



WWF®

REVIEW

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2009



WWF Annual Review



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WWF is one of the world's largest and most experienced independent conservation organizations, with over 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, and promoting the reduction of pollution and wasteful consumption.

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FOREWORD FROM CHIEF EMEKA ANYAOKU

Foreword from Chief Emeka Anyaoku, outgoing President of WWF

2009 was a momentous year. Never before have we witnessed world leaders show such interest in our environment. The negotiations at the Copenhagen climate change conference were the most complex the world has ever seen.



© JEAN-LUC RAY / WWF-CANON

Despite this, Copenhagen gave us faltering steps instead of the big strides needed. Sometimes the road ahead may look daunting. But we must not relent and we must always look forward with optimism.

Looking to the future, 2010 is the International Year of Biodiversity, a year when the world will set new targets to protect and conserve our environment for people and nature. For me, there is another, more personal milestone as I take my leave and my cherished memories after eight rewarding years as President. In my time with WWF I have been awed at the beauty of the places we work in, angered by thoughtless destruction, humbled by the dedication of our staff working under challenging conditions and honoured to represent the organization.

WWF is now using contacts with governments and the private sector at the highest levels to make things happen – in Africa and Asia, in Washington and Brussels. We have evolved into a cohesive organization, maximising the impact of our collective resources in pursuit of our mission.

I give my best wishes to my successor, Yolanda Kakabadse, the new President of WWF. Her experience and drive will provide the leadership and vision we need to face an increasingly challenging world.

“Sometimes the road ahead may look daunting, but we must always look forward with optimism.”

A MESSAGE FROM JIM LEAPE

A message from Jim Leape, Director General of WWF International



© ELMA OKIC / WWF-CANON

"I'd like to thank each and every person who has supported WWF over the last year. There are millions of you – staff, partners, donors, campaigners – from every corner of the Earth. By giving your time, money, expertise, ideas, passion and commitment, you help to make WWF the unique organization it is.

The next few years will be a critical period in the future of our planet. We have huge challenges ahead of us. But I'm confident that we can rise to them."

Jim Leape

For WWF, 2009 could be summed up in an hour: Earth Hour. That one stunning hour in March demonstrated like no other WWF activity in the last half-century our capacity to work united

as a global force for conservation. To enlist thousands of cities, businesses, and universities. To inspire hundreds of millions of people all around the world to speak out on the most pressing challenge of our time.

Our Global Climate Initiative launched a political effort unprecedented in our history in its breadth and depth. We've been among the leading voices in the debate on climate change. The year ended with much work left to be done to get the global response the world needs. We'll continue to fight for a strong Global Climate Initiative, and keep up the pressure at every level to ensure Copenhagen's vague promises translate into concrete actions.

In 2010, the first ever International Year of Biodiversity, we will be working more broadly to mobilize urgent action to safeguard the planet's living resources. At the heart of our efforts lie the 14 global Initiatives described in this review. They tap into the unique strength of WWF, combining local expertise with global influence to catalyse lasting change on a larger scale than ever.

In these Initiatives we are engaging political leaders at the highest level. In 2009, for example, the Coral Triangle Programme helped bring together six heads of state in an unprecedented conservation summit in Manado, Indonesia, to protect one of the planet's most diverse marine environments. The Green Heart of Africa team is now laying the groundwork for a third regional summit to protect the Congo Basin and accelerate conservation in that region.

We are also stepping up our engagement with the private sector. In China, for example, we're helping some of the largest banks (with assets totalling US\$9 trillion) build sustainability into their lending practices. Our Market Transformation Initiative is engaged with the biggest players in global commodities markets – to help move crops like soy, palm oil and sugar to sustainability.

A powerful symbol of the biodiversity crisis is the tiger, whose numbers have plummeted as low as 3,200 in the wild. This Year of Biodiversity is also the Year of the Tiger in the Chinese calendar, and we are determined that it will mark a turning point for the species. Thanks to the leadership of our Tiger Initiative team and WWF-Russia, heads of state from all the tiger range states will meet in Vladivostok in September 2010 to address the challenge of saving the world's tigers and their habitats.

This year marked the end of Chief Emeka Anyaoku's tenure as our President. Over the last eight years, Chief Emeka Anyaoku has done so much to turn WWF into an effective, cohesive Network with a truly global profile. We are grateful for his leadership, and excited that Yolanda Kakabadse will take us forward as our new President.



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We work with producers to grow crops more sustainably. This Brazilian farm cultivates soybeans with a rotary irrigation system, which uses less water than conventional agriculture.

CLIMATE CHANGE: A HOT TOPIC

Climate change was in the headlines like never before this year. In the run-up to the Copenhagen summit, we worked tirelessly to get policy-makers, industry and the public to tackle the greatest threat the world has ever faced.

Each of our national offices developed their own climate change campaigns, many running under the international banner of Vote Earth. Our Global Climate Deal Initiative gained huge support from policy-makers, businesses, donors and individuals. During Earth Hour, hundreds of millions worldwide joined our call for a fair, ambitious and legally binding deal to reduce global carbon emissions.

Though Copenhagen failed to deliver the decisive progress we hoped for, we will keep up the pressure on world leaders until they agree to the strong deal the world needs.

Copenhagen conference president Connie Hedegaard



WE ARE WWF AND THIS IS HOW WE WORK

As the world's leading conservation organization, we have a hugely important mission. We're here to stop the degradation of our planet's natural environment, and build a future where people live in harmony with nature.

We do this by:

- **protecting biodiversity** – the magnificent array of living things that inhabit our planet and the places where they live
- **reducing humanity's footprint on the natural world** by challenging wasteful consumption and pollution, and promoting sustainable ways to use the Earth's resources

Our goals by 2050:

- the world's most outstanding natural places are intact and protected. That will mean a more secure future for the species that inhabit them – including human beings
- humanity has stopped using more resources than the planet can support, and shares these resources fairly

Global Initiatives

These goals are ambitious. We can't do everything at once, and we can't achieve everything on our own. But by focusing on where we can make the most impact, and working with partners, we can get the best value from our resources and catalyse change on a global scale.

We've identified 14 priority areas where we can make a crucial difference. We call these our global Initiatives.

To combat climate change, we're working towards a **Global Climate** Initiative. We've also launched Initiatives to protect the **Arctic**, promote **Smart Energy** and prevent global warming from deforestation through our **Forest Carbon** Initiative.

Forests are also vital areas for biodiversity, and we're focusing on the planet's three most important forest habitats: in the **Amazon, Borneo and Congo**. We're also focusing on two of the world's richest marine habitats – the **Coral Triangle** and **Coastal East Africa** – and the largest mountain range, through our **Himalayas** Initiative. And we've launched a high profile campaign to save the **Tiger** – work that will benefit other threatened species, habitats and ecosystems.

We're also working to ease the unsupportable demands humans make on the planet's resources. Through the **China for a Global Shift** Initiative, we're working with the world's leading manufacturer to show how economic growth can be achieved within the planet's ecological capacity. Our **Market Transformation** Initiative is exploring ways to reduce the environmental impact of products like cotton, wood, soy and palm oil. We're also fighting to repair the devastation overfishing has caused in our oceans by promoting **Smart Fishing**.

14 GLOBAL INITIATIVES

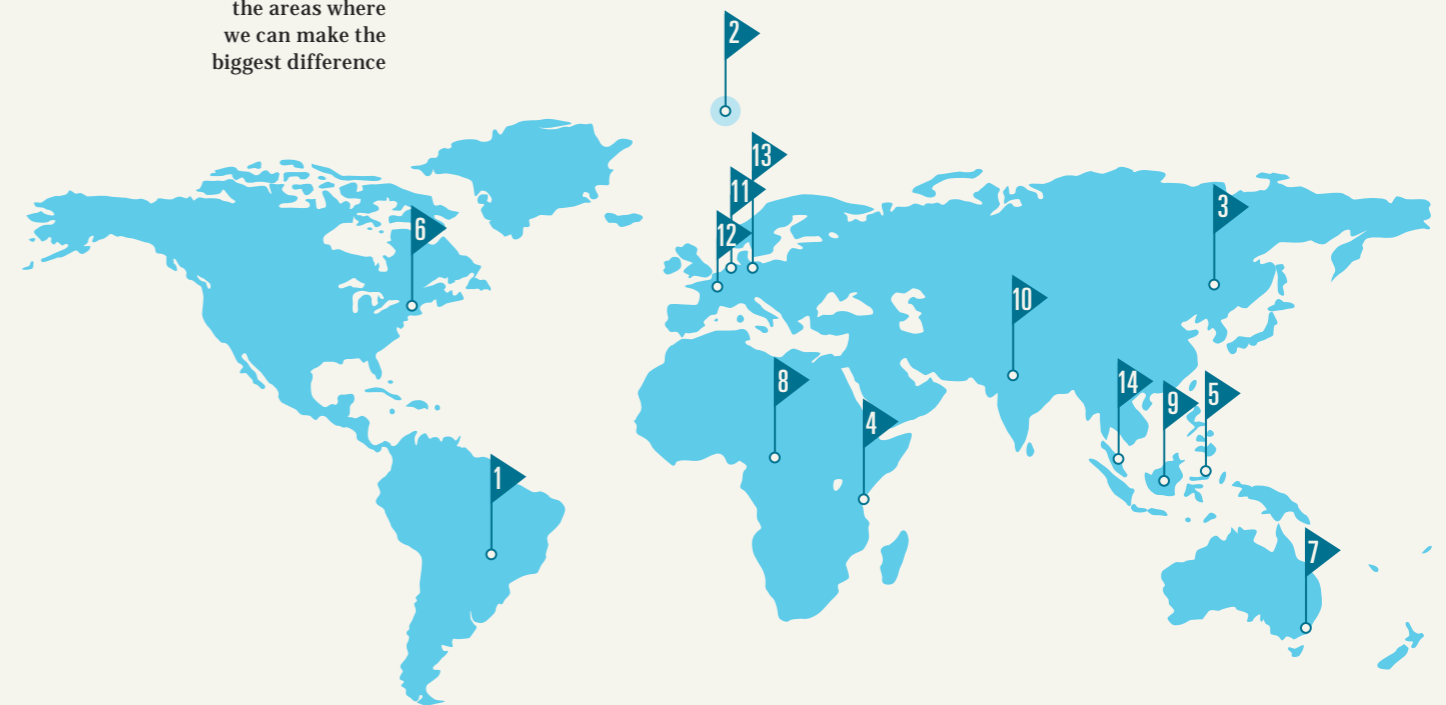
What makes us different?

WWF is a unique organization. These are the characteristics that make us who we are:

- We play a **leading** role, inspiring action and taking conservation to unprecedented levels
- We **connect** people, forging partnerships across borders and cultures
- We see the **bigger picture** – we don't run conservation projects in isolation
- We seek **solutions**, taking a positive, constructive approach to tackling conservation problems

Over the next few pages, we hope to show you how.

Map: Our 14 global Initiatives focus on the areas where we can make the biggest difference



14 GLOBAL INITIATIVES

1. AMAZON
2. ARCTIC
3. CHINA FOR A GLOBAL SHIFT
4. COASTAL EAST AFRICA
5. CORAL TRIANGLE
6. FOREST CARBON
7. GLOBAL CLIMATE INITIATIVE AND EARTH HOUR
8. GREEN HEART OF AFRICA
9. HEART OF BORNEO
10. LIVING HIMALAYAS
11. MARKET TRANSFORMATION
12. SMART ENERGY
13. SMART FISHING
14. TIGER

WE PLAY A LEADING ROLE

The world is at a critical crossroads. We need to take the path of sustainable development now, before it's too late. WWF's leadership has never been more important

We're stepping up conservation work to unprecedented levels

Over the last half century, no organization has done more than WWF to protect our living planet. We've been at the forefront of historic conservation breakthroughs – from the regulation of trade in threatened and endangered species to the success of the Forest Stewardship Council. We've helped establish international treaties and conventions, influence government policies and change the way some of the world's leading companies do business.

We've been instrumental in protecting over a billion hectares of the planet's most important habitats – an area larger than the United States. These protected areas range from polar regions to the equator, from rainforests to deserts, from the Himalayas to the Great Barrier Reef.

We've invested over US\$9 billion in thousands of projects in more than 100 countries. We've produced groundbreaking research and pioneered new ideas, from community-led resource management to water footprints.

We believe that humans can and must learn to live in harmony with nature, and were one of the first organizations to promote the concept of sustainable development. It was a revolutionary idea at the time. Now, finally, it's at the top of the global agenda.

But urgent action on a massive scale is needed to tackle climate change, biodiversity loss and our over-consumption of natural resources. We're stepping up conservation work to unprecedented levels, mainly through our 14 global Initiatives.

We've set ambitious goals – and even more ambitious timeframes for achieving them. We won't meet them without equally ambitious commitments from our donors and partners. But we know from experience that when we lead, others will join us.

+30 YRS



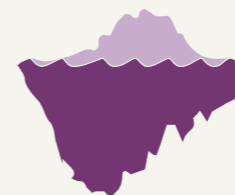
Over 30 years, we've become influential in China

Taking the lead with China

We've been active in China for 30 years, and enjoy strong high-level relationships with government and industry leaders. Through our **China for a Global Shift** Initiative, we're supporting China to help build a low-carbon, resource-efficient future.

The Chinese government invited us to produce the first ever report on the country's ecological footprint. We're also helping China's banking sector to develop environmentally sound lending policies. With the People's Bank of China, we published the first analysis into sustainable financial services in China.

1 IN 4



One in four people could be hit by flooding if climate change continues unchecked

Using Arctic research evidence

Our report *Arctic Climate Feedbacks: Global Implications*, released in September, suggested that the effects of melting polar ice on global sea levels could be even more serious than previously thought. One in four people could be hit by flooding if climate change continues unchecked. As Arctic soils contain twice the amount of carbon already in the atmosphere, warming in the region could release catastrophic amounts of greenhouse gases.

The report is part of the evidence our Arctic Programme is using to persuade people and governments around the world to take action on climate change and supports our Initiative for a global climate deal. It's just one example of WWF's research in action.

+350



The Living Himalayas Initiative catalogued more than 350 new species discovered in the region

Leading from the top: the Himalayas

The **Living Himalayas** Initiative catalogued more than 350 new species discovered in the region in the last decade. Our report on these discoveries, *The Eastern Himalayas – Where Worlds Collide*, caught the public imagination, gaining huge media attention worldwide.

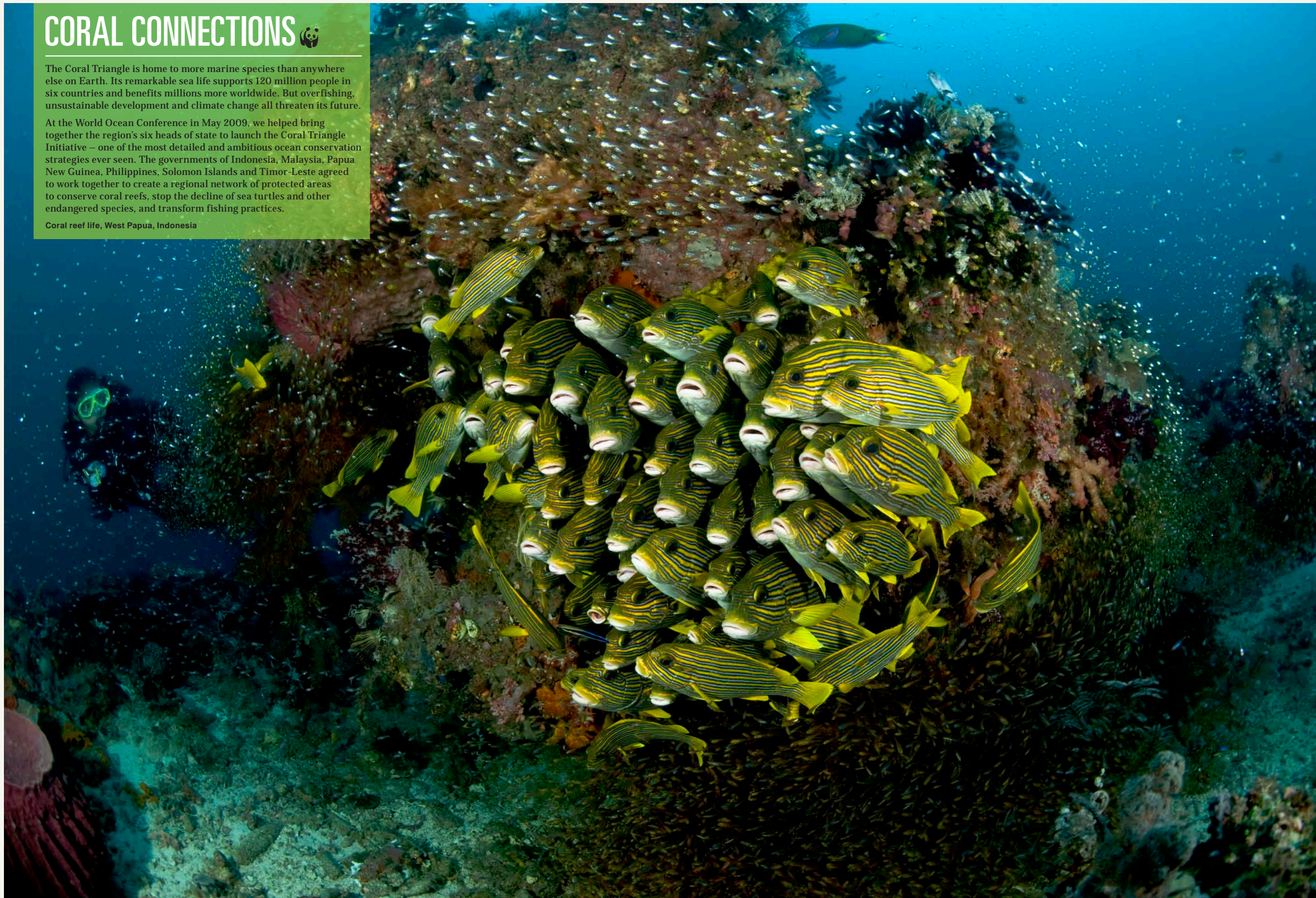
Mountaineer Apa Sherpa also caught the attention of the world media when he climbed Mount Everest for a record 19th time in May. He unfurled a WWF banner on the summit urging the world to take action on climate change – already having serious consequences in the Himalayas and endangering the region's stunning biodiversity.

CORAL CONNECTIONS

The Coral Triangle is home to more marine species than anywhere else on Earth. Its remarkable sea life supports 120 million people in six countries and benefits millions more worldwide. But overfishing, unsustainable development and climate change all threaten its future.

At the World Ocean Conference in May 2009, we helped bring together the region's six heads of state to launch the Coral Triangle Initiative – one of the most detailed and ambitious ocean conservation strategies ever seen. The governments of Indonesia, Malaysia, Papua New Guinea, Philippines, Solomon Islands and Timor-Leste agreed to work together to create a regional network of protected areas to conserve coral reefs, stop the decline of sea turtles and other endangered species, and transform fishing practices.

Coral reef life, West Papua, Indonesia



WE CONNECT PEOPLE

What connects a fisherman in Tanzania with a politician in Strasbourg? Supermarkets in Japan with villagers on a Pacific island? Indigenous peoples in the Amazon with banks and big business? We do

Our Network spans the globe. We run projects in more than 100 countries, and have activists and

supporters in almost every nation. Our panda logo is one of the world's best-known symbols.

In our work on the ground, we meet farmers, fishers and foresters, local governments, communities, landowners and indigenous people. We recognize that many of them have been protecting their lands and waters for centuries. We see the issues they face, and we have practical experience of working with them.

At the same time, we meet national governments, industry leaders and investment bankers. We carry out studies with leading research institutes and play a key role in international conventions and commissions.

This gives us a unique perspective. We forge partnerships and open up discussions at every level from the local to the global. By bringing diverse people together, we create better understanding of conservation issues – and opportunities to solve them.

In Borneo and the South Pacific, the Arctic and the Amazon, we've brought governments together to protect vital places that span national boundaries. When the European Commission discusses its fisheries policy, we make sure they hear the views of local fisheries in Coastal East Africa and conservation experts in the Southern Ocean. We work with everyone from producers to customers to grow sustainable markets for timber and seafood, palm oil and soy.

We form partnerships with whoever shares our goals. Because we know that together we are stronger.

Roundtables help transform markets

As part of our **Market Transformation** Initiative, we bring together people involved in industries that have a big impact on the natural world, from local communities and non-governmental organizations to multinational corporations. Through these "Roundtables", we're working to find less damaging ways of producing important commodities.

In Brazil in May, members of the Roundtable on Responsible Soy (RTRS) agreed to stop growing soy in forests and savannahs, cut greenhouse gas emissions and stop using the most hazardous pesticides.

The Roundtable for Sustainable Palm Oil (RSPO) won a breakthrough in Indonesia, the world's largest palm oil producer, when major plantation company Musim Mas Group Plantations became the country's first producer of sustainable palm

We form partnerships with whoever shares our goals. Because we know that together we are stronger.

SUSTAINABLE PALM OIL HELPS PROTECT THE WILDLIFE OF BORNEO

oil. At the other end of the supply chain, several leading international retailers pledged to use more RSPO-certified palm oil after we published a league table comparing their performance and inviting them to do better.

Bringing nations together

Endangered animals range across borders and ecological regions rarely conform to national boundaries. Conservation depends on cooperation between countries – and WWF plays a crucial role in achieving this.

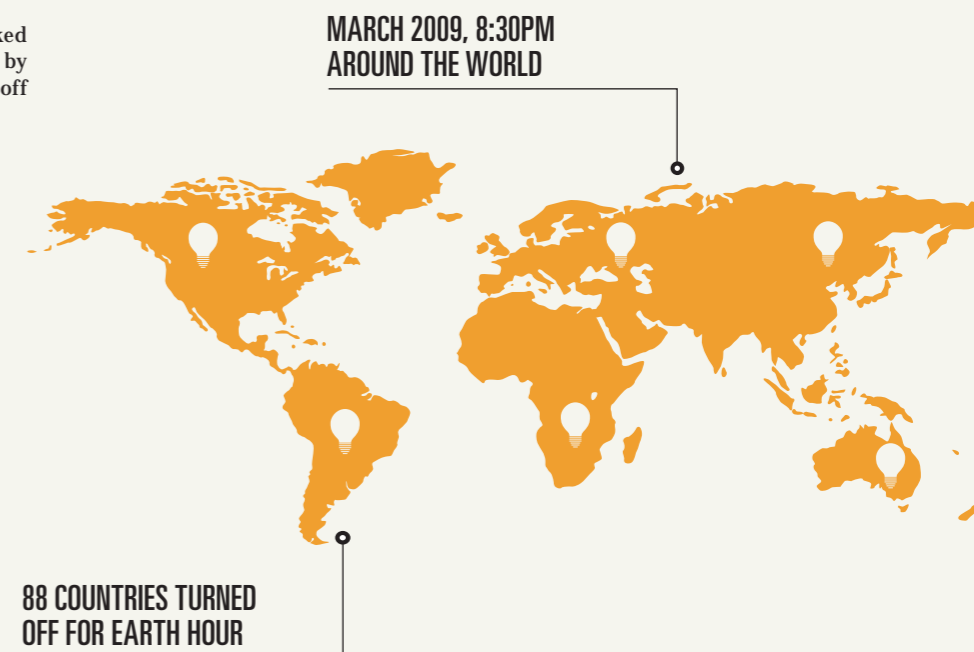
We've helped broker international agreements and create regional associations working towards a common conservation purpose. We've created vast cross-border protected areas by bringing together heads of state in the **Coral Triangle**, the Congo Basin (through our **Green Heart of Africa** Initiative) and the **Heart of Borneo**. We're also coordinating conservation efforts between the eight **Amazon** nations.

In March this year, thanks in part to the efforts of our **Arctic** Initiative, the five nations responsible for protecting polar bears in their territory officially recognized climate change as the biggest threat to the bears' survival. At next year's summit for heads of state of tiger-range countries, we'll be working to improve cross-border habitat conservation as part of our **Tiger** Initiative.

Lights out for Earth Hour

In March, WWF organized one of the biggest moments of mass participation in history: Earth Hour. Hundreds of millions of people in 88 countries switched off their lights. Global landmarks from the Acropolis to Sydney Opera House, the Empire State Building to the Great Pyramid of Giza were plunged into darkness. The event connected people across the world to demand urgent action on climate change. And 2010 is going to be even more powerful...

Map: The world asked for a Global Deal, by switching lights off



WE SEE THE BIGGER PICTURE

We're not just treating the symptoms of biodiversity loss and climate change: we're working on the cure

In the public imagination, WWF is about saving iconic endangered animals – giant pandas, polar bears, orang-utans. But behind the plight of species like these is a web of social, economic and political

issues. It's by focusing on these underlying causes – and the people who influence them – that we can make the biggest difference.

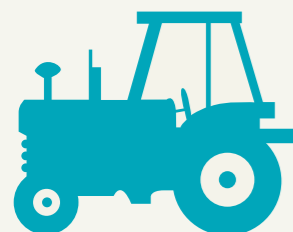
We also realize that conservation is a social process. Local people are at the heart of it. From Asia and the Pacific to Africa and Latin America, we run projects that benefit wildlife while improving local people's livelihoods. In our conservation efforts we're committed to upholding human rights and promoting fairness, ending poverty and improving governance. In all our initiatives, we endeavour to make people's lives better.

We work with policy-makers to strengthen the national and international laws, regulations, guidelines and treaties that affect the natural world and our relationship to it – from agriculture and land-use policies to restrictions on trade in endangered species.

We work with governments, aid agencies and development banks to influence the way public money is spent. In particular, we want to see international aid and government budgets spent on development that is truly sustainable.

Private finance – from banks and pension schemes, individual and business investments – is another key area. We're working to encourage investors away from environmentally destructive sectors into areas like renewable energy and sustainable forestry. At the same time, we work with businesses to help them reduce their ecological footprint and, ultimately, make a positive contribution to the environment.

Perhaps most fundamentally, we work to influence people's attitudes towards nature. From Western consumers choosing sustainably sourced products to African villagers valuing their natural resources, living in harmony with nature depends on individual choices, beliefs and actions.



Economic development goes hand in hand with protecting the environment

Banking on sustainable development

Banking facilities for Kenyan farmers may not be the most obvious thing for a conservation organization to provide – until you look at the bigger picture.

Because they can't save or borrow money, farmers have to do whatever they can to make a living if the crops fail. That often means felling trees for charcoal, which destroys forest habitats, releases CO₂ and degrades the soil – leading to further crop failures.

We're breaking this vicious circle by providing banking services as part of our **Coastal East Africa** Initiative. It's just one of the many ways we're ensuring economic development goes hand in hand with protecting the environment.

Behind the plight of endangered species is a web of social, economic and political issues

150,000 KM²
OF FORESTS LOST
EVERY YEAR – AN AREA
THE SIZE OF NEPAL

Over the last five years, a fifth of our income has come from governments and aid agencies. These include government initiatives such as the French development agency (AFD) and the German economic cooperation agency KfW Bankengruppe, and multilateral institutions including The World Bank Group, European Commission and African Development Bank (for a full list, see page 29).

Ensuring environmental sustainability is one of the Millennium Development Goals that all UN members are committed to. We're perfectly placed to help achieve it.

Forest Carbon: incentives for growth

Every year, the world loses around 150,000 km² of forests – an area larger than Nepal. This is devastating for wildlife, threatening the survival of many species. It has serious consequences for people, from flooding and soil erosion to displacing indigenous people from their land. Deforestation, especially in the tropics, is also responsible for a fifth of global greenhouse gas emissions.

Our **Forest Carbon** Initiative wants an end to net CO₂ emissions from deforestation by 2020. But this won't happen unless developing countries have an incentive to preserve their forests, instead of clearing them for timber, paper pulp, and land for agriculture. That's why we're lobbying to have financial aid for Reducing Emissions from Deforestation and Degradation (REDD) included in global climate policy.

We're working with Western governments and aid agencies to provide funding for sustainable forest management. And we're working with governments, businesses, NGOs and communities in the Amazon, Borneo and the Congo Basin to run forestry projects with high social and environmental standards.

KEEPING AFRICA'S GREEN HEART BEATING

Elephants, great apes and 75 million people depend on the unique forests, rivers and wetlands of the Congo Basin.

Huge swathes of African forests are destroyed each year through illegal logging, poaching and mining – with devastating results for wildlife and people. Our Green Heart of Africa Initiative works with partners, from local communities to national governments, to look after the natural resources, landscapes and wildlife of the Congo Basin, the world's second largest area of tropical forest.

We've helped bring together governments to create vast protected areas, helped businesses reduce their environmental impact and won big funding increases from governments and international donors. We're working closely with donors to make sure funds are spent on development that's environmentally sustainable and projects where local people benefit from conserving their natural resources.

A BaAka tribal dance in the Congo Basin



WE SEEK SOLUTIONS

Our vision of a world where people live in harmony with nature is no pipedream. We have the plans, the practical solutions and the will to realize it

It's not always easy to be optimistic. More and more species are becoming endangered. The world is a long way from taking the action needed to tackle

We've set ambitious goals – and we have the plans, policies and strategies to achieve them

climate change. More than two billion people and countless fellow creatures live in areas where there's not enough clean water to go round.

But we're positive that by working together constructively we can, and will, solve these problems. We've set ambitious goals and targets – and we have the plans, policies and strategies to achieve them.

This isn't about turning back the clock. We don't believe that reducing our ecological impact means sacrificing our quality of life – though it will mean changes to our lifestyle. And we certainly don't believe in holding back development in poor countries and communities – but that development must be based on fair and sustainable use of the world's resources.

Across the developing world, we're finding ways for people to benefit from looking after their natural resources – from managing tree nurseries to ecotourism. We're introducing new ways to grow crops and raise livestock that use less water and work in harmony with nature. Our pilot projects demonstrate that these things can be done – and we work with governments and major donors to put them into practice on a large scale.

We're working with business to find practical ways to cut carbon emissions, use water more efficiently and reduce their impact on the environment. Increasingly, businesses are realising that this makes economic sense too. Add in the stricter environmental regulations and increased consumer demand for environmentally friendly products and services that we campaign for, and we'll reach a point where doing things the sustainable way becomes the norm.

When you see what WWF does every day, and all the people who work with us, it's not so hard to be optimistic.

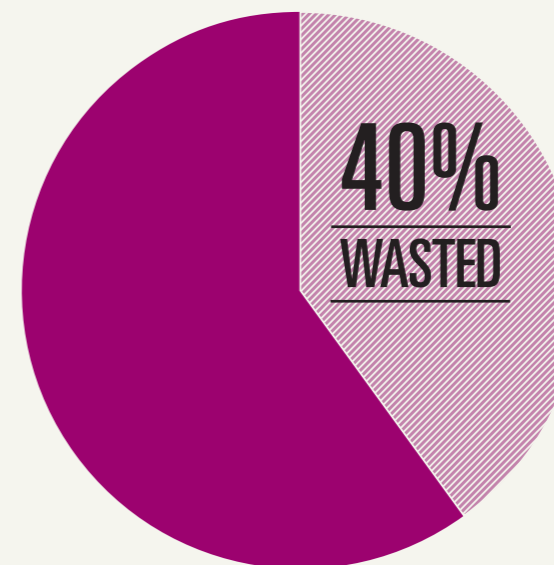
Making fishing smarter

Overfishing is, after climate change, the biggest threat to marine life – and the hundreds of millions of people who depend on it for their food and livelihoods. Fisheries must be made sustainable – and that's what we're doing through our **Smart Fishing** Initiative.

In 2009, we celebrated ten years of the Marine Stewardship Council (MSC). The MSC, which we created with Unilever, helps consumers choose responsibly caught fish. More than 50 fisheries are now MSC-certified, and over 100 more plan to be – including the entire Danish fleet. We also successfully lobbied the European Union to ban imports of fish whose origins can't be traced.

50+
FISHERIES ARE
MSC-CERTIFIED
& OVER
100 MORE
PLAN TO BE

Diagram: 40% of global marine catch is unused or unmanaged



We're working to reduce the scandalous quantities of fish and other creatures caught unintentionally as "bycatch" or wasted – 40 per cent of everything landed, according to a report we released this year. One solution is better fishing gear – like the underwater hooks that won first prize in our Smart Gear Competition. Using these could save thousands of seabirds, including albatrosses.

US\$47 TRILLION
COULD BE SAVED BY USING RENEWABLE ENERGY

Climate Solutions

We have five years to move to a low-carbon economy if we're to avoid catastrophic climate change. It's a daunting prospect. But we see it as a tremendous opportunity.

This October, we released our second *Climate Solutions* report. It lays out concrete ways that we can achieve the emissions cuts we need. It will be the fastest industrial revolution in history – but the technology, the resources and the ideas already exist. And far from bankrupting the world economy, using renewable energies could save up to US\$47 trillion by 2050.

Better energy efficiency – especially in household appliances and buildings – is the simplest, quickest way to achieve big emissions cuts. Our **Smart Energy** Initiative, launching next year, will work with governments and businesses to make energy efficiency a key part of the design, making, marketing and buying of products and buildings.

CORPORATE PARTNERSHIPS: WORKING WITH BUSINESS

Humans are using the world's resources faster than nature can replenish them. We're running up a vast ecological debt. Smart businesses realize we can't keep on like this.

That's why some of the world's leading companies have formed partnerships with WWF. Like us, they believe business can, and must, make a positive contribution to the environment and to society. Like us, they believe doing business in harmony with nature isn't a constraint but an opportunity.

Our corporate partners support us in many ways. They lend their knowledge and expertise to our work. They lead by example, working with us to make their businesses more sustainable, raising standards,

finding solutions and inspiring change. They sponsor programmes and projects. They use their voice to make change happen.



Bringing electricity to the poorest parts of the planet

2100-
CARBON FREE
ECONOMY

ABB: fuelling development

We're working with power and automation technology experts ABB to bring electricity to some of the poorest parts of the planet, giving people opportunities to develop alternative, environmentally sustainable livelihoods. In rural Tanzania, we're working to provide electricity from renewable sources such as jatropha plants, a biofuel that grows well in arid conditions. ABB also supports our work on water and energy efficiency in India, South Africa and China.

Allianz: understanding a low-carbon economy

Climate change will have huge implications for the insurance industry. We're working with Allianz to research the impacts of climate change on the world of insurance. In 2009, Allianz and WWF financed the *Report on Energy and Climate Policy in Europe (RECIPE)*. Coordinated by the Potsdam Institute for Climate Impact Research, this landmark research helps us understand the costs of moving towards a carbon-free economy in Europe by 2100.

Canon: tracking polar bears

For five years the WWF-Canon Polar Bear Tracker has been following polar bears fitted with satellite collars to see how global warming is affecting their Arctic habitat and their behaviour. Canon is also helping us develop our stunning photo library. Canon Europe became our first corporate partner 11 years ago, and we've just extended the partnership for another three years.

The Coca-Cola Company: saving water

Water is the basic ingredient of any drink – which is why it's the focus of our partnership with Coca-Cola. We're working with the company to conserve important freshwater ecosystems and improve the efficiency of the company's water use, including the water needed to produce another important ingredient: sugar. Coca-Cola is also examining some of its other ingredients to ensure they are grown more sustainably, and decreasing its CO₂ emissions.

15,000 KM²
OF PROTECTED
WETLANDS AREAS



Extending our partnership after successes in promoting responsible forestry

-12.5%
CO₂ EMISSIONS



Calculate your ecological footprint on your mobile



Strengthening environmental awareness, improving energy efficiency

3 DECADES



Making WWF one of the world's leading brands

HSBC: leading the way in managing wetlands

As part of the HSBC Climate Partnership, we set up a network of 22 protected wetland areas in the central and lower Yangtze basin in China, covering 15,000 km². The network has proved so successful that the Chinese government has asked us to expand it to cover the entire Yangtze river basin. The network will help more than 50 protected areas cope with the impacts of climate change.

IKEA: towards a greener home

Our work with IKEA, which began in 2002 and covers more than 15 countries, has been very successful in promoting responsible forestry and better cotton production. Having just extended our partnership until 2012, we're stepping up our efforts to tackle climate change. New projects will range from food and waste management to encouraging IKEA customers to live more sustainably at home.

Lafarge: building a more sustainable world

From reintroducing plants and wildlife to former quarries, to looking into promoting sustainable building materials, our ten-year-old partnership with world-leading building materials supplier Lafarge is helping transform the construction industry. Lafarge has already decreased its CO₂ emissions by 12.5 per cent compared to 1990 in industrialized countries, and we're challenging the company to set higher targets. We're also working with Lafarge towards reducing water use and emissions of other pollutants.

Nokia: empowering people to make sustainable choices

Nokia powers connect2earth, a green online community for young people, and promoted Earth Hour by creating a viral multimedia message. We've provided content, including an ecological footprint calculator, for Nokia phones and applications, and learning material for Nokia staff. Nokia is a Climate Savers member and is using our One Planet Business tool. The company also supports us with its take-back and recycling campaigns, and sponsors WWF projects in many countries.

Nokia Siemens Networks: energy efficiency

Nokia Siemens Networks is working to strengthen environmental awareness, running frequent campaigns and workshops for staff and promoting energy efficiency on its website. As a WWF Climate Saver and supporter of the Earth Hour and Let the Clean Economy Begin campaigns, the company is also using less energy in its buildings, turning to renewable energy for its operations and improving the energy efficiency of its products.

Ogilvy: spreading the message

Ogilvy Advertising, one of the world's largest communications agencies, has provided us with free support for over three decades. Their creativity has helped make WWF one of the world's leading brands and attract public support worldwide – notably for our Mediterranean tuna and climate change campaigns. We also work with media agency Mindshare, part of the same group, who place WWF advertising free of charge in leading international media.



© BRENT STIRTON / GETTY-IMAGES / WWF-UK

We help people like Julius Mlewa in Tanzania develop sustainable livelihoods. Julius now supplements his income by making beehives and keeping bees after training from WWF.



Sponsoring the vital work of our Arctic Programme



Videoconferencing reduces the need for business travel, helping to cut carbon emissions



We need a greener shipping sector, and WWL is leading by example

Panasonic: protecting the Arctic

WWF's **Arctic** Programme looks at how global warming affects the fragile ecosystems of the **Arctic**, and what we can do about it. It's vital work, because ecological changes in the **Arctic** – such as the release of methane trapped under the ice – could lead to catastrophic runaway climate change. Panasonic began sponsoring the programme this year, while continuing its long-running support of our conservation work in Asia.

Tandberg: cutting emissions through videoconferencing

Videoconferencing reduces the need for business travel, helping to cut carbon emissions. Tandberg, one of the world's leading providers of videoconference equipment, is helping WWF lead the way by equipping eight of our offices in Europe, Asia and Africa with the latest videoconferencing technology. This will help us communicate with each other more efficiently, while reducing our own carbon footprint.

WWL: protecting the high seas

Wallenius Wilhelmsen Logistics (WWL) is sole sponsor of WWF's High Seas Conservation Programme – strengthening governance of the two-thirds of the oceans outside national jurisdiction. We need a greener shipping sector, and WWL is leading by example. This year we worked together to develop WWL's 2020 sustainability strategy, setting ambitious targets for reducing emissions of CO₂, sulphur and nitrous gases, cleaning ballast water and route planning to avoid collisions with whales.

OUR DONORS: FINANCING THE PLANET'S FUTURE

The planet is at a critical crossroads. Our activity is not in harmony with nature. As the scale and urgency of the global environmental challenges we face escalate, we have to raise our game to meet them – and quickly.

With the launch of our **Campaign for a Living Planet**, we're taking conservation work to unprecedented levels. The campaign is global in scope and focused on specific goals. It's about collaboration and practical solutions.

We already have a strong donor base of key foundations, individuals and loyal members of **The 1001: A Nature Trust**. With the **Campaign for a Living Planet**, we'll be building on this to form stronger partnerships and mobilize more resources.

We couldn't achieve a fraction of what we do without the loyalty, generosity and personal involvement of our donors – from foundations that fund major projects to individuals who give what they can to support our work.

- **The Audemars Piguet Foundation** has supported our forest conservation work in Asia since 2005. From 2009, they're funding a three-year education project in China. It will raise awareness among young people of how important forests are to their daily lives, and what they can do help conserve them.
- The current focus of our strategic partnership with **GoodPlanet** is closely linked to our Forest Carbon Initiative. Our Forest Conservation Programme in Madagascar, funded by GoodPlanet, is developing important knowledge about the island's forest carbon reserves and testing new ways to reduce CO₂ emissions from forest damage.
- With **Grupo Promociones Habitat**, a partner since 2005, we're working to restore wildlife – including tigers and Asian elephants – in the Srepok wilderness area in northeast Cambodia. Our project helps communities manage their own natural resources and develop sustainable sources of income, through ecotourism for example.
- **The Hans-Wilsdorf Foundation**, who we've collaborated with since 2000, funds a project to ensure the survival of endangered western lowland gorillas and central chimpanzees in Cameroon. The project promotes sustainable development opportunities focused on research and ecotourism.
- Our partnership with **Fondation Hoffmann** has been going strong since 2000 and provides WWF International with important strategic support. The foundation funded our Vote Earth campaign for the right deal at the Copenhagen climate summit in December 2009. Vote Earth built on the incredible success of Earth Hour 2009, which was also funded by Fondation Hoffmann.
- Ahead of a major conference, **Fondation 1796 of the Partners of Lombard Odier Darier Hentsch & Cie** is funding our research into how we can create a workable international market for carbon locked in forests. Putting a financial value on conserving forests is a key aim of our Forest Carbon

40 YRS
OF SUPPORT
FROM DR LUC
HOFFMANN



Initiative and vital to Reducing Emissions from Deforestation and Degradation (REDD).

- Dr Luc Hoffmann has supported WWF for over 40 years, and his **MAVA Foundation** has played a crucial role in helping us meet our conservation goals. Our longstanding partnership focuses on creating protected areas on land and sea, conserving water resources and preserving biodiversity and species. The foundation is funding projects in the Mediterranean, the Dinaric Arc, West Africa, the Carpathians, the Caucasus, Russia, Mongolia and the Danube, and also provides strategic support.
- This year, we began a new partnership with the Swiss **Fondation Montagu**. Our project aims to create new marine protected areas for the unique marine ecosystems and biodiversity of southern Chile, particularly the blue whale.
- The focus of our strategic partnership with the **Prince Albert II of Monaco Foundation** is on protecting the threatened Mediterranean bluefin tuna. We're aiming to establish a high-seas tuna sanctuary and develop a new labelling system so consumers can choose sustainably sourced tuna. The foundation is also supporting a new marine protected area in Toliara, Madagascar and our environmental education programme in Madagascar.
- We've enjoyed a dynamic first year working with **UEFA**. UEFA participated in our 2009 Earth Hour event and is supporting our Global Climate Initiative, which aims to achieve a new, binding and fair UN climate change treaty.
- The **Oak Foundation** has supported us for ten years, with a particular focus on promoting sustainable fisheries in Europe. As part of our Smart Fishing Initiative, the foundation is supporting our efforts to reform the EU Common Fisheries Policy in 2012. We will work with fishermen, policy makers, seafood processors, traders and consumers to make commercial sea fishing sustainable in the long term. The **Oak Foundation** also supports our Global Climate Initiative, which is the basis for protecting biodiversity, natural resources and people from the impacts of climate change. The foundation also helps us improve the way we oversee and report on the impact and finances of our conservation programmes.
- Since 2004, **Fondazione Zegna** has supported our work in Qinling, China, home to the giant panda and the watershed for China's two main rivers: the Yangtze and Yellow rivers. The project aims to establish a model for nature reserves that combines conservation and economic development.

10 YRS
OF SUPPORT
FROM OAK
FOUNDATION

Leaving a lasting legacy

Thank you to everyone who has chosen to remember our work in their will. By leaving a legacy to WWF, you'll be helping to pass on a healthy planet to future generations.

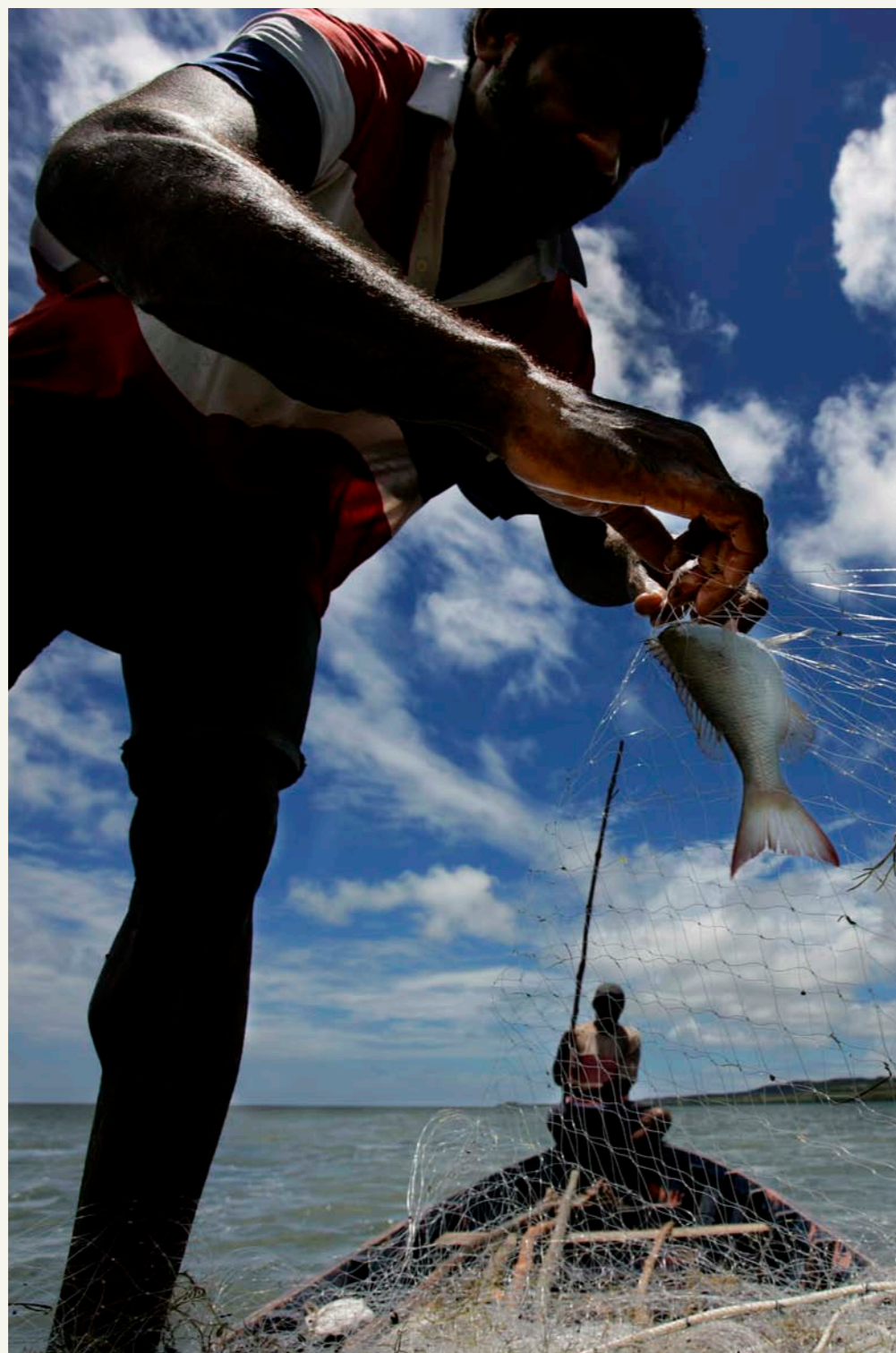
We'd also like to thank

Miel de Botton Ansley, Mario Frering, Hoffmann-La Roche AG, Dr Luc Hoffmann, André and Rosalie Hoffmann, Jade Peduzzi, Manotel Hotel Group, Patrick Odier, The Tubney Charitable Trust, Members of The 1001: A Nature Trust.

Our millions of supporters and the many donors who prefer to remain anonymous.

TESTING
NEW WAYS TO
REDUCE CO₂





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Conservation helps people as well as wildlife. Marine life in Tikina Wai, Fiji has thrived since WWF set up a Marine Protected Area in 2000. These nearby villagers now catch enough fish to feed their families and make a living.

Governments and aid agencies

International governments and development agencies are a vital source of funding for WWF projects. We're grateful to the following for their invaluable support:

Bilateral agencies

Australia - AusAID

Austria - Austrian Development Cooperation (ADC)

Belgium - Directorate General for Development Cooperation (DGCD)

Canada - Cida

Denmark - Danida

Finland - Ministry of Foreign Affairs

France - Ministry of Foreign and European Affairs, AFD, FFEM

Germany - BMZ, KfW, GtZ, DEG

Italy - Ministry of Foreign Affairs

Netherlands - DGIS, LNV

Norway - Ministry of Foreign Affairs (International Development and Environment), Norad

Spain - AECI

Sweden - Sida

Switzerland - SDC, SECO

United Kingdom - DFID, Defra

United States of America - USAID, USFWS, NOAA

Multilateral agencies

African Development Bank

Asian Development Bank

European Commission - Europe Aid

Global Environment Facility

Inter-American Development Bank

UN Development Program

UN Environment Program

The World Bank Group

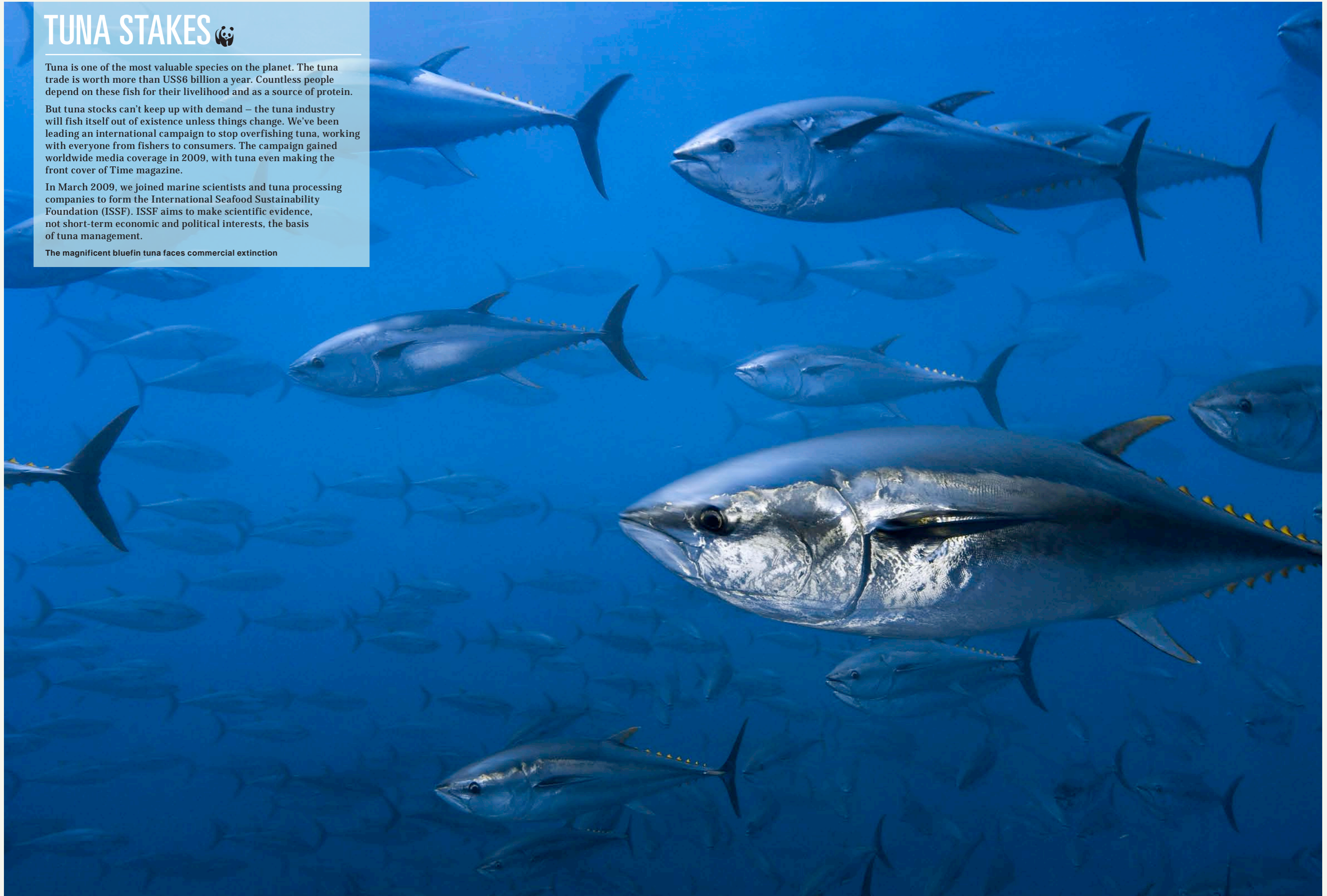
TUNA STAKES

Tuna is one of the most valuable species on the planet. The tuna trade is worth more than US\$6 billion a year. Countless people depend on these fish for their livelihood and as a source of protein.

But tuna stocks can't keep up with demand – the tuna industry will fish itself out of existence unless things change. We've been leading an international campaign to stop overfishing tuna, working with everyone from fishers to consumers. The campaign gained worldwide media coverage in 2009, with tuna even making the front cover of Time magazine.

In March 2009, we joined marine scientists and tuna processing companies to form the International Seafood Sustainability Foundation (ISSF). ISSF aims to make scientific evidence, not short-term economic and political interests, the basis of tuna management.

The magnificent bluefin tuna faces commercial extinction



WWF INTERNATIONAL FINANCIALS

WWF International: Income and Expenditure two-year summary 2008-2009	Financial year*	2008	2009	2009
		(CHF'000)	(CHF'000)	(EUR'000**)
Operating income				
WWF National Organizations ⁽¹⁾		96,619	100,987	65,783
Individuals ⁽¹⁾		4,709	2,206	1,437
Legacies and Bequests		405	24	15
Corporations ⁽¹⁾		9,449	14,292	9,310
Trusts and Foundations ⁽¹⁾		12,787	16,452	10,717
Governments and Aid Agencies		50,073	56,034	36,500
Royalties ⁽¹⁾		1,239	1,627	1,060
Financial Income (Loss) - (Net)		(1,612)	(2,858)	(1,862)
Other		873	1,042	679
Total		174,542	189,806	123,639
Operating expenditure***				
Conservation Programmes		130,358	155,279	101,149
Conservation Policy and Awareness				
– Conservation Policy		7,512	9,968	6,493
– Awareness		5,971	6,239	4,064
Network Services and People Development ⁽²⁾		7,432	7,897	5,144
Fundraising		3,910	4,369	2,846
Finance and Administration		6,085	6,318	4,116
Fixed Asset Expenditure		293	429	279
Total		161,561	190,499	124,091
Operating surplus / (deficit)		12,981	(693)	(452)
Non-operating items				
- Donations to endowment funds		369	652	425
Surplus / (deficit) after non-operating items		13,350	(41)	(27)

*Financial years cover the period 1 July to 30 June

**Average EUR exchange rate for the year: CHF 1 = EUR 0.6514

***2008 expenditure has been reclassified to conform to 2009 presentation

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. Network Services and People Development

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

WWF International: balance sheet two-year summary 2008 and 2009	Financial year*	2008	2009	2009
		(CHF'000***)	(CHF'000)	(EUR'000**)
Assets				
Current assets				
– Cash		50,860	63,919	41,924
– Short-term bank deposits		6,883	7,147	4,688
– Marketable securities ⁽¹⁾		19,019	14,648	9,608
– Recoverable taxes and other items		12,188	9,294	6,096
Long-term receivables		1,845	2,928	1,920
Fixed assets ⁽²⁾		7,030	9,330	6,120
Total		97,825	107,266	70,356
Liabilities and funds				
Bank overdraft		-	193	127
Accounts payable and accrued expenses		20,501	30,869	20,247
Mortgage payable ⁽³⁾		1,860	1,820	1,194
Other long-term liabilities		-	301	197
Operating funds ⁽⁴⁾		56,881	59,403	38,962
Capital and endowment ⁽⁵⁾		18,583	14,680	9,629
Total		97,825	107,266	70,356

*Financial years cover the period 1 July to 30 June

**Exchange rate CHF 1 = EUR 0.6559, as at 30 June 2009

***2008 assets and liabilities have been restated to conform to 2009 presentation

Notes to the accounts

1. Marketable securities

At the end of the financial year, cash and short-term deposits comprised 83 per cent of total cash, bank deposits and marketable securities, compared to 75 per cent a year ago.

2. Fixed assets

All fixed asset costs regarding the renovation of the main building, the purchase and renovation of the office annex in Gland, the heat pump and the implementation of financial software 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 office annex in Gland.

4. Operating funds

Operating funds are those funds available for spending on conservation awareness and public policy, supporting national organizations, 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 CHF 20,000, representing the initial capital of WWF.

Audited financial statements are available on request.

WWF Network: income and expenditure* two-year summary 2008 and 2009	Financial year**	2008	2009
	Operating income (EUR'000)	(EUR'000)	(EUR'000)
	Individuals		
	– Individuals ⁽¹⁾	219,198	221,479
	– Legacies and Bequests	52,513	44,873
	Other Donated Income		
	– Corporations	43,128	51,913
	– Trusts and Foundations	36,503	35,233
	– Governments and Aid Agencies	76,930	96,545
	– Others	3,018	3,812
	Earned Income		
	– Royalties	14,351	18,151
	– Financial Income (Loss) - (Net)	(3,240)	(29,716)
	– Trading Net Income	4,850	1,514
	Total	447,251	443,804
	Operating expenditure		
	Conservation		
	– Programme ⁽²⁾	224,646	272,506
	– Conservation Policy	23,442	25,299
	– Education	16,567	13,668
	– Awareness	48,735	51,547
	– TRAFFIC ⁽³⁾	3,914	2,688
	Fundraising	72,479	83,158
	Finance and Administration	40,569	40,402
	Total	430,352	489,268
	Surplus to support current and future projects / (deficit)	16,899	(45,464)

*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-Germany, WWF-Hungary, WWF-Italy, WWF-Norway, WWF-Spain (1 January to 31 December, preceding year), WWF-Philippines (18 months to 30 June for 2008, 1 July to 30 June for 2009).

Notes to the accounts

1. Individuals

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

2. Programme

Costs of WWF Network global conservation programme.

3. TRAFFIC

The TRAFFIC (Trade Record 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.

WWF Network: income and expenditure 2009

Diagram: Income EUR 444 million. A graph showing the income of 2009

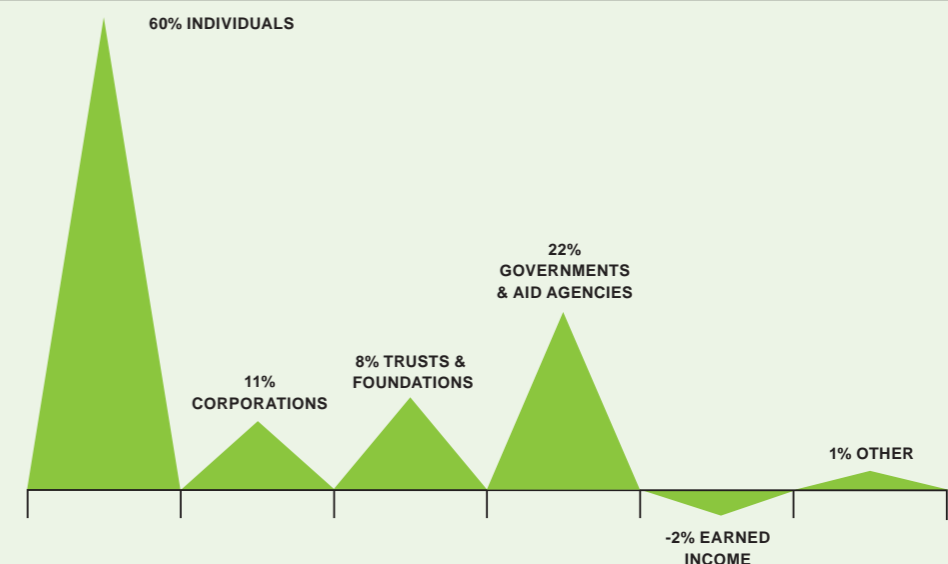
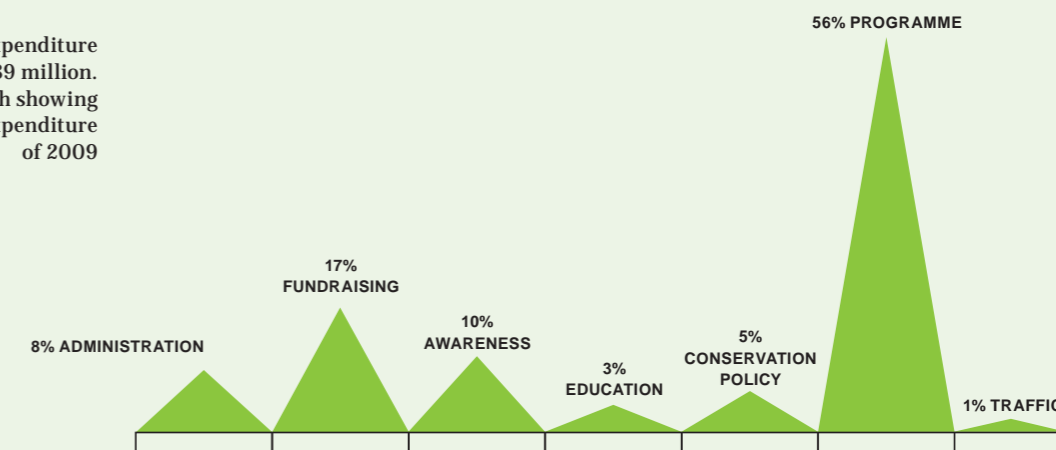


Diagram: Expenditure EUR 489 million. A graph showing the expenditure of 2009



WWF International

Despite the less favourable economic climate, income increased by nearly 9 per cent. Combined with surpluses from previous years, this allowed continued growth of our conservation work.

WWF Network

The total WWF Network income declined slightly by EUR 3 million to EUR 444 million, a decrease of less than 1 per cent. Revenue from corporations, and governments and aid agencies grew during 2009; however, this growth was offset by significant losses in the market value of invested reserves.

The Network's conservation activities continued to grow during the year. The resulting deficit of EUR 45 million was taken from surpluses accumulated in previous years.

Peter Dickinson
Director of Finance and Administration
WWF International

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* Until October 2009

WWF INTERNATIONAL BOARD OF TRUSTEES 2010

In 2009, WWF carried out a governance review which has led to the appointment of the following Board of Trustees for 2010:

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Vice-President

Mr André Hoffmann (Switzerland)

Treasurer

Mr Markus Joytak Shaw (Hong Kong)

Trustees

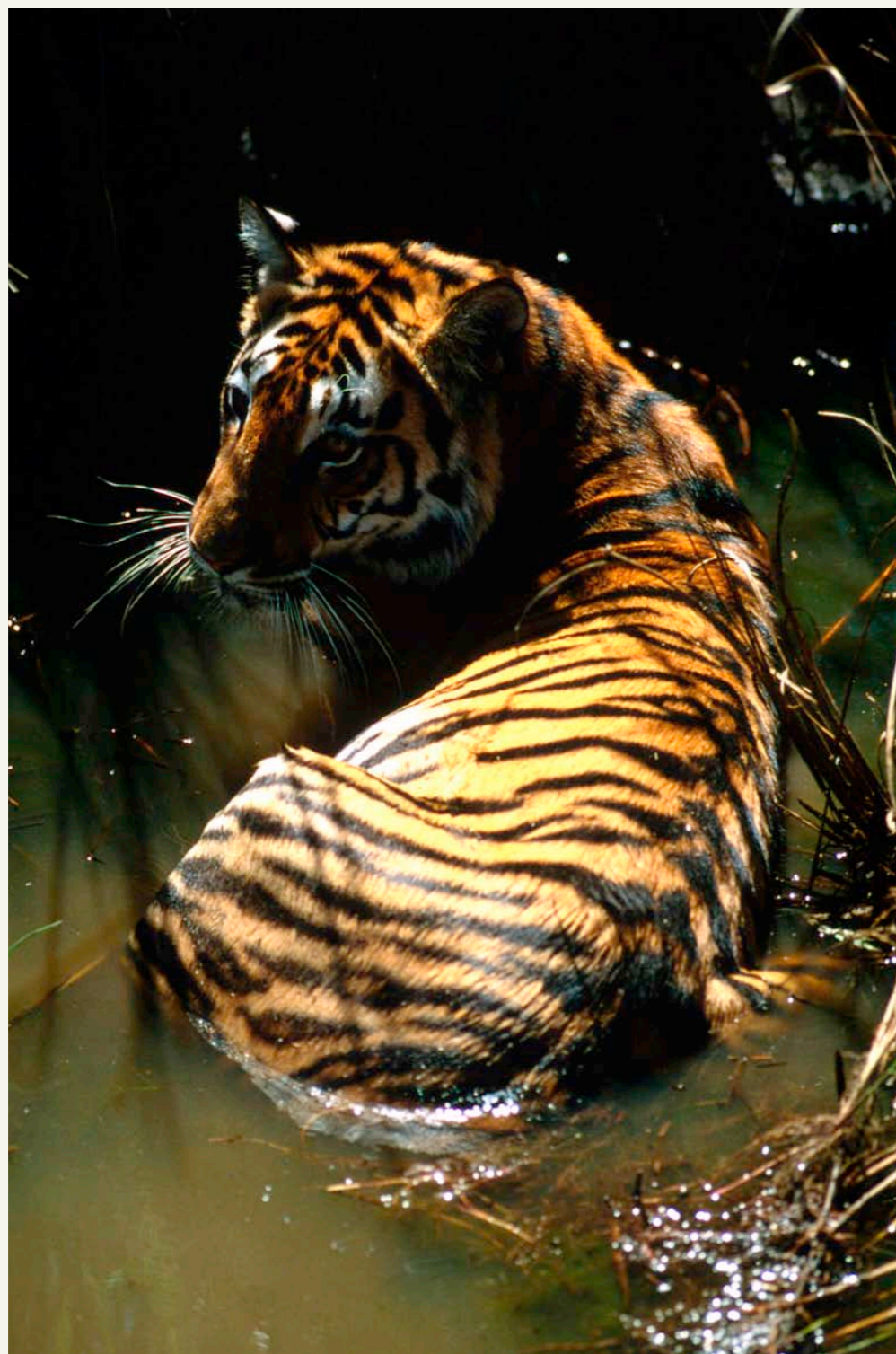
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The Hon. Mrs Sara Morrison (United Kingdom)



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Only around 3,200 tigers remain in the wild. We're determined to make 2010 – the Year of the Tiger in the Chinese calendar – a turning point for the species.

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Director General's Office	Dr Christopher Hails Ms Pascale Moehrle	- Network Relations & Development - Executive Affairs
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Development	Mr Gérald Hibon	
Living Planet Fund Management Co SA	Mr Chiew Chong	

* As of December 2009

THE WWF NETWORK*

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Austria
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Spain
Sweden
Switzerland
Tanzania
Turkey
United Kingdom
United States
Western Africa (Ghana)
Western Melanesia (Papua New Guinea)
European Policy (Belgium)
Macroeconomics for Sustainable
Development (US)

WWF Associates

Fundación Vida Silvestre (Argentina)
Fundación Natura (Ecuador)
Pasaules Dabas Fonds (Latvia)
Nigerian Conservation Foundation (Nigeria)

Others

Emirate Wildlife Society (UAE)

* As of December 2009



© FRANK PARHIZGAR / WWF-CANADA

Earth Hour 2009 – Children holding candles during WWF's Earth Hour event in Canada.

WWF in numbers



1961

WWF founded in 1961

100

WWF in 100 countries,
on 5 continents



5M

WWF has over 5 million
supporters

5,000

WWF has over 5,000
staff worldwide

Canon

This annual review was printed by Canon Europe in Germany on FSC paper, in order to reduce the ecological impact and minimize paper wastage. Several images used in this review were taken from the WWF-Canon Global Photo Network. Canon Europe became the first Conservation partner for WWF in 1998, and since that time has worked with WWF to support its work by providing funds for conservation and to raise awareness of conservation issues.



Why we are here.

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

www.panda.org