)	23,819	23,771	13,783
Fundraising	80,223	88,786	51,479
Finance and Administration	42,312	45,104	26,152
Total	577,878	605,283	350,952
Surplus/(deficit) to support current and future projects (9)	(7,084)	(38,126)	(22,106)

* The figures given show total WWF Network income and expenditure but do not represent consolidated accounts. The network includes the WWF International Secretariat and its Programme Offices, and all the WWF National Organizations and their Programme Offices.

** Financial years cover the period 1 July to 30 June for WWF International and all National Organizations except: WWF-India, WWF-Japan, WWF-South Africa (1 April to 31 March); WWF-Germany, WWF-Italy, WWF-Philippines, WWF-Spain (1 January to 31 December, preceding year).

*** Updated

† Average exchange rate for the year:
CHF 1,72469 = US\$ 1

NOTES

1. Individuals

Monies received from WWF individual supporters, including regular dues and fundraising activities.

2. Corporations

Donations from corporations, excluding royalties, licensing, and sponsorship fees.

3. Royalties

Monies received from royalties, licensing, sponsorship fees and from the sale of WWF products via WWF catalogues and retail outlets.

4. Financial Income (net)

The net results of dividends, bank interest, exchange differences, gains/losses on marketable securities, bank charges, etc.

5. National Conservation

Costs of conservation activities of WWF National Organizations within their own territory.

6. Conservation Policy, Education, and Awareness

In FY 2001, the National Organizations spent CHF 120,705,000 on:

	(CHF'000)
Conservation Policy	15,481
Education	53,258
Awareness	51,966

7. International Conservation

Costs of the WWF International Conservation Programme.

8. Conservation Policy, Education, and Awareness

In FY 2001, WWF International spent CHF 23,771,000 (including fixed asset expenditure) on:

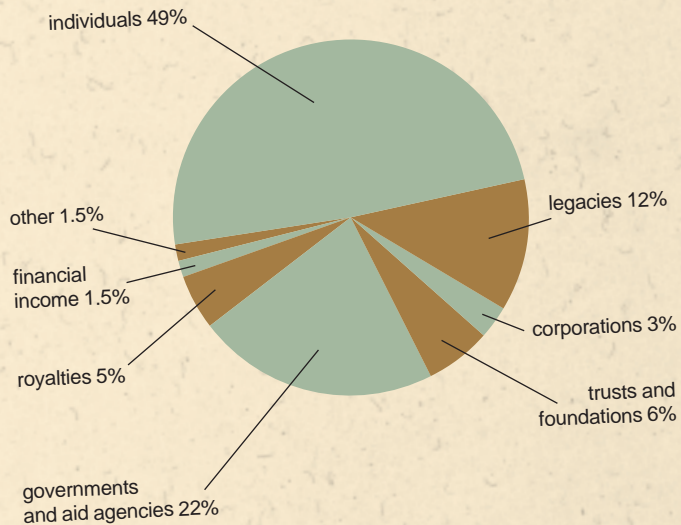
	(CHF'000)
Conservation Policy	15,141
Education	838
Awareness	7,792

9. Surplus/(deficit) to support current and future projects

Funds held in reserve for current conservation projects and future needs.

WWF network – income and expenditure 2001

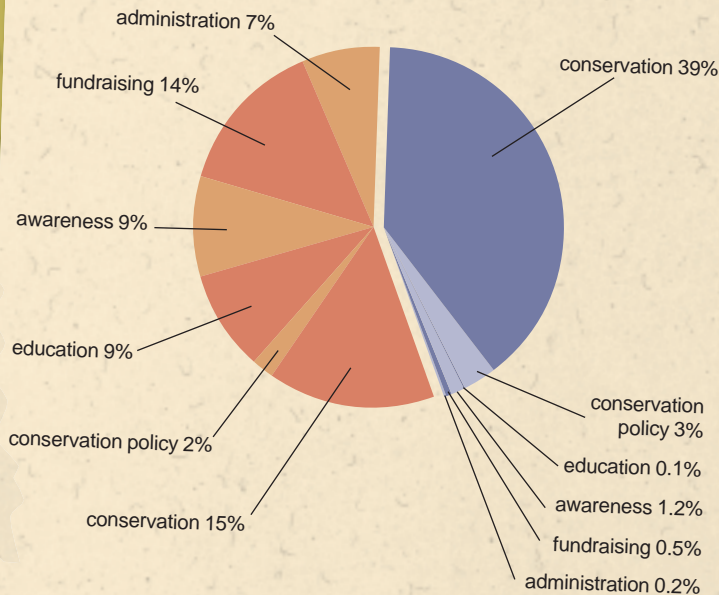
Income US\$ 329m



Expenditure US\$ 351m

National expenditure
US\$ 197m (56%)

International expenditure
US\$ 154m (44%)



serving conservation

Thymio Papayannis is one of 20 International Trustees of WWF. Here he briefly describes his links with the organization.

“I first came into contact with the work of WWF through Luc Hoffmann, Vice President Emeritus of WWF International, in 1986. Luc was trying to bring together the main NGOs in Greece to protect the country’s rich natural heritage. At that time, although I had already founded an NGO – the Friends of Prespa – I could not conceive of an organization with the international character of WWF and its broad range of projects. A few years later, we established with Luc a WWF office in Athens. I have chaired its board since 1996 and have seen it grow into the major conservation NGO in Greece, bringing people and institutions together across sectors in many sensitive areas.

Amongst our many achievements have been the establishment of the transboundary Prespa Park (involving Albania, Greece, and the FYR of Macedonia), the environmental management of the threatened Dadia Forest in north-east Greece – famous for its birds of prey, and the creation of the South Zákynthos Marine Park, breeding habitat of the loggerhead turtle.

As a trustee, I have tried hard to contribute to the work of WWF to the best of my abilities, travelling extensively and devoting considerable time and effort. Still, I believe that I have gained in experience and knowledge far more than I have given.”

Thymio Papayannis
President WWF-Greece



Loggerhead turtle in Langan Bay, Zákynthos, Greece.

WWF-GREECE/MICHAEL GUTHRIE

WWF international – board and directors

International Board Members 2001

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- (United Kingdom)
- Chairperson WWF-UK

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- Vice-Chairperson Saudi Cairo Bank
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- Honorary President BirdLife International

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- Chairperson WWF-Japan

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- President Greek Planners' Association
- President WWF-Greece

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- Senior Vice-President Boston Consulting
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(to July 2001)

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(as of 1 January 2001)

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Dr Yaa Ntiamao-Baidu

– *Asia/Pacific Regional Programme*

Dr Isabelle Louis

– *Latin America & Caribbean Regional Programme*

Dr Twig Johnson

(to 31 August 2001)

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– *Conservation Policy*

Jenny Heap

– *Advocacy & Policy Relations*

Gordon Shepherd

– *Programme Services & Evaluation*

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President: Enrique Sanchez
Chief Executive: Deborah Bigio



WWF is one of the world's largest and most experienced independent conservation organizations, with almost 5 million supporters and a global network active in more than 90 countries.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption.

WWF International

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