



# Annual Review 2007



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All Arctic images by Mireille de la Lez are kindly donated from the book *Vanishing World*.

Cover: Polar bear © Mireille de la Lez / *Vanishing World*

**Right, top to bottom:** Chief Emeka Anyaoku. © He Chao / WWF-China

- Indian tigers: fighting for survival in a crowded world.
- © Homo ambiens / R. Isotti-A. Cambone
- The rainforests of Papua New Guinea: a haven for endangered species and a source of livelihood for local communities.
- © Brent Stirton / Getty Images / WWF-UK

**Opposite page, top to bottom:** Jim Leape (left) at a climate symposium in Germany.  
© Bernd Lammel  
• The Aletsch Glacier in Switzerland forms part of Europe's freshwater store.  
© Pro Natura Zentrum Aletsch / Laudo Albrecht  
• Wetlands such as these provide food, medicines, shelter and countless other services.  
© Anton Vorauer



“ From Beijing to Borneo, from Brussels to Bali, WWF has helped deliver important achievements this past year. Our presence in more than 100 countries gives us a local to global edge that few conservation organizations can boast. However, none of this success would be possible without our partners. Only by taking action together can we truly tackle the enormous challenges before us and build a more sustainable future – one that offers hope and solutions for a living planet. ”

**Chief Emeka Anyaoku** President, WWF International



# A watershed year

2007 was a watershed year for conservation. The award of the Nobel Peace Prize to leaders in the fight against climate change reflected a perceptible surge in public, business and governmental concern. Irrefutable scientific findings lent new urgency to worldwide efforts to counter a pending catastrophe that is moving faster and is more disruptive than previously imagined. The need for ingenuity and collaboration in tackling this threat to our future became clearer than ever.

WWF has a history of delivering solid conservation results in many of the world's most biologically rich areas. The scale and complexity of the challenges the planet faces today require us to redouble our efforts and exploit the strengths of our global network in innovative ways to tackle loss of biodiversity, the deterioration of natural ecosystems and the overwhelming threat of global warming.

We are leading cutting-edge research to understand how some of the world's most biologically rich and economically important regions can adapt to climate change, while at the same time working to bring the countries of the world together to urgently reduce their greenhouse gas emissions, and engaging governments, corporations and communities in tackling one of the biggest sources of emissions – deforestation.

In the pages that follow, you will find examples of WWF initiatives to conserve the world's most extraordinary places and to lighten humanity's footprint on the planet. In Southeast Asia (page 8), for example, we are working at the highest level to try to protect the world's most diverse coral reefs – and help sustainably manage rich tuna fisheries.

In the Congo Basin (page 11), likely site of the next gold rush for tropical timber, we are encouraging foresters and

international companies to take a long-term view of managing precious resources on which local communities will continue to depend for their livelihoods – and which are home to the last populations of forest elephants and lowland gorillas.

Conservationists cannot hope to succeed alone. We have always needed the support of legislators and local communities. Today, we also count on and are receiving indispensable support from enlightened business leaders. The potential of these collaborations, including new partnerships with Coca-Cola on water conservation and Allianz on climate change (page 16), is enormous.

Never before have so many people been ready to act. I am confident that together we can meet the challenge of building a sustainable future.



James P. Leape  
Director General  
WWF International

## The 2007 Duke of Edinburgh Conservation Award

Dr Denzil Miller, Executive Secretary of the Commission for the Conservation of Antarctic Marine Living Resources (CCAMLR), received WWF's highest honour in 2007 in recognition of the commission's contributions to sustainable fisheries management and his personal commitment to the preservation of Antarctic marine biodiversity.



## A Nobel Cause

In October 2007, WWF International Director General Jim Leape joined Nobel laureates, climate experts and politicians led by German Chancellor Angela Merkel at an international symposium in Potsdam, Germany, to discuss ways to boost environmental sustainability and curb damaging climate change.

He chaired the session on *Agendas & Policies for the Future*, stressing the importance of carbon markets as one of the most effective instruments in tackling climate change: "Giving carbon a price is one of the major challenges in the future, and WWF is ready to make a significant contribution to creating and framing this emerging market."





“Building a future in which humans  
live in harmony with nature”

# A more effective way of working

“Planet stretched to breaking point, UN says.” This stark front-page headline in the *International Herald Tribune* of 26 October 2007 reflected the grim message of the United Nations’ fourth *Global Environmental Outlook* report: “The human population is living far beyond its means and inflicting damage on the environment that could pass the point of no return.”

As WWF’s own *Living Planet Report*\* puts it, we are consuming resources at almost twice the rate at which they can be sustained and the “point of no return” is perilously close. Bold action is needed to tackle the most serious threat ever faced by life on Earth.

## Making a lasting difference

Our global conservation programme extends across two broad, interlinked areas: biodiversity, and the environmental “footprint” of society – the demands people make on the natural world. In 2007, we launched a series of large-scale projects, more ambitious and far-reaching than anything we have done before. They are sharply focused, setting ambitious long-term objectives in key conservation sectors. Our goal is to build on past success to create lasting change that will allow us to live in harmony with our natural environment.

\**Living Planet Report 2006*: [www.panda.org/livingplanet](http://www.panda.org/livingplanet)

By concentrating on a number of important global issues, we believe that the unique combination of our network presence around the world, strong brand credibility, public support, government respect, and partnerships with business and industry can make a real difference.

## Ambitious agenda

The first wave of large-scale projects is described on the following pages. By 2020, they aim to ensure:

- the continuing vital contribution of the Arctic region to regulating climate and the maintenance of its unique marine habitat
- a circle of green protecting over 200 million hectares of remaining tropical forests in Africa, Asia and the Americas
- 600 million hectares of healthy coral reefs
- sustainability of three of the world’s most important fisheries and major reductions in bycatch
- an international climate change agreement that sets the world on course to regulate CO<sub>2</sub> emissions – and substantially cuts carbon emissions from tropical deforestation
- global commodity markets that support the economic development and the conservation of the Earth’s biodiversity.

**Top to bottom:** More needs to be done to maintain the productivity of marine and coastal resources. © Jo Benn

- Radio-collaring this tranquillized polar bear will help us track its movements over the ice. © Tanya Petersen
- A helping hand: these turtle hatchlings are monitored to maximize their chances of survival. © Brent Stirton / Getty Images / WWF-UK
- Blubber samples from orca whales are tested for toxic contamination. © WWF / Ronny Frimann/Zine.no

Left: A WWF-funded tree nursery in Tanzania © John E. Newby





### Year 2020 goals for WWF's Arctic project

- Cooperative international governance to protect regional ecosystems
- Ban on energy and mineral exploitation in sensitive areas
- Ban on extraction of methane hydrates
- Illegal and unregulated fishing replaced by properly managed fisheries
- Shipping confined to designated sea lanes
- Implementation of conservation measures to protect vulnerable Arctic species



# The Arctic: a most valuable wilderness

If you still need convincing about the realities of global warming, look no further. Arctic temperatures are already 2°C above the 20th century average and warming at twice the global rate. For every 1°C rise, the region's year-round ice shield diminishes by a breathtaking 150 million hectares. It is likely that summer sea-ice will be entirely gone within the next several years.

Climate change in the far north of our planet is a disproportionately serious matter. The Arctic region has a profound effect on worldwide weather patterns, sea levels and climate change. As ice melts and glacier-fed rivers increase their flow, oceans elsewhere become less salty and their levels rise – by as much as 10-20cm over the last century.

At the heart of the problem is a phenomenon known as the “albedo effect”. Ice naturally reflects sunlight back into space. The less ice there is, the less this happens and the more sunlight is absorbed by darker land masses. These masses warm, which reduces the possibilities of new ice forming – a climate-damaging spiral with many consequences. Melting permafrost releases trapped methane – a serious greenhouse gas. Warming peat deposits and increased soil respiration release further carbon into the atmosphere.

But the most serious risks are posed by ice melt. Large-scale reduction of the Greenland icecap would raise sea levels around the world sufficiently to flood hundreds of coastal cities and threaten millions of lives in dense, low-lying countries such as Bangladesh.

Fresh water is less dense than seawater, so large volumes of snowmelt in the oceans stay at the surface, blocking the natural oxygen intake of the salt water layers below and creating biological dead zones. They can also interfere with the established patterns of ocean currents – with potentially catastrophic effects. Diversion of the Gulf Stream, for example, could plunge north-western Europe into near-permanent winter.

Not least, Arctic climate change means loss of habitat for countless seabirds, seals and polar bears and threatens the sustainability of the region's four major ocean fisheries.

The future of the Arctic hangs in delicate balance – an environmental tipping point of immeasurable consequences for the planet. If we are to save this region, we must succeed in curbing climate change. We must also manage it in ways that ensure its resilience to changes that are already inevitable.

### WWF's Arctic vision: a new approach to managing the Arctic – key regulator of the global climate system.

The underlying vision of our Arctic project is to protect and preserve this valuable wilderness – for its own sake and for the sake of the rest of the world. It seeks to highlight the dangers of further destabilizing fragile ecosystems, to inspire global action on climate change, and to secure international management of the region to protect its resilience.

**Top to bottom:** Summer sea-ice may disappear in the next several years, causing hardship for humans and wildlife alike. © Mireille de la Lez / Vanishing World  
 • Fishing for halibut in the Bering Sea: sustainable if properly managed.  
 © Kevin Schafer  
 • The Arctic fox is well equipped to deal with the cold, but will he survive climate change? © Mireille de la Lez / Vanishing World

**Right:** Polar bear (Ursus maritimus) © Mireille de la Lez / Vanishing World







# Wanted: a new global climate deal

Climate change is already fundamentally altering the natural balance of our planet. Two centuries of growing carbon emissions from industry, agriculture, transportation and urban living threaten changes that are hard to comprehend: deserts forming in fertile plains, melting icecaps, islands disappearing and coastlines redrawn.

We have reached a point in human evolution where protecting our planet and the diversity of life on it requires a concerted global effort, not only to control climate change but also to respond effectively to its already inevitable impacts.

The most urgent goal is a drastic reduction in harmful emissions to keep global warming below the critical threshold of 2°C. This is only possible if the nations of the world reach agreement on how it can be accomplished.

**WWF's Climate Change vision: a "climate safe" future in which carbon emissions are reduced by 80 per cent by 2050 and global warming is kept below 2°C.**

To meet this strategic challenge, WWF national organizations in pivotal countries such as the larger European Union member states, the United States, Brazil, China and India are working with partners to secure their country's participation in a "global

deal". They are preparing expert analyses to support the case for participation, and enlisting business and public opinion to help build political will.

We are also enlisting the support of business on a global level, urging companies to speak out in favour of an international agreement and to lead by example. Business's capacity to invest and drive technological innovation is essential to meeting the challenges of climate change and sustainable growth that lie ahead.

## Year 2013 goals for WWF's Climate Change project

A new UN treaty that:

- sets the world on course to reduce greenhouse gas emissions 80 per cent by 2050
- promotes clean-energy investment and gives developing countries access to clean technologies
- fairly assigns responsibility among countries to reduce their carbon footprint
- supports WWF's net zero deforestation target



## WWF's Climate Witness programme

WWF's Climate Witness programme is a forum that enables ordinary people to describe the impact of climate change on their lives – how flooding from melting glaciers swept away Norbu Sherpa's home in Nepal, or how heavier snowfalls in Norway prevent the reindeer of herder Olav Mathis from reaching their food. Climate Witnesses' stories are reviewed by a panel of climate experts and brought to the attention of decision makers and the public to demonstrate the need for action.





# A natural investment

The Coral Triangle – 5.7 million square kilometres of sparkling blue seas around Indonesia, Malaysia, Papua New Guinea, the Philippines, the Solomon Islands and Timor-Leste – is comparable to the Amazon rainforest in the breadth and importance of its biodiversity. It is home to over 3,000 different species of fish, 75 per cent of all coral species known to science, six of the world's seven marine turtles, and a wide variety of sea mammals.

The long-term viability of this vast marine resource, one of the planet's most environmentally important and beautiful natural regions, is seriously threatened by various forms of commercial exploitation. The scale and speed of its decline calls for urgent action and new development strategies that take into account both the long-term interests of local people and of the environment.

The Coral Triangle is the spawning ground for rich tuna fisheries that account for over 50 per cent of world consumption, yet local communities derive little economic benefit. Uncontrolled and unsustainable catches by foreign fleets and pirates are putting the future of tuna as well as turtles and other species at risk.

Climate change is causing sea levels and temperatures to rise and reefs to bleach. On land, coastal development, tourism, deforestation, fish farming and other commercial activities are degrading the region's natural beauty and diversity.

Success in meeting these challenges will require action by communities and national governments. It will also require regional cooperation – fisheries and other marine resources do not confine themselves to national boundaries.

**Top to bottom:** Turtles play a key role in maintaining healthy marine food chains.  
© Roger LeGuen  
• Living coral: a nursery for fish and other marine species.  
© WWF / atl. Archives of Australia  
• From reef to retail: WWF seeks to place fishing on a sustainable footing.  
© Jürgen Freund

**WWF's Coral Triangle vision: a healthy, well-managed centre of marine biodiversity that is a source of food and livelihoods for generations to come.**

WWF is drawing on 20 years of experience in the region to address some of the most critical problems. It is investing in conservation activities that also have clear economic benefits.

The highest priority is financial support for the effective management of marine protected areas to prevent further depletion of fish stocks and loss of biodiversity. We are working with the industry to encourage sustainable management of local reef fishing and control deep sea overfishing.

At the other end of the supply chain, we are attempting to build demand for sustainably fished local catches in Asian consumption markets. Besides preventing further deterioration of fish stocks, the aim is to ensure that sufficient profit is retained in the region to encourage sound resource management.

While recognizing the economic need for tourism, we are advising governments and the tourist industry on how to develop infrastructure and facilities that will have minimum environmental impact.

## Year 2020 goals for WWF's Coral Triangle project

- Ensure the long-term protection and sustainable management of at least half of the most important reefs in the region
- Halt and reverse damage to key marine resources, including coral reefs and key fish populations
- Maintain populations of the most endangered species at current levels

• Clown anemonefish – one of over 3,000 different species of fish in the Coral Triangle. © Cat Holloway  
**Right:** Great Barrier Reef, Australia © Jürgen Freund





# Saving forests – and our climate

Most people are aware of the need to protect the world's great rainforests. For some years, the consequences of widespread deforestation – loss of habitat and damage to valuable ecosystems that regulate freshwater supply – have been well-publicized.

The close, critical link between rainforests and climate change is less well known, however. Deforestation is one of the biggest sources of atmospheric carbon, responsible for 20 per cent of global greenhouse gas emissions.

The world's tropical forests store a massive 210 billion tons of carbon. It is released into the atmosphere when trees and brushwood are burned during clearing operations. A further 500 million tons of carbon are present in the forest floor, some of which subsequently escapes when cleared ground is prepared for crop planting.

The future of rainforests is of double environmental significance, therefore, with implications that transcend national and even regional boundaries.

## WWF's Forest-based Carbon vision: no net greenhouse gas emissions from deforestation and degradation.

Extreme weather events and other realities of climate change have heightened public awareness of the dangers ahead and strengthened the political will to tackle carbon emissions. Negotiations to reach a post-2012 agreement on implementing the second phase of the Kyoto Protocol presents a unique window of opportunity to tackle an important source of emissions and a major conservation issue in one sweep.

\*Forest Stewardship Council (FSC): [www.fsc.org](http://www.fsc.org)

## A Circle of Green

Three great forests form a "circle of green" around the equator. Their environmental roles of climate regulators and protectors of much of biodiversity are threatened by rampant logging, mining, hunting, agriculture and general encroachment.

Our **Heart of Borneo project** aims to secure the future of one of the largest remaining pristine rainforests through collaboration between the governments of Brunei, Indonesia, and Malaysia, implementation of responsible business practices, and income generated through properly managed natural resources.

Central Africa is a haven for indigenous people, elephants, gorillas and a multitude of exotic wildlife. Our **Congo Basin – Green Heart of Africa project** aims to align economic forces with conservation so that, by 2020, at least 20 per cent of the region's ecosystems are protected, local people are managing their own resources in efficient ways, and at least half of all logging is independently certified as sustainable.

Despite decades of deforestation, 80 per cent of the Amazon rainforest remains virtually untouched. Our **Amazon project** aims to secure completion of the Amazon Regional Protected Area (ARPA) programme, preserving 50 million hectares of Brazilian rainforest by greatly increasing the number and size of protected areas. Another regional goal is to lessen deforestation pressures by ensuring fewer agricultural clearances. We are encouraging "wise use" programmes (such as those advocated by the Forest Stewardship Council\*) to ensure the environmentally sound, socially beneficial and economically viable management of forest resources.

*Top to bottom: Forests play a key role in regulating the climate. © Yifei Zhang*  
• *Amphibians such as this red-eyed tree frog are particularly sensitive to climate change. © John S. Mitchell*  
• *Butterflies near the Juruena River will also benefit from increased protected areas in the Amazon. © Zig Koch*

## Year 2013 goals for WWF's Forest-based Carbon project

To have "Reduced Emissions from Deforestation and Degradation" (REDD) targets written into Phase Two of the Kyoto Protocol that will halt tropical deforestation, mitigating climate change and conserving forest biodiversity.





### Year 2020 goals for WWF's Market Transformation project

- Zero loss of high conservation-value habitat to commodity production worldwide
- Acceptable standards for more than 25 per cent of global commodity production in priority biodiversity regions
- Stabilization of the world's commodity footprint through sustainable economic growth strategies



# Conservation makes business sense

The production of commodities to meet surging global demand for food and fibre is a major driver of the degradation of natural ecosystems and the loss of species.

It need not necessarily be so. The success to date of sustainably managed fisheries under the guidance of the Marine Stewardship Council (MSC, see page 22) and forests and wood products certified by the Forest Stewardship Council (FSC, see page 11) are examples of natural resources meeting society's needs in ways that are profitable and sustainable.

Consumer awareness and interest in sustainability is now such that there are clear market opportunities for commodity producers who commit themselves to minimizing environmental impact.

Enlightened decisions by a relatively small number of businesses can deliver enormous environmental benefit in this respect. Although more than a billion people are involved in producing, growing or extracting natural resources for global markets, the route to market is often dominated by a handful of companies.

For example:

- More than 75 per cent of the global soybean trade is controlled by four global enterprises
- One company produces nearly 35 per cent of the world's farmed salmon
- One company buys about 5 per cent of the world's traded sugar
- The clothing brands of the world largest retailer account for about 2.7 per cent of global cotton purchases

**Top to bottom:** Small-scale: carpenter Julius Mlelwa's use of natural resources is both profitable and sustainable. © Brent Stirton / Getty Images / WWF-UK  
• Logging according to FSC rules makes business sense as well as safeguarding forests worldwide. © WWF-Switzerland / A. della Bella  
• Certified: these mackerel have received the MSC stamp of approval. © Jiri Rezac / WWF-UK

**WWF's Market Transformation vision: responsible commodity extraction and production processes contribute to economic and social development without significant biodiversity loss.**

This initiative builds on WWF's long-standing partnership with business leaders across a wide range of industry sectors. Its goal is to ensure that products derived from natural resources and agriculture generate profit in increasingly sustainable ways and with measurably less environmental impact. It seeks to promote best practice in raw material choice, the environmentally sound design of products, their manufacture and lifetime environmental footprint, including recycling and reuse.

For example, Swedish home furnishing giant IKEA has had a long, productive partnership with WWF (see page 18) that has helped improve forestry management, cotton cultivation practices linked to the Better Cotton Initiative<sup>1</sup>, and climate change initiatives. IKEA is also a member of the Round Table on Sustainable Palm Oil<sup>2</sup> and the Salmon Dialogue<sup>3</sup>.

A more recent partnership with The Coca-Cola Company (see page 16) shows how working together can result in a range of benefits – in this case, a reduced carbon footprint, more sustainable water use, and the conservation and protection of freshwater resources.

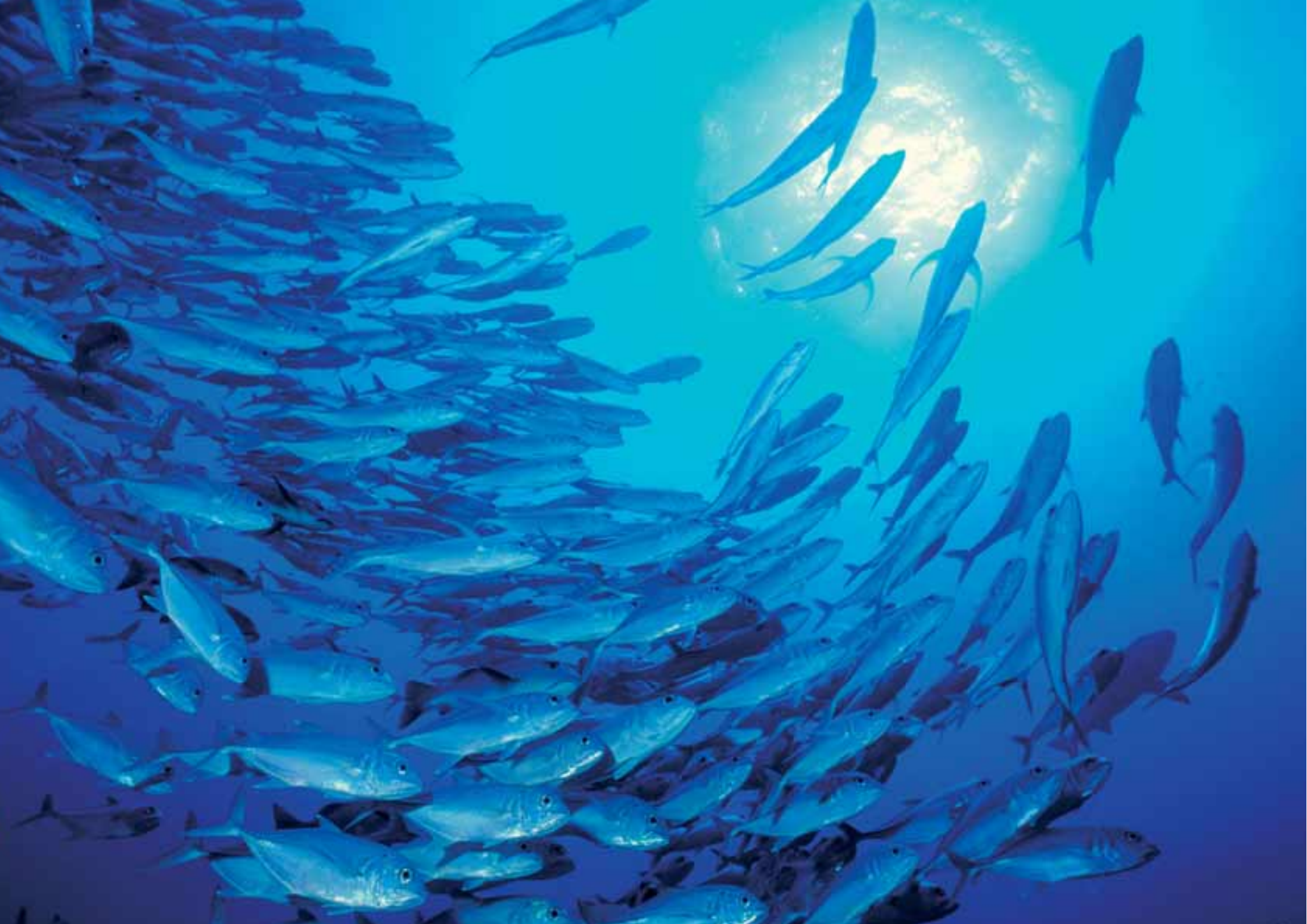
<sup>1</sup> Better Cotton Initiative: [www.bettercotton.org](http://www.bettercotton.org)

<sup>2</sup> Round Table on Sustainable Palm Oil: [www.rspo.org](http://www.rspo.org)

<sup>3</sup> Salmon Dialogue: [www.worldwildlife.org/cci/dialogues/salmon.cfm](http://www.worldwildlife.org/cci/dialogues/salmon.cfm)

**Right:** Organic figs, Colombia © Diego M. Garces







# Safeguarding ocean wildlife

Over the past 50 years, the uncontrolled catch of many larger fish like tuna, cod and groupers has driven them to the point of population collapse. Meanwhile, as the number, size and efficiency of fishing boats have steadily increased, they have turned to smaller, shorter-lived species such as squid, mackerel, sardines and shrimp. Today, many of these species are also spiralling towards collapse.

The causes are easy to identify but hard to correct:

- **Overfishing:** put simply, demand is outstripping supply of conventional fish stocks. As a result, commercial fleets are casting nets and lines wider and longer, endangering more species. Many of these are new to our tables because until recently they were inaccessible.
- **Fishing in the wrong places:** in their search for more fish to meet increasing demand, fleets seek new grounds and exploit new techniques to harvest them. They now range over almost all of the 70 per cent of the planet's surface that is ocean and can fish at depths that leave virtually nowhere safe for species to breed and mature. When juveniles are caught before they can reach reproductive adulthood, extinction inevitably follows.
- **Fishing in a damaging way:** bycatch, the incidental (and accidental) catch of marine creatures in fishing gear designed for other species, is a serious problem. Every day, millions of non-target fish are caught and die. Other ocean-dwellers also suffer: it is estimated that over 250,000 marine turtles across the Pacific and 300,000 cetaceans are caught each year. Bycatch is pushing species of albatross, dolphin and porpoise towards extinction.

*Left: Bigeye trevally, Fiji © Cat Holloway*

*Right, top to bottom: Commercial fleets cast nets and lines ever wider and longer.*

*© Jason Rubens*

*• MSC-certified langoustines: harvested without harming the environment.*

*© Edward Parker*

*• Every day, millions of non-target fish – bycatch – are caught and thrown back into the sea, dead. © Jiri Rezac / WWF-UK*

*• WWF offers positive, practical solutions to the fishing industry.*

*© Jiri Rezac / WWF-UK*

**WWF's Smart Fishing vision: fish and other marine resources will no longer be harvested in ways that deplete and damage the ocean environment.**

The Marine Stewardship Council (MSC, see page 22), created 10 years ago by WWF and Unilever, has become a powerful driver of sustainable practice in the fisheries sector. We intend to build on its success to transform management of three of the most important categories of commercial fishing – tuna, shrimp and whitefish – that between them account for over 50 per cent by value of the global wild-caught seafood supply.

Our goal is to achieve fundamental change in the behaviour of fishing fleets by engaging the industry and offering positive, practical solutions to matching supply and demand in environmentally sound ways. At the same time, we are campaigning to create consumer and retail awareness of the issues and create market-led demand for products that are sustainably caught.

If we succeed in these categories, it will demonstrate that the seafood industry can provide employment and economic benefit around the world and make a vital contribution to feeding growing numbers of people without endangering long-term supplies or non-targeted species.

## Year 2020 goals for WWF's Smart Fishing project

The world's tuna, shrimp and whitefish are ecologically fished so that:

- stocks are measurably recovering to sustainable levels
- fisheries continue to provide economic benefit
- the example encourages other fishery sectors to reform
- fishing is carried out in ways that are harmless to non-target species
- populations of species previously affected by bycatch recover

\*Marine Stewardship Council (MSC): [www.msc.org](http://www.msc.org)



## Donors: making what we do possible

The loyalty and generosity of our major donors and partners make it possible for WWF to meet its ambitious conservation goals.

In 2007, a new partnership was launched with the **Prince Albert II of Monaco Foundation** to help preserve the seriously threatened Mediterranean bluefin tuna by establishing a labelling system for Europe and Japan and a high-seas tuna sanctuary. In Madagascar, the foundation will also contribute to a new marine protected area in Toliara and WWF's environmental education programme's *Vintsy Clubs*. The **Oak Foundation** renewed funding of the European Fisheries Initiative; they also back WWF's efforts to fight climate change by improving the EU CO<sub>2</sub> Emission Trading System.

The **MAVA Foundation** scaled up its commitment to WWF by pledging significant support to Core Conservation Leadership over a period of five years. This represents an innovative contribution to the strategic development of the organization. Furthermore, the foundation is financing our five-year *Protected Areas for a Living Planet* programme, launched in January and aimed at improving implementation of the Convention on Biological Diversity's Programme of Work on Protected Areas – a historic commitment by 190 governments to create a global network of terrestrial and marine protected areas.

We also wish to thank:

Annenberg Foundation

Fondation Audemars-Piguet

Fairmont Le Montreux Palace

Mr Bruno Figueras

Dr Luc Hoffmann

André and Rosalie Hoffmann

Banque Lombard Odier Darier Hentsch & Cie

Mr Patrick Odier

Mrs Gnaire Isabel Piling (in memoriam)

Banque Sarasin

Fondation Hans Wilsdorf

Fondazione Ermenegildo Zegna

Members of The 1001: A Nature Trust

The Living Planet Club members

our millions of supporters

and the many donors who prefer to remain anonymous.

# Corporate partnerships – better together

More and more businesses are taking steps to sustain resources and reduce their environmental impact. And some are discovering that when they team up with conservation experts at WWF, their efforts are more focused and their effectiveness improved.

## Allianz – climate-conscious decision making

In 2007, Allianz and WWF entered into a three-year global partnership to position Allianz as a “thought and action leader” on climate change in the financial services industry. Allianz will also invest up to €500 million in renewable energy by the end of 2010 and reduce its own emissions by 20 per cent by 2012. One aim of the partnership is to achieve climate-conscious decision making. Another is to develop products that allow Allianz clients to contribute to and participate in a carbon-low economy. This is just a start – but both Allianz and WWF agree that joining their respective strengths and areas of influence can help move the financial sector away from a position which often puts barriers in the way of the required responses. The ideal to which both partners aspire is a financial sector that operates to powerfully affect climate action.

## Canon Europe – teaching kids about the Arctic

In 1998, Canon Europe became one of WWF's first Conservation Partners, and, in addition to its continued investment in WWF's collection of nature images, has been supporting numerous conservation projects ever since. In 2007, a new initiative was launched to educate 7- to 11-year-olds about the effects of climate change in the Arctic – habitat of the polar bear. As part of this initiative, Canon Europe is providing funds as well as photo and video equipment to carry out polar bear research around the Svalbard archipelago.

## Coca-Cola – conserving fresh water

WWF and The Coca-Cola Company have launched a multi-year partnership to help conserve seven of the world's most important river basins – the Yangtze, the Mekong, the Rio Grande/Rio Bravo, Southeastern United States, the Mesoamerican Reef, Lake Malawi and the Danube – spanning more than 20 countries. These river basins were chosen for their biological distinctiveness and the opportunity for significant conservation gains, including resource protection.

This partnership will also enable WWF to help Coca-Cola meet its goal of “water neutral” operations by increasing the efficiency of its water management and finding ways to replenish the water it uses. The company is looking at opportunities to reduce water use in its supply chain and taking steps to reduce its carbon footprint.

## HSBC – tackling the urgent threat of climate change

HSBC and WWF have been working together to reduce the impact of climate change on people and livelihoods by promoting action in some of the world's major cities and river basins in a five-year eco-partnership, *Investing in Nature*, concluded in 2006. The HSBC Climate Partnership, inaugurated in 2007, builds on the previous collaboration to ensure continued support for WWF's initiative to develop adaptation strategies to address the effects of climate change on the Amazon, the Ganges, the Thames and the Yangtze river basins; lead the ratification of a UN convention to improve the management of 263 transboundary rivers; help farmers to adopt WWF models of sustainable agriculture; enable energy efficiency and CO<sub>2</sub> reduction strategies to be developed for China, Brazil and India; and facilitate public campaigns to promote energy and water efficiency.



We extend special thanks to our corporate partners who in 2007 contributed their precious time, efforts and funds to help WWF meet its conservation goals:

ABB  
Allianz  
Canon Europe  
CLVD  
The Coca-Cola Company  
eatbigfish  
Festool GmbH  
Forbo Linoleum BV  
Groth AG  
HSBC  
IBTT BV  
IKEA  
Lafarge  
Microsoft  
Nokia  
Ogilvy & Mather  
Panasonic  
Pelicano Investimentos Imobiliarios SA  
Philips Lighting BV  
Pimkie Diramode  
Sveaskog  
Switcher SA  
Tetra Pak  
Uniross Batteries SAS  
WWL

### **IKEA – a global partnership**

Since 2002, WWF and IKEA have worked together to promote the responsible and sustainable use of natural resources around the world. Initial projects in China, Russia, Bulgaria, Romania, Estonia, Latvia and Lithuania helped implement IKEA's forest action plan and reach WWF's conservation targets. In 2005, additional projects were initiated to introduce better methods of cotton cultivation in India and Pakistan. And in 2007, IKEA and WWF started to look into ways of reducing CO<sub>2</sub> emissions, with pilot projects to promote environmentally friendly transportation practices for staff and customers and to encourage company suppliers to increase their energy efficiency and use of renewables.

### **Lafarge – cutting emissions, restoring the land**

Since 2000, Lafarge, the world's leading producer of building materials, has been working with WWF to achieve a 10 per cent reduction in its absolute gross CO<sub>2</sub> emissions in industrialized countries. This target will soon be reached and discussions on going beyond have already begun. In 2007, Lafarge and WWF published a brochure entitled *Driving quarry restoration: A simple system of monitoring and evaluation*, to help site managers ensure the proper restoration of quarries after exploitation. Also in 2007, a long-term *biodiversity index* was jointly developed to measure biodiversity in Lafarge quarries as they progressively return to their natural state. Talks are currently under way between Lafarge and WWF to decide the partnership's next steps.

### **Nokia – towards greater environmental sustainability**

In 2007, the fifth year of our partnership, we continued working together to increase the environmental awareness of Nokia employees through a number of joint initiatives. These include interactive workshops focusing on take-back – the return and recycling of mobile devices – and climate change, a roundtable in India engaging government, industry and NGOs in improved electronic waste management, and *Connect to Protect*, a joint intranet platform dedicated to the environment. In addition, the new WWF initiative *One Planet Business*, aimed at reducing the environmental impact of companies, was successfully piloted in

Nokia's Hungarian factory. Nokia also joined WWF's *Climate Savers* programme (see page 22), reinforcing its commitment to improving energy efficiency and reducing carbon dioxide emissions across its business. Finally, WWF digital content, including videos, banners and images, is increasingly featured on Nokia products.

### **Ogilvy Advertising – campaigns that cut through the clutter**

One of the world's largest communications agencies, Ogilvy & Mather, has been creating free advertising for WWF for over three decades. Current communications highlight issues ranging from biodiversity to climate change, and personal footprint messages are being worked up into fully integrated campaigns. Through Ogilvy, WWF has established a relationship with MindShare, a global media company, who place our advertisements without charge in publications such as *Newsweek*, *National Geographic*, *Fortune*, the *Financial Times* and *Time* magazine.

### **Panasonic – support for the Yellow Sea**

Panasonic has been supporting WWF's marine programme in Japan since 2000. In 2007, it stepped up its contribution by sponsoring the Yellow Sea Ecoregion project, which spans Japan, China and South Korea. In addition, WWF will help Panasonic improve their paper purchasing policy to ensure more responsible sourcing.

### **Wallenius Wilhelmsen Logistics (WWL) – protecting the high seas**

WWL and WWF have been working together on the conservation and protection of the marine environment for more than eight years. The first two phases consisted of establishing marine protected areas and exploring legislative solutions. Since 2004, WWL has been the sole sponsor of WWF's High Seas Conservation programme, which focuses on changing the way the oceans are used by establishing good governance. Another important element of the partnership is raising environmental awareness among WWL's employees across the globe.



*Left: WWF works with corporate partners to protect precious freshwater resources worldwide. © Brent Stirton / Getty Images / WWF-UK*

# Income and expenditure

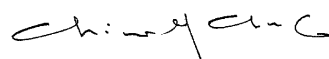
## WWF International

As a result of increased support from trusts and foundations, corporations, governments and aid agencies, income grew by 17 per cent in 2007, leading to substantially greater funding for our conservation work.

## WWF Network

The total WWF Network income grew by CHF113 million to CHF817 million – an increase of more than 16 per cent, reflecting substantial increases in donations from individuals, legacies and corporations.

The network operating surplus was CHF155 million. Some programme funding was received too late to be spent in the same financial year and will be used in 2008 to fund ongoing projects and programmes.



Chiew Chong  
Director of Finance and Administration, WWF International

## WWF International: income and expenditure

### Two-year summary 2006-2007

#### Financial Year\*

#### OPERATING INCOME

	2006 (CHF'000)	2007 (CHF'000)	2007 (US\$'000**)
WWF National Organizations (1)	85,444	88,730	72,002
Individuals (1)	1,878	3,856	3,129
Legacies and Bequests	1,147	6	5
Corporations (1)	7,433	12,670	10,281
Trusts and Foundations (1)	6,563	11,178	9,071
Governments and Aid Agencies	34,620	43,791	35,535
Royalties (1)	1,145	589	478
Financial Income (Net) (2)	1,787	3,226	2,618
Other	273	595	482

**Total** **140,290** **164,641** **133,601**

#### OPERATING EXPENDITURE

Conservation Programmes	116,651	131,480	106,692
Conservation Policy and Awareness (3)	8,040	9,432	7,654
Network and Learning Services (4)	5,365	7,846	6,367
Fundraising	4,347	4,585	3,721
Finance and Administration	5,496	5,593	4,538
Fixed Asset Expenditure	310	259	210

**Total** **140,209** **159,195** **129,182**

Operating surplus	81	5,446	4,419
Non-operating items (5)	6,323	651	528
Surplus after non-operating items	6,404	6,097	4,947

\*Financial years cover the period 1 July to 30 June

\*\*Average exchange rate for the year: 1.23233

## 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)

Financial Income is based on valuing investments at market value. In FY 2006, Financial Income was based on 5% of investible funds.

### 3. Conservation Policy and Awareness

In FY 2007, WWF International spent CHF9,432,000 on:

	(CHF'000)
Conservation Policy	4,474
Awareness	4,958

### 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:

	2006 (CHF'000)	2007 (CHF'000)
Transfer from endowment funds	(204)	-
Donations to endowment funds	6,527	651
<b>Total</b>	<b>6,323</b>	<b>651</b>

## Notes to the accounts

### 1. Marketable Securities

At the end of the financial year, cash and short-term deposits comprised 66% of total cash, bank deposits and marketable securities, compared to 67% a year ago.

### 2. Fixed Assets

All fixed asset costs regarding the renovation of the main building and the purchase and renovation of the pavilion in Gland have been capitalized. All other fixed asset costs are charged to expenditure at the time of purchase.

### 3. Mortgage payable

Mortgage payable refers to the bank loan for the purchase and renovation of the pavilion in Gland.

### 4. Operating Funds

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

### 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 for Nature Conservation, the income from which will be used to achieve conservation worldwide, including to help build conservation capacity, provide training and scholarships, etc.; and statutory capital of CHF20,000, representing the initial capital of WWF.

*Audited financial statements are available on request.*

## WWF International: balance sheet

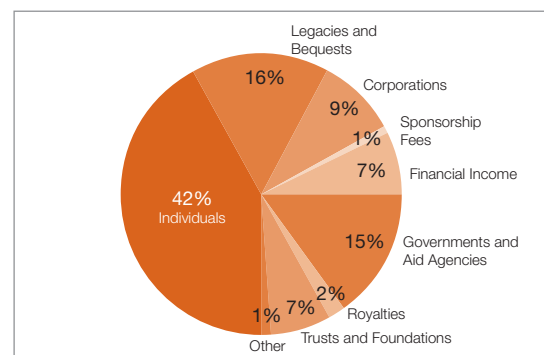
### Two-year summary 2006-2007

Financial Year*	2006 (CHF'000)	2007 (CHF'000)	2007 (US\$'000**)
<b>ASSETS</b>			
Current Assets			
– Cash	30,051	35,344	28,763
– Short-term bank deposits	13,187	9,340	7,601
– Marketable securities (1)	20,915	23,073	18,777
– Recoverable taxes and other items	7,171	13,310	10,832
Fixed Assets (2)	7,030	7,030	5,721
<b>Total</b>	<b>78,354</b>	<b>88,097</b>	<b>71,694</b>
<b>LIABILITIES AND FUNDS</b>			
Accounts Payable and Accrued Expenses	18,554	20,959	17,056
Mortgage Payable (3)	1,940	1,900	1,546
Operating Funds (4)	35,411	43,259	35,205
Capital and Endowment (5)	22,449	21,979	17,887
<b>Total</b>	<b>78,354</b>	<b>88,097</b>	<b>71,694</b>

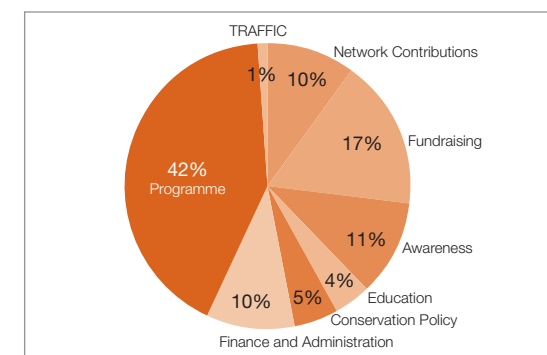
\*Financial years cover the period 1 July to 30 June \*\*Exchange rate CHF1.2288 = US\$1, as at 30 June 2007

## WWF Network: income and expenditure 2007

Income US\$663 million



Expenditure US\$537 million



## WWF Network: income and expenditure\*

### Two-year summary 2006-2007

Financial Year**	2006***	2007	2007
	(CHF'000)	(CHF'000)	( US\$'000†)
<b>OPERATING INCOME</b>			
Individuals (1)	297,485	344,045	279,182
Legacies and Bequests	91,718	128,116	103,962
Corporations (2)	41,720	72,564	58,883
Sponsorship Fees	6,369	8,381	6,801
Trusts and Foundations	46,531	54,662	44,357
Governments and Aid Agencies	130,972	118,920	96,500
Royalties (3)	19,317	20,274	16,452
Financial Income (Net) (4)	53,543	59,908	48,613
Other	16,802	10,404	8,443
<b>Total</b>	<b>704,457</b>	<b>817,247</b>	<b>663,193</b>
<b>OPERATING EXPENDITURE</b>			
Conservation			
– Programme (5)	255,135	272,586	221,195
– Conservation Policy, Education and Awareness (6)	113,635	134,200	108,899
– Network Contributions (7)	67,590	69,237	56,184
– TRAFFIC (8)	4,870	5,359	4,349
Fundraising	102,032	113,180	91,842
Finance and Administration	62,875	67,737	54,966
<b>Total</b>	<b>606,137</b>	<b>662,299</b>	<b>537,435</b>
Surplus to support current and future projects	<b>98,320</b>	<b>154,975</b>	<b>125,758</b>

\*The figures given show total WWF Network income and expenditure but do not represent consolidated accounts. The network includes WWF International 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 (1 April to 31 March); WWF-South Africa (1 April to 30 June); WWF-Germany, WWF-Hungary, WWF-Italy, WWF-Norway, WWF-Philippines and WWF-Spain (1 January to 31 December, preceding year).

\*\*\*Updated †Average exchange rate for the year: CHF1.23233 = US\$1

## Notes to the accounts

### 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 and 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. Programme

Costs of the WWF Network global conservation programme.

### 6. Conservation Policy, Education and Awareness

In FY 2007, the WWF Network spent CHF134,200,000 on:

	(CHF'000)
Conservation Policy	32,925
Education	28,738
Awareness	72,537

### 7. Network Contributions

Support provided by the National Organizations for leadership and coordination, services rendered to the WWF Network, and the operating costs of the field offices.

### 8. TRAFFIC

The TRAFFIC (Trade Records Analysis of Flora and Fauna In Commerce) Network is the world's largest wildlife trade monitoring programme, and is a joint programme of WWF and IUCN – The World Conservation Union.

There have been encouraging wins in a range of conservation fields in the course of the last year. In almost every case, success was due to WWF working closely with national and international policymakers, local communities, individuals and other NGOs, who brought special influence or competence to the task.

## Hope for Africa's rhinos

2007 is the 10th anniversary of the launching of WWF's African Rhino programme. We work with governments and other partners to combat poaching and increase the numbers of viable populations in protected areas on public and private land in Kenya, Namibia, South Africa and Zimbabwe. In the last decade, both black and white rhino numbers have increased to 3,700 and 14,500 respectively – a dramatic reversal of a once bleak future for these magnificent creatures.

## Water management

Two measures of the world's freshwater crisis: it is estimated that 1.1 billion people around the world lack access to safe water supplies, and populations of freshwater species have declined 50 per cent since 1970. WWF is working to conserve wetlands, manage river basins, and influence markets for thirsty crops such as cotton, sugar cane and rice. In one example of

what can be done, System of Rice Intensification tests in India boosted yields and income by at least 20 per cent while using less water. In another, the Chinese government, the Ramsar Convention and WWF helped establish the first Wetland Conservation Network along the Yangtze River to increase the region's resilience to climate change.

## More protection, less deforestation

The world's forests and other wildlife habitats have benefited from a number of important victories in the past year:

- New protected areas in the Amazon, such as the 2 million-hectare Guyana Amazonian Park in French Guiana that now links to Brazil's 3.89 million-hectare Tumucumaque National Park and other areas to create a 12 million-hectare area of protected tropical forest – the world's largest. Meanwhile, two new protected areas were created in Colombia, safeguarding still more of the Amazon forest.
- In Paraguay, an extension to a 2004 deforestation law will prevent further clearing of the Upper Parana Atlantic Forest. Paraguay's deforestation rate has dropped by 85 per cent in the three years since the law was first passed.
- Two new national parks in the Russian Far East will help protect the

severely endangered Siberian tiger, whose numbers have now recovered to around 500 animals from a low of 50 in the 1940s.

## A continuing ban on tiger trade

Despite progress towards recovery in Russia, tigers in Asia face a new threat – the prospect of a reopened commercial trade in tiger products in China where a domestic ban has been in place since 1993. Powerful interests have been pushing to overturn the ban and enable trade in farm-raised tiger body parts. Arguing that this would spark an unstoppable illicit trade in tiger products and further threaten vulnerable wild populations, WWF and others lobbied successfully for the ban's continuation at the 2007 CITES\* meeting.

## Morocco phases out driftnet fishing

Driftnets that trail for up to 14km are an indiscriminate and wasteful fishing method estimated to kill about 3,600 dolphins and 23,000 sharks every year in the south-western Mediterranean. Under an agreement signed by King Mohammed VI of Morocco, they will be phased out in his country's waters – a welcome outcome of WWF efforts to eliminate destructive fishing.

## World's first sustainable tuna fishery certified

The Marine Stewardship Council (MSC), co-founded by WWF in 1997, rewards sustainable and well-managed fisheries with its distinctive blue eco-label. Twenty-four fisheries are now certified, accounting for more than four million tonnes of seafood, or 7 per cent of the world's wild fish catch. More specifically, MSC-certified suppliers now provide 42 per cent of the global wild salmon catch, 40 per cent of the whitefish catch (the largest commercial fishing sector) and 18 per cent of the spiny lobster catch. A successful year was rounded off by the American Albacore Fishing Association becoming the world's first certified tuna fishery.

## Climate Savers

Twelve major multinationals, including Sony, Nike, Johnson & Johnson and IBM, will eliminate at least 10 million tonnes of CO<sub>2</sub> emissions annually by 2010 – equivalent to taking over 2 million cars off the road every year. WWF's Climate Savers programme shows that such substantial cuts are practical without harming corporate finances and have the additional benefit of building public confidence – proving again that protecting the environment makes good business sense.

## Leaders for sustainability

This year saw the successful launch of WWF's **One Planet Leaders** – a professional development programme which enables managers and senior executives from industry and the public sector to explore, challenge and apply the latest thinking on sustainable business practice. Drawing on WWF's long experience of business partnerships, the high-level programme targets corporate leaders whose goal is to build sustainability into their business models and core activities. Learn more at: [www.panda.org/business/training](http://www.panda.org/business/training)

## French connection for conservation

In October, WWF and French Development Cooperation (AFD) renewed a partnership agreement with the objective of strengthening collaboration in natural resource management, improving the livelihoods of disadvantaged populations, and conserving the planet's ecology and biodiversity. Among the regions targeted for action are the Congo Basin rainforests and marine and fisheries resources in West Africa, the Indian Ocean and the South Pacific.

\*Convention on International Trade in Endangered Species of Wild Fauna and Flora: [www.cites.org](http://www.cites.org)





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- Europe & Middle East

#### Mr Rodney Taylor

- Forests

#### Mr Hans Verolme

- Climate

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- Executive Director

#### Mr Daniel Graham

- Online Resources

#### Mr Gérard Hibon

- Development

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- Communications

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#### Mr Chiew Chong

- Finance & Administration

#### Mr Chris Hutton

- People & Organization Development

#### Ms Lynda Mansson

- Network Performance Management

#### Mr Jon Marshall (until 31.10.07)

- Field Operations Unit

### LEGAL ADVISER

Mr Michael Rogers OBE

# WWF network

Australia	Netherlands
Austria	New Zealand
Belgium	Norway
Bhutan	Pakistan
Bolivia	Peru
Brazil	Philippines
Canada	Poland
Caucasus (Georgia)	Russia
Central Africa (Cameroon)	Singapore
Central America (Costa Rica)	South Africa
China	Southern Africa (Zimbabwe)
Colombia	South Pacific (Fiji)
Danube/Carpathian (Austria)	Spain
Denmark	Sweden
Eastern Africa (Kenya)	Switzerland
Finland	Tanzania
France	Turkey
Germany	United Kingdom
Greater Mekong (Vietnam)	United States
Greece	Western Africa (Ghana, Senegal)
Guianas (Suriname)	European Policy (Belgium)
Hong Kong	Macroeconomics for Sustainable Development (US)
Hungary	
India	
Indonesia	
Italy	<b>WWF Associates</b>
Japan	Fundación Vida Silvestre (Argentina)
Madagascar	Fundación Natura (Ecuador)
Malaysia	Pasaules Dabas Fonds (Latvia)
Mediterranean (Italy)	Nigerian Conservation Foundation (Nigeria)
Mexico	Fudena (Venezuela)
Mongolia	
Nepal	

For contact details  
and further information,  
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international website:



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*for a living planet*®

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 100 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.

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