



*for a living planet*

*working  
together*

WWF Annual Review 2005

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*“You can’t lessen poverty without conservation”*

## Reducing poverty by conserving nature

**We are often told that, according to widely accepted economic models, the alleviation of poverty must come before conservation. In other words, it seems we cannot afford both.**

But we disagree. In fact you simply can't lessen poverty without conservation. Of course we know that conserving nature doesn't solve all problems by itself. But time and time again we see that where healthy waters flow, one finds stocks of fish. Where forests are safeguarded, game thrives. The same applies to oceans, grasslands, and mountains. In our experience it is only when natural wealth has been secured that sustainable human development rapidly and inevitably follows.

As our mission statement says, our ultimate goal is to stop and eventually reverse environmental degradation and to build a future where people live in harmony with nature. But with only 4,400 staff worldwide – as dedicated as they are – we clearly cannot do it all. Working with others is essential, and we thank our many partners for helping us in this immense task.

Chief Emeka Anyaoku  
President  
WWF International



*Claude Martin (right) presents an award to Malagasy Environment Minister General Sylvain Rabotoarison (left) in the sacred forest of Sakoantovo – an area of spiny forest that has been handed back to local communities to manage after decades of government control.*

## Harmony between people and nature

The World Summit that took place in September 2005 in New York, allegedly the largest gathering of heads of state in the history of the United Nations, was originally designed to take stock of progress on the Millennium Development Goals (see box page 2). However in the preparatory phase it began to look as if the environment and development agenda would be eclipsed by a shift to other issues such as human rights, security, and UN reform – to the detriment of these goals.

### **A powerful partnership of NGOs and governments**

As it turned out, thanks in no small degree to the effective cooperation between WWF, the World Conservation Union (IUCN), UNDP, UNEP, some development organizations and supportive governments, this did not happen, and the 35-page outcome document does address climate change, biodiversity, desertification, forests, toxics, water and sanitation, hazardous waste, oceans, sustainable development, and the replenishment of the Global Environmental Facility\*.

### **An intact environment: the essential ingredient to economic development**

For me the most revealing sign that environmental sustainability is at last recognized as key to any development agenda was the critical support from key countries in Africa, Asia, and Latin America. As WWF President Chief Anyaoku points out opposite, a healthy environment is fundamentally linked to how people in the poorest countries make a living – providing food, timber, fodder, shelter, and water. Several of the cases

described in this year's Annual Review highlight this connection. As WWF Director General, I have had the privilege of meeting with many leaders of developing countries over the past 12 years, and have witnessed an increasing recognition and understanding of these vital interlinkages, especially in the conservation of freshwater ecosystems and viable fisheries.

*“the tide that lifts all boats”*







*growth*



*impact*



### The United Nations Millennium Declaration

In September 2000, in Johannesburg, 147 heads of state and government, and 189 nations in total, committed themselves to making the right to development a reality for everyone and to freeing the entire human race from want. The declaration set eight Millennium Development Goals (MDGs) and 18 targets, which aim, by 2015, to eradicate extreme poverty, significantly improve health, education, and gender equality, and, of particular concern to WWF, ensure that we are well on the road to environmental sustainability by "integrating the principles of sustainable development into country policies and programmes and reversing the loss of environmental resources". Specifically:

**MDG 7** is to "Ensure environmental sustainability", and it includes three targets:

**Target 9:** "Integrate the principles of sustainable development into country policies and programmes and reverse the loss of environmental resources."

**Target 10:** "Halve, by 2015, the proportion of people without sustainable access to safe drinking water and sanitation."

**Target 11:** "By 2020, to have achieved a significant improvement in the lives of at least 100 million slum dwellers."

#### **above, left to right:**

- In Nepal, WWF is promoting alternative energy sources to reduce the pressure on forests cut down for fuel.
- This tiny orchid from the cloud forests of Peru could provide a vital link in the chain of life.
- For generations, people around the Mediterranean have earned a living from cork harvesting – a sustainable use of the cork oak, which can live up to 500 years.

### Understanding the roots of poverty – and the benefits of conservation

Interestingly, it is often more challenging to convince some of the richest countries of the importance of natural resource conservation and environmental protection. One of the reasons for this is that they remain trapped in the old economic paradigm of growth and trade liberalization as the "tide that lifts all boats", which has more often than not led to a deeper poverty gap and some of the worst examples of development failures. WWF, through its programmes and local and international partnerships around the world, attempts to demonstrate the benefits of conservation for the livelihood of rural communities and the economic value of ecosystem goods and services. However, we also need to further the understanding by our political leaders of the root causes of poverty – such as the trade barriers and export subsidies that disadvantage the poorest, the rapidly increasing impact of climate change on these communities, or the rampant overfishing of the oceans by the richer nations.

### Our mission: more valid today than ever

Some 45 years ago, the founders of WWF identified "harmony between man and nature" as an ultimate objective of the organization. Today this key element of our mission statement is more valid than ever, and I am convinced that with the increasing ecological footprint of Western consumer societies and the large emerging economies, more and more people will realize that conservation and sustainable resource management is the key to the economic future of developing nations, and the security of the world society.

As I have now turned over the reins of WWF International to my successor, James P Leape (see page 20), I am convinced that our organization will be playing an increasingly important role in this global challenge. Jim's entire career has been characterized by a devotion to conservation, and I can't imagine WWF International being steered by surer or more capable hands.

*C. Martin*

Claude Martin  
Outgoing Director General  
WWF International

\*GEF: an independent financial organization, founded in 1991, that provides grants to developing countries for projects that benefit the global environment and promote sustainable livelihoods in local communities.

## Working together

After many years spent actively pursuing the protection of the environment and the life it supports, we at WWF have learned that only by working together in willing and honest partnerships with governments, business, other organizations, local populations, and society as a whole can we succeed in alleviating poverty and conserving the renewable, life-sustaining resources of our fragile planet. There is no doubt that when it comes to effective action, we are better together.

### Together with local people

#### The power of one

The idea started as an initiative by a commercial farmer in the Noodsberg area of KwaZulu-Natal Midlands in rural South Africa to help his poor-yielding small-scale sugar cane farming neighbours by farming their fields and his as a unit. Noting their success, a nearby community formed the Gqugquma cooperative farming project, in which local growers farm their land together to maximize their returns, gain access to business services and credit facilities, and reduce costs by pooling machinery, harvesting, and crop transport.

Farming as a unit means the Environmental Management System (EMS) developed by WWF and progressive farmer groups in South Africa can be applied to the whole scheme. The system maps out the farming area as a whole, leaving

wetlands and waterways intact, steep slopes unplanted, and conservation structures in place on other slopes to reduce silt run-off into important coastal wetlands.

In KwaZulu-Natal, indigenous people place great importance on their area of land, and one of the key successes of this cooperative model is that there is no land expropriation – each farmer retains his original acreage, and his share of the profits is determined by the area of his land. In the three seasons that the project has been operational, incomes have doubled and the project has a positive cash flow.

#### Coastal communities taking control

More than 98 per cent of Fiji's 1.3 million km<sup>2</sup>-territory is ocean, and most of its 800,000 citizens live along the coasts of 100 of the country's 300-plus islands. Not surprisingly, its economy depends heavily on fisheries and tourism. But destructive

fishing practices, climate change, and land-based pollution are all taking their toll, impacting the economy as well as the quality of life of the local population who rely on the reefs for sustenance.

Fortunately, backed by WWF and partners that include the Fiji Locally Managed Marine Areas network (FLMMA), the Wildlife Conservation Society, and Vodafone, the Fijian government has agreed to safeguard its marine resources by establishing a network of Marine Protected Areas that will cover 30 per cent of its waters by 2020 – one of the largest areas of protected ocean in the world.

The recently launched FLMMA network is based on two core ideas: that people who live and work near the ocean should play a role in conservation planning and management; and that their quality of life should improve as the ecosystem's health improves. A good example of how traditional knowledge and scientific decision-making can work together is found in the village of Ucunivanua, whose residents had long suffered dwindling harvests of *kaikaso*, a clam on which their livelihoods once depended. They decided to work with scientists to identify how to bring back the tradition of *tabu* – off-limit zones based on breeding areas and long-standing local customs. As a result, the clams have increased by 300 per cent annually in *tabu* areas, and by 200 per cent in nearby spill-over areas. In just three years household incomes have increased 35 per cent, thanks solely to conservation measures both driven and taken by the villagers.

### Hunting for conservation

At first glance, trophy hunting may seem a controversial way to achieve conservation, and one that goes against the instincts of some conservationists. However, the revenues generated from selling hunting rights can provide strong incentives for local communities to reduce poaching and conserve their wildlife. This is particularly the case in Africa, where people have not been allowed to benefit from the sometimes dangerous species they are forced to coexist with. As a consequence, poaching is

rife and wildlife habitat is frequently replaced with livestock and cropland.

WWF recognizes that communities will not conserve their wildlife unless they can benefit from its presence. Therefore, under appropriate conditions, the organization supports properly-managed hunting programmes. Since 1998, trophy hunting has formed part of the overall effort by WWF in Namibia to help local communities improve their living standards. Through the income generated by hunting concessions, schools have been upgraded and teachers paid, grinding mills and water pumps acquired, and food and employment secured. The whole programme is owned and run by the communities, who keep the meat from the hunt for their own use.

Very conservative quotas – ranging from 0.5 to 2 per cent of the game populations – are established by government scientists and other conservation experts and are controlled by strong regulations. But in practice the numbers removed are lower and, as a result, there is no biological impact on resident wildlife.

In Namibia, the income provided by the small number of trophies taken has helped to create an incentive for community members to maintain wildlife in their area. More than 150,000 community members are now participating and game numbers are increasing at unprecedented rates.



“*traditional knowledge and scientific decision making can work together*”

**below, left to right:**

- Fish such as this giant manta may now survive with the help of a network of Marine Protected Areas around Fiji.
- Children as well as adults benefit from the income generated by hunting concessions in Namibia.
- The disappearance of certain amphibians such as this tiger-striped leaf-frog is an indicator of changing climate.
- Vampires complain of contaminated blood in a WWF stunt in Brussels that highlighted the weakness of current legislation on harmful chemicals.



*livelihood*



*co-exist*







## Together with other NGOs

### Removing toxic threats

Virtually every African country has stockpiles of obsolete pesticides, with at least 50,000 tonnes having accumulated across the continent over the past 40 or more years. Many of these chemicals and their containers are badly deteriorated and threaten local environments, endangering the health of both rural and urban populations and contributing to land and water degradation. In December 2000, WWF proposed a continent-wide project to clean up and safely dispose of these pesticides and to prevent future accumulations. Since then, the Africa Stockpiles Programme (ASP) has grown into a partnership of around 15 members, including the GEF, World Bank, UN agencies FAO and UNEP, the African Union, and the Pesticide Action Network (which itself comprises over 600 organizations and individuals in more than 90 countries). By reducing and removing long-standing toxic threats throughout the continent, ASP promotes public health, environmental safety, and poverty reduction – critical elements of sustainable development. In the latter part of 2005, the FAO, GEF, and World Bank signed off on the project's first phase, enabling operational activities to begin in seven countries (Ethiopia, Mali, Morocco, Nigeria, South Africa, Tanzania, and Tunisia). An additional US\$170-200 million is estimated to be needed – on top of the US\$60 million raised for the first phase – for addressing this challenge in other African countries over the next 10 to 12 years.

### Clean energy now!

In November, WWF, along with the Philippine *Daily Inquirer*, Department of Energy, and Renewable Energy Coalition launched a Clean Energy campaign to push for the passage of the Renewable Energy bill. The bill supports the development of wind, biomass, hydro, solar, and geothermal energy production in the Philippines. So far more than 92,000 people have signed up to express their support.

WWF's PowerSwitch! scenario, a roadmap for sustainable energy, shows that there's more than enough renewable energy potential in the country. Increasing the share of renewable energy in the the Philippines' power mix will reduce dependence on imported fossil fuels such as coal and oil, and will result in savings amounting to US\$2.3 billion for a ten-year period.

### Inadequate controls

Results from WWF's first European-wide family blood testing survey found a total of 73 man-made chemicals in the blood of 13 families from 12 European countries. The highest number of older, banned chemicals – such as DDT and PCBs – was detected in the grandparents' generation. However, worryingly, the younger generation had more chemicals in their blood – such as flame retardants and perfluorinated chemicals from a wide variety of consumer products – than the mothers' generation. The survey confirms the results of earlier tests on UK families, Members of the European Parliament, EU ministers, scientists, and celebrities. "How much more evidence is needed before industry and European politicians accept that these hazardous chemicals are not adequately controlled?" asks Karl Wagner, Director of WWF's DetoX Campaign. "The draft EU chemicals law, REACH (see below), is currently facing a frontal attack from the chemical industry, and while some European legislators are indeed fighting hard for its passage, others seem happy to let the industry pull the strings while ignoring their responsibility to protect our health."

### REACH for a healthier future

Most chemicals on the market and in everyday use have never been adequately assessed for their human and environmental safety. REACH (Registration, Evaluation, and Authorization of Chemicals) is a draft EU law that should lead to the identification of the most harmful chemicals and their replacement with safer alternatives. It is targeted to come into force by the end of 2006 and offers a once in a lifetime opportunity to secure safer chemicals and a healthier future for wildlife and people. In an effort to counter heavy pressure from the chemical industry to weaken the final proposal, WWF, in close collaboration with EPHA Environment Network, the European Environmental Bureau, Greenpeace, Friends of the Earth Europe, Women in Europe for a Common Future, and Eurocoop are lobbying European Members of Parliament and the Council of Ministers to ensure that a strong law on chemicals is finally adopted.

### Tracking turtles by satellite

Leatherback turtles are critically endangered and it is estimated that some 60,000 are caught each year in long-line fisheries alone. An unknown proportion drowns. This incidental capture in fishing gear is known as "bycatch".

Little is known about leatherbacks' migration habits, but they do travel extensively across the Atlantic, and their routes seem highly individualistic rather than clustered in distinct corridors. To try to tackle the problem of by-catch mortality in the central and southern Atlantic, WWF – together with IUCN, le Centre d'écologie et physiologie, le Centre national de la recherche scientifique, the Caribbean Conservation Corporation, Proyecto Karumba, and several other concerned organizations – is carrying out a project to fit up to 25 individual leatherbacks with satellite transmitters to track their movements. In this way it is hoped to identify areas of potential conflict with fisheries and design measures to reduce by-catch.

This high-tech tracking system is expensive, and the partners therefore offer US\$10,000 sponsorships of individual turtles. Sponsors can suggest a name for "their" turtle, and can track its route in close to real-time on the Internet. Currently the routes of 11 turtles from Panama, French Guiana, Uruguay, and Gabon – sponsored by companies such as Sky Television and Nokia – are being tracked.

### Leatherback turtle migration movements



*The highly individualistic migratory routes of 11 leatherback turtles fitted with satellite transmitters, as of 8 December 2005*





## Fighting poverty together

### A seven-way partnership in central Africa

Rainforests are one of the richest ecosystems in the world, yet millions of hectares are lost each year to illegal logging and conversion of forested land to other uses. The World Bank estimates that about 1.6 billion people worldwide rely heavily on forest resources for their livelihoods. The challenge we face therefore is to cooperate in sustainably managing the world's remaining forests so that they can continue to make their vital contribution to poverty alleviation.

One example of this kind of cooperation sprung from an idea sown during a conversation between WWF's Director General and the Cameroonian High Commissioner in London back in 1998. A year later it blossomed into a regional presidential summit to lay the groundwork, not for economic gain or to settle a dispute, but for the conservation of Central Africa's rainforests, its most valuable natural resource. Chaired by WWF's President Emeritus, Prince Philip, and named the Yaoundé Process, it led to the signing of an action plan consisting of 12 commitments made by the participating Heads of State in terms of the conservation and sustainable management of their forests.

In 2005, six years later, the five leaders, plus those of Angola and Sao Tomé and Príncipe, met again, this time in Congo-Brazzaville, to review progress, and to define new directions

and make further commitments. The summit culminated in the signing of Africa's first regional conservation treaty, designed to put the various forest related initiatives under one umbrella. The agreement provides protection to over 7 per cent of the Congo Basin forests; these include the region's last untouched tropical forests, which are teeming with plants and animals such as gorillas and forest elephants.

### Natural partners

As the development bank of the German government, KfW has both the mandate and the financial means to advance the cause of poverty alleviation, while WWF is able to apply its professionalism and experience to the practicalities of conservation and sustainable development throughout its global network. It is a natural partnership that has, since the late 1990s, led to successful collaborations to establish and operate protected forest areas in Central Africa, Madagascar, Georgia, Armenia, Azerbaijan, and the Caucasus – a place of extraordinarily rich biodiversity. High on the current agenda is the establishment of the Caucasus Trust Fund, a tax-exempt charitable foundation, to underwrite up to 50 per cent of the costs of parks management in the region. Projects like this clearly demonstrate how the synergy between development banks like KfW and the WWF Network can lead to positive results for nature and development.

“positive results for nature and development”

*top: A wild pear tree in the Caucasus, one of the world's most important centres of genetic diversity and a gene bank for fruit trees.*

*bottom: Mountain gorillas may get the protection they so desperately need thanks to the Yaoundé Process, a regional commitment to conserve Central African forests*

“the challenge we face is to cooperate in sustainably managing the world's remaining forests”



### “Nature can provide all our basic needs.”



In June 2005, WWF's Africa and Madagascar Regional Programme Director, Yaa Ntiamo-Baidu, representing eight international conservation organizations, addressed the UN General Assembly Informal Hearings on the Millennium Development Goals (MDGs) initiative. This is an extract from her moving and heartfelt speech.

*I speak as an African who has experienced rural life in Africa. I grew up in a small village in Ghana. Life was what you would describe as 'totally self-sufficient' – nature provided all our basic needs. Men hunted and women fished, wild animals and freshwater fish provided protein, snails and mushrooms added variety to our diet, forest fruits were delicacies, we gathered non-timber forest products for the house and also for sale to supplement farm income, streams on the outskirts of the village provided clear water all year round. One could argue that we were not poor because the soil was rich, the stream water was clear, the forest was extensive and abundant with wildlife and the rivers teemed with fish.*

*Today, the forest is gone, the streams have dried up, and no alternative sources of water have been provided: all big and medium-sized game have disappeared, the land is badly degraded, agricultural productivity is low, leaving the village people much poorer today than when I was a child!*

*This situation is not unique. In the name of development, natural resources and environment are destroyed and rural communities in Africa, Asia, and Latin America who already were poor, are driven into abject poverty. The Millennium Development Goals, which aim to eradicate poverty, are therefore an excellent and most welcome initiative. But we conservationists know that poverty and environment are inescapably linked – you cannot fix poverty in the long term unless you have a healthy environment. The MDG process does not adequately reflect the importance of healthy ecosystems – Goal 7 ('Ensure environmental sustainability') is the only goal which directly links to environmental issues, and, shamefully, it is the goal where governments of the world, collectively, are not measuring up and are in fact getting worse.*

*The MDGs are interconnected and can neither be achieved in isolation, nor sequentially. Failure to invest adequately in Goal 7 will accelerate degradation of the essential ecosystem services upon which the other goals depend, and will undermine our ability to achieve them.*

*In conclusion, my experience tells me that environmental degradation can and will jeopardize the livelihoods and well-being of the rich and poor alike. But the rich have the means to cushion the impacts, while the poor have to bear the full brunt, and either perish or subsist in miserable conditions, with woefully inadequate basic necessities of life. The MDG process must strengthen and restore the environment and natural resources for the benefit of all, particularly the world's poor.*”

# self-sufficient

#### right, top to bottom:

- River catfish have been farmed for centuries in the Tonle Sap River area in Cambodia, providing valuable protein for local people.
- Bamboo is a versatile, cost-effective, and renewable resource – here used as building material in a village in Madagascar.
- Villagers living around the April River in Papua New Guinea will benefit from WWF's river basin management model.





## Using market forces together

### Investing in climate protection

The Gold Standard, an independent methodology for the development of renewable energy and energy-efficiency projects, was initiated by WWF in collaboration with other NGOs, governments, and businesses around the world. It provides a credible and environmentally effective means of reducing greenhouse gas emissions through internationally tradeable carbon credits – a new commodity. The Gold Standard will work in the context of the Kyoto Protocol's Clean Development Mechanism (CDM). It helps project developers to make certain that emission-reduction projects will deliver what they are supposed to deliver – real reductions and a clear contribution towards sustainable development.

One of the more unexpected polluters is football! The FIFA World Cup will produce an estimated 100,000 tons of CO<sub>2</sub> during the 2006 tournament in Germany, through extra transport and energy use, vehicle exhausts, and construction work. Through its Green Goal programme, FIFA will compensate for unavoidable carbon emissions by investing in climate protection through Gold Standard projects. Currently, appropriate projects that comply with both the requirements of the CDM and the Gold Standard are being sought, with a regional focus on South Africa and tsunami-affected regions around the Indian Ocean. "We hope that others will follow our example," says Horst R Schmidt, First Vice-President of the FIFA Organization Committee.

### Living within our means

As WWF's *Living Planet Report 2004* reveals, our "ecological footprint" is such that if everyone consumed as much as the average citizen of the northern hemisphere, we would need three to five planets to support us. But as we have only one Earth, we must reduce our use of resources to the point where it is sustainable – and eventually wean ourselves entirely off non-renewable reserves. In other words, practise what a joint

initiative of WWF and the BioRegional Development Group has named "One Planet Living" (OPL).

The aim of OPL is to work with governments, businesses, and individuals to create communities based on the ten principles of sustainable living (see chart). One outstanding example is the Mata de Sesimbra development in Portugal, the world's first integrated, sustainable housing, tourism, conservation and reforestation programme, with a private-sector investment of about one billion euros. The project, which will be built by property developers Pelicano, combines a 4,800-hectare nature reserve with a 500-hectare residential and tourism development that will comprise around 8,000 houses, apartments, and hotels.

The venture goes much further down the sustainability road than previous green development projects. It has a 20-year zero waste target, and already in the first year some of the household waste diverted from landfill will be used for horticulture. Other highlights include using 100 per cent renewable energy, sourcing over 50 per cent of its food from local sources to cut "food miles", and also reviving traditional local agriculture and fisheries to create up to 6,000 new jobs. A sustainable transport network virtually eliminates private vehicles, while rainwater collection and waste water recycling will cut domestic water consumption.

#### One Planet Living Communities will adopt the following guiding principles:

1. Zero Carbon
2. Zero Waste
3. Sustainable Transport
4. Local and Sustainable Materials
5. Local and Sustainable Food
6. Sustainable Water
7. Natural Habitats and Wildlife
8. Culture and Heritage
9. Equity and Fair Trade
10. Health and Happiness

## What are carbon credits?

The Kyoto Protocol provides an "emission trading" mechanism. The national emission reduction obligation under the protocol is interpreted as a national emission quota. If a country does not use up its emission quota completely, it may sell the unused portion to another country. The same is true for industries, which are required under national law to curb their emissions to help the country meet its obligations.

The European Union has already put into place the EU Emissions Trading System. The unit for emission reductions is measured in tonnes of CO<sub>2</sub> (CO<sub>2</sub> equivalent, to allow other greenhouse gases to be counted.) The permit that a country or government can gain by staying below its Kyoto emission targets is called a carbon credit.

*Under the Kyoto Protocol, polluting industries will be required to curb their emissions.*





*“going beyond regulatory requirements”*

### Frank Dottori's forest vision

He's a man with strong ideas of how a forest can and should be managed. One who understands the need to give people affected by forestry a say in the decisions. A man described by WWF as “one of the forest industry's most progressive thinkers in Canada”. And a man who, perhaps surprisingly, is also the hard-headed boss of a large and successful forest products company. He's Frank Dottori, CEO of Tembec, and he is the driving force behind a mission to have all of the company's 16 million hectares of forests certified to rigorous Forest Stewardship Council (FSC – see box) standards within a year. With an additional 2.25 million hectares of

Tembec-managed forests already certified in 2004/5, that target is getting closer all the time. Says Dottori, “Tembec is going beyond regulatory requirements and is making a significant contribution toward protected spaces and the advancement of forest management practices. And,” he adds, “Tembec will continue to dialogue with environmental groups and others to find common ground on issues such as protection of endangered forests, aboriginal rights, and forestry practices.”

## FSC in a nutshell

The Forest Stewardship Council (FSC) is an international NGO, co-founded by WWF, Friends of the Earth, Greenpeace, indigenous forest dwellers, retailers such as IKEA, and others, to find solutions to the problems created by bad forestry practices and to reward good forest management. WWF considers FSC certification the only credible system to ensure environmentally responsible, socially beneficial, and economically viable management of forests. Over the past ten years, 67 million hectares in 65 countries have been certified according to FSC standards while tens of thousands of product lines carry the FSC trademark worldwide.

### **below, left to right:**

- The FSC logo denotes sustainably harvested logs.
- Dense forest such as this is home to rare pygmy elephants in North Borneo.
- Willian Vargas checks the health of a native tree that will eventually provide habitat for endangered species and help restore degraded land in Colombia.





## Together with the private sector

WWF sees a future in which business makes a positive contribution to the well-being of society and the planet. To achieve this, WWF engages in challenging and innovative partnerships with business to drive change. Our partnerships with the private sector not only provide conservation benefits which help us carry out our mission, but also give us the opportunity to work together with the business sector to increase its commitments to sustainable development and environmentally sound business practices.

### Beating Kyoto

In 2001, the world leader in building materials, Lafarge, entered into a partnership with WWF and made the commitment to reduce its absolute gross CO<sub>2</sub> emissions in industrialized countries by 10 per cent by the year 2010 – way beyond the Kyoto limits. Last year already saw a reduction of 9.5 per cent. The cooperation does not stop there and the partners are pursuing their joint work on climate change, biodiversity, persistent pollutants, and sustainable construction, ensuring the sustainability of the partnership for the future.

“Beyond the contribution of this partnership to the improved perception and reputation of Lafarge, I consider that it has greatly enhanced our vision of sustainability and our capacity to anticipate future issues. The permanent dialogue with WWF teams challenges our beliefs, our strategies, and our practices, and produces tangible results. I am convinced that through this process, Lafarge is gaining a competitive advantage for the future,” concludes Michel Picard, Vice-President Environmental Issues, Lafarge Group.

### Image impacts

Canon Europe has been a Conservation Partner of WWF since 1998. The world leader in imaging sponsors WWF's internal online photo database and has thus helped the organization

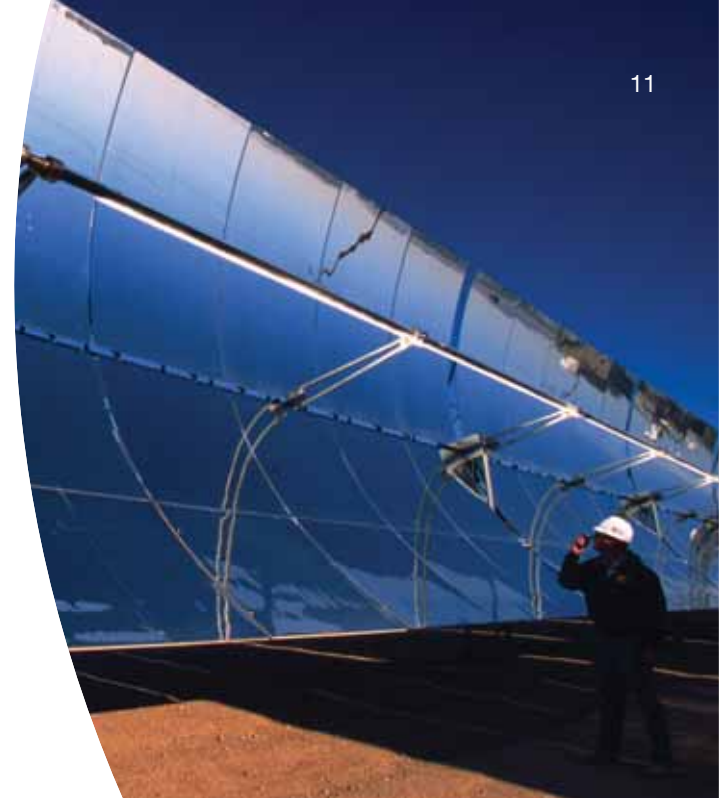
to maintain a high level of professionalism in its visual communications over the years. The WWF partnership also reaches out to Canon employees across Europe, who are encouraged to participate in “hands-on” activities in nature parks. One group recently spent a week at Fulufjället Park in Sweden, constructing and erecting new marker boards as well as building and repairing footbridges and walkways.

During 2005, Canon implemented a responsible paper purchasing strategy according to WWF's guidelines and became a member of the WWF European Paper Group, a think-tank of major buyers and users of paper products who take a holistic approach to paper sourcing, production, and use, as part of a broader corporate responsibility agenda.

### Awareness to action

WWF and Nokia, a world leader in mobile communications, are working together to educate Nokia employees worldwide on environmental issues, through workshops, roadshows, and a dedicated intranet site. Integral to this cooperation is a programme for Nokia managers to incorporate environmental sustainability issues into their business practices and decision making, and to help them establish the link between sustainability and business performance. Within the framework, WWF and Nokia also engage with a number of stakeholders through workshops and seminars.

“The cooperation between WWF and Nokia provides us with a unique opportunity to improve our environmental performance by engaging with staff throughout the organization – from generating understanding, awareness, and action on general environmental issues, to a more targeted and specific business case focus. Through this cooperation we are enabling employees to manage environmental issues as an integral part of their jobs,” says Veli Sundbäck, Executive Vice-President, Corporate Relations & Responsibility, Nokia.



**top:** Solar panels capture energy from the sun – an almost unlimited source, safe and pollution-free.

**bottom:** WWF's partnerships with the private sector help drive change.



*“using ocean resources more responsibly”*

### Keeping our planet blue

The Wallenius Wilhelmsen Logistics shipping lines have been supporting WWF's High Seas Conservation Programme since 2004. Through the partnership, WWF has been able to identify the key issues and stakeholders which it needs to influence so that the oceans and their resources are used more responsibly in the future. Over the course of 2005, the partners have jointly organized events for staff, customers, and journalists to raise awareness of the threats facing our blue planet and to promote sustainable shipping.

### Better water

“In looking for ways to enhance HSBC's environmental engagement we chose to partner with WWF, whom we have found to be an excellent organization who delivers value to us as a business as well as to the world's ecosystems on which millions of people and communities rely,” says Nigel Pate, Senior Manager, HSBC in the Community.

HSBC – one of the largest banks in the world and one which is committed to developing its own environmental management systems and to promoting sustainability guidelines within the financial sector as a whole – is currently funding a number of

WWF-directed freshwater projects around the world, including “Water for Life, Water for All”, a national campaign to help Brazilians understand the links between water mismanagement and problems such as flooding and shortages.

On World Environment Day, in June 2005, WWF's office in Brazil dramatized the importance of water by installing a giant water tank and tap in front of Rio de Janeiro's world-famous figure of Christ. Rede Globo, the largest television network in Latin America, followed up with a special report on its popular Sunday show, *Fantastico*, seen by over 25 million people every week.

### Access to electricity

WWF and ABB, the global leader in power and automation technologies, are working together to promote energy efficiency, focusing more specifically on the demand side and end-use products. In the context of the United Nations Global Compact, the partners have also teamed up on an “Access to Electricity” project to ensure the sustainable development of a model village in Africa under an environmental, social, and economic scheme for remote, rural areas.

*“WWF delivers value to us as a business as well as to the world's ecosystems”*

*A giant water-tap in front of Rio's famous landmark dramatizes the importance of fresh water.*





## Raising awareness together

### Hard-hitting campaigns

Ogilvy & Mather, one of the world's leading advertising agencies, has supported WWF's work for over three decades by providing free creative print advertising. Backed up by some hard-hitting campaigns, this long-lasting partnership is currently helping WWF to challenge the energy sector to clean up its act.

Through O&M, WWF has established a key relationship with Mindshare, a global media company. In 2005, WWF's PowerSwitch! advertisement was placed pro bono in such leading international publications as *Newsweek*, *BusinessWeek*, *National Geographic*, and *Time* for a value close to US\$2 million.

## PowerSwitch!

As climate change starts to take its toll of nature and people, it becomes clear that the world must move away from burning fossil fuels as quickly as possible. The main culprit of global warming is burning coal, which is especially polluting as it churns out more CO<sub>2</sub> per unit of energy produced than any other fuel. WWF's PowerSwitch! campaign aims to pressure the power sector into cleaning up its act.

### Reaching 65 million listeners

Since October 2003, WWF has been involved in a successful partnership with Germany's international broadcaster, Deutsche Welle Radio, which broadcasts to an estimated 65 million listeners around the globe, with a special focus on Africa and Asia. The partnership centres on a weekly environment programme, *Living Planet*, which explores how over-consumption of the Earth's natural resources is putting pressures on different ecosystems around the world.

WWF and Deutsche Welle share a belief in the need to raise awareness that sustainable development – maintaining a balance between human needs and finite natural resources – is key to alleviating poverty and protecting the environment.

"The great benefit of the partnership is that we can draw on WWF's global knowledge of the critical issues facing the planet as well as hands-on insight and guidance from WWF staff on the ground," says Deutsche Welle Features Editor, Irene Quaille.

Living Planet is broadcast by a wide network of partner stations on all continents and can also be heard on [www.dw-world/english](http://www.dw-world/english) and on [www.panda.org/newsroom](http://www.panda.org/newsroom)

## Climate Witness

**"We want to regain our Pampas," says Osvaldo Bonino, WWF Climate Witness, Argentina**

WWF gives a voice to people affected by the devastating consequences of climate change. These *Climate Witnesses* – from places as far apart as Nepal, Fiji, Argentina, Alaska, and Europe – raise awareness of the issue by testifying to rising sea levels, violent storms, and deadly heat waves. One of them, Osvaldo Bonino, lives in Aarón Castellos, part of the famous Argentinean Pampas. "It is the place of endless grasslands, the home of the gaucho," he says. "Around these regions, it has always rained, but always just the right amount. In one year, usually between 800mm or 900mm. However, in the last years, it has rained between 1,000mm and 1,200mm. It flooded all our fields, our homes, our production. The water took away our agriculture and farming. Both the national route and the railway are flooded. We hope that CO<sub>2</sub> emissions are cut and that the governments do something to stop things getting worse. We want to regain our Pampas..."

*Flooding due to climate change has cut off this national road leading from Santa Fe, Argentina, to Chile.*



## How we put your money to work

Of greatest concern to WWF are the trust and confidence of our members and supporters. We receive donations from individuals, governments, foundations, and corporations, and have stringent financial controls in place to ensure that funds are used in the most efficient manner and comply with donors' wishes. To maintain our credibility and effectiveness, spending is reviewed by professional auditors, both internal and external, and regular financial and technical reports are prepared.

The remarkable strength and continuity of our relationships with our donors allows us to invest in the kinds of long-term projects that are essential to reaching our conservation targets.

### WWF International

In 2005, WWF International's income grew by CHF11.2 million to CHF116.4 million, primarily due to increased funding from WWF National Organizations. We also benefited from greater support from trusts and foundations, as well as higher income from corporations, and governments and aid agencies. Expenditure grew by CHF8.9 million, in line with income. Our operating surplus was CHF3.7 million, which is used to fund next year's conservation programmes.

Individual contributions remained level, while income from corporations, legacies, and bequests grew by 3 per cent. The network's operating surplus decreased by 28 per cent to CHF46.6 million as programme funds received in 2004 were spent. This surplus will allow us to continue to fund our ongoing projects and programmes, and to deliver conservation results that benefit people and nature – for a living planet.

### WWF Network

In 2005, the WWF Network income was CHF606.4 million, similar to the previous year (though in US dollar terms it actually grew by 7 per cent because of the relative strength of the Swiss franc). In general, income throughout the year has been stable, with an important increase coming from trusts and foundations.



Chiew Chong  
Director of Finance & Administration  
WWF International

*“the trust and confi*



## WWF International: income and expenditure

Two-year summary 2004-2005

Financial Year*	2004	2005	2005
	(CHF'000)	(CHF'000)	(US\$'000**)
<b>OPERATING INCOME</b>			
WWF National Organizations (1)	63,010	69,291	57,093
Individuals (1)	1,019	2,264	1,866
Legacies and Bequests	364	85	70
Corporations (1)	4,880	7,030	5,793
Trusts and Foundations (1)	4,128	6,717	5,534
Governments and Aid Agencies	26,999	28,951	23,855
Royalties (1)	782	687	566
Financial Income (Net) (2)	3,306	1,095	902
Other	704	272	224
<b>Total</b>	<b>105,192</b>	<b>116,392</b>	<b>95,903</b>
<b>OPERATING EXPENDITURE</b>			
Conservation Programmes	85,682	94,993	78,270
Conservation Policy and Awareness (3)	7,292	6,327	5,213
Network and Learning Services (4)	5,505	5,083	4,189
Fundraising	3,202	4,138	3,409
Finance and Administration	1,734	1,849	1,524
Fixed Asset Expenditure	356	289	238
<b>Total</b>	<b>103,771</b>	<b>112,679</b>	<b>92,843</b>
Operating surplus	1,421	3,713	3,060
Non-operating items (5)	(234)	1,055	869
Surplus after non-operating items	1,187	4,768	3,929

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

\*\* Average US exchange rate for the year: 1.21365

## Notes to the accounts

### 1. Joint Fundraising

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

### 2. Financial Income (Net)

Based on 5% of investible funds.

### 3. Conservation Policy and Awareness

In FY 2005, WWF International spent CHF6,327,000 on:

	(CHF'000)
Conservation Policy	1,820
Awareness	4,507

### 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:	2004	2005
	(CHF'000)	(CHF'000)
Transfer from endowment funds	(1,236)	(39)
Donations to endowment funds	1,002	1,094
<b>Total</b>	<b>(234)</b>	<b>1,055</b>

dependence of our members and supporters”

## Notes to the accounts

### 1. Marketable Securities

At the end of the financial year, cash and short-term deposits comprised 76% of total cash, bank deposits, and marketable securities, compared to 69% 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

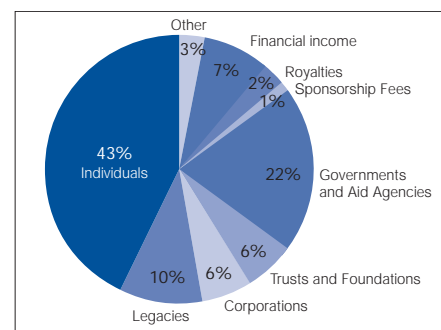
### Two-year summary 2004-2005

Financial Year*	2004 (CHF'000)	2005 (CHF'000)	2005 (US\$'000**)
<b>ASSETS</b>			
Current Assets			
– Cash	20,004	30,718	23,933
– Short-term bank deposits	13,090	10,177	7,929
– Marketable securities (1)	14,754	13,143	10,240
– Recoverable taxes and other items	4,852	5,475	4,266
Fixed Assets (2)	4,994	6,990	5,446
<b>Total</b>	<b>57,694</b>	<b>66,503</b>	<b>51,814</b>
<b>LIABILITIES AND FUNDS</b>			
Accounts Payable and Accrued Expenses	11,108	12,611	9,825
Mortgage Payable (3)	0	1,940	1,512
Operating Funds (4)	27,198	34,930	27,215
Capital and Endowment (5)	19,388	17,022	13,262
<b>Total</b>	<b>57,694</b>	<b>66,503</b>	<b>51,814</b>

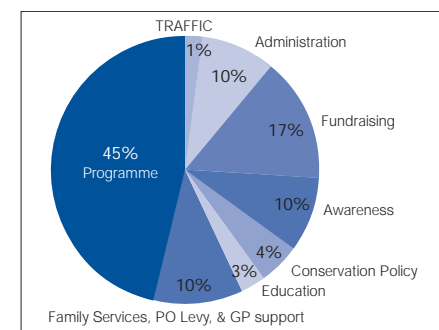
\*Financial years cover the period 1 July to 30 June \*\*Exchange rate CHF1.2835 = US\$1, as at 30 June 2005

## WWF Network: income and expenditure 2005

### Income US\$500 million



### Expenditure US\$461 million





## Notes to the accounts

### WWF Network: income and expenditure\*

Two-year summary 2004-2005

Financial Year**	2004***	2005	2005
<b>OPERATING INCOME</b>	<b>(CHF'000)</b>	<b>(CHF'000)</b>	<b>( US\$'000†)</b>
Individuals (1)	260,320	260,178	214,377
Legacies and Bequests	59,285	61,188	50,416
Corporations (2)	38,350	39,383	32,450
Sponsorship Fees	8,235	6,086	5,015
Trusts and Foundations	29,175	37,312	30,743
Governments and Aid Agencies	128,025	132,047	108,801
Royalties (3)	13,357	13,560	11,173
Financial Income (Net) (4)	50,407	40,035	32,987
Other	20,719	16,586	13,667
<b>Total</b>	<b>607,873</b>	<b>606,375</b>	<b>499,629</b>
<b>OPERATING EXPENDITURE</b>			
Conservation			
– Family Services, Programme Offices, and Global Programmes support (5)	60,297	56,170	46,282
– Programme (6)	259,941	254,020	209,303
– TRAFFIC (7)	4,385	5,164	4,255
– Conservation Policy, Education, and Awareness (8)	77,443	95,865	78,989
Fundraising	92,862	93,860	77,337
Finance and Administration	48,313	54,723	45,089
<b>Total</b>	<b>543,241</b>	<b>559,802</b>	<b>461,255</b>
Surplus to support current and future projects	64,632	46,573	38,374

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

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

\*\*\*Updated

†Average exchange rate for the year: CHF1.21365 = US\$1

#### 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 from the sale of WWF products via WWF catalogues and retail outlets.

#### 4. Financial Income (Net)

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

#### 5. Family Services, Programme Offices, and Global Programmes support

Support provided by the National Organizations to pay for services rendered to the WWF Network (Family Services), and to pay for the operating costs of the field offices.

#### 6. Programme

Costs of WWF Network global conservation programme.

#### 7. TRAFFIC

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

#### 8. Conservation Policy, Education, and Awareness

In FY 2005, the WWF Network spent CHF95,865,000 on:

	(CHF'000)
Conservation Policy	22,626
Education	16,741
Awareness	56,498

## Generous support

An increasing number of individuals help WWF through financial contributions, activism, volunteering, buying products with the WWF logo, and so on. We value every person who donates their energy, time, or money and thank them for their generous support.

In addition to those above, we would like to make special mention of:

- Fondation Audemars-Piguet
- Groth AG
- Luc Hoffmann
- André and Rosalie Hoffmann
- IBTT BV
- Ikea of Sweden AB
- Banque Lombard Odier Darier Hentsch
- Oak Foundation
- Propaganda
- Switcher
- Fondazione Ermenegildo Zegna
- The Living Planet Club members
- *The 1001: A Nature Trust* members
- Our millions of supporters

And of course our thanks as always also go to those donors who prefer to remain anonymous

## Together with donors

The contributions of our members and donors are crucial. Without them, it would be impossible to reach our conservation goals. Sometimes their assistance goes beyond financial help and evolves into mutual partnerships to the benefit of the environment.

### A “family” of supporters

*The 1001: A Nature Trust* is an endowment fund established in 1971 to help WWF finance its core activities. Members of *The 1001: A Nature Trust* make an investment with a long-term return. They can experience the results of their personal commitment by participating in field trips to WWF projects.

### Active involvement: major donors and foundations

Foundations and major donors support specific conservation projects in their areas of interest. The involvement of Bruno Figueras is a perfect example: “For a long time I have felt the need to become actively involved in conserving our environment. It has been a natural process of growing consciousness and personal commitment for me, and that is why I have chosen to support WWF – an organization that finds

concrete solutions for sustainable livelihoods. I am very pleased to be involved with them. I have been a member of *The 1001: A Nature Trust* since 1995 and, this year, I began an exciting project with WWF to support its Srepok Wilderness Area Project in the Monduliri Protected Forest of Cambodia. The aim of this project is to protect and restore biodiversity through community-based management of natural resources and by developing eco-tourism as a source of income for the local people.”

### A model alliance

Thanks to a new grant provided by the MAVA Foundation to protect and restore the wetlands of the Lower Danube, WWF has been able to leverage further funds from other donors. This has grown into an alliance with the Austrian, Bulgarian, and Romanian governments, as well as with local authorities, NGOs, universities, and even construction companies, to create a model of sustainable inland navigation on the Danube and proper management of the Danube Delta.

“a natural process of growing consciousness and personal commitment”

Bruno Figueras visiting the project he supports in Cambodia.







## WWF International Board and Directors

### WWF International Board Members 2005

#### PRESIDENT

##### Chief Emeka Anyaoku\* (Nigeria)

- Chair, Advisory Panel on International Support for NEPAD to the UN Secretary-General
- Chair, Presidential Advisory Council on International Relations, Nigeria
- Vice-Chair, Board of the South Centre, Geneva
- Trustee, British Museum, United Kingdom

#### VICE-PRESIDENT

##### The Hon Mrs Sara Morrison\* (United Kingdom)

- Chair of the Council and Pro-Chancellor, University of Bath

#### HONORARY TREASURER

##### Mr Eric Sarasin\* (Switzerland)

- Member, Group Executive Board, Bank Sarasin & Co Ltd
- Chair, Swiss-German Chamber of Commerce
- Treasurer and Member of the Board, GGG Breite Ltd

#### TRUSTEES

##### YM Tengku Datuk Dr Zainal Adlin (Malaysia)

- Executive Chair, Lintasan Mayang Group of Companies
- Chair, Nexus Resort Karambunai
- Chair, WWF-Malaysia

##### Dr Lennart Ahlgren (Sweden)

- Governor, The Royal Palaces, Sweden
- Chair, WWF-Sweden

##### Ms Cheryl Carolus (South Africa)

- Chair, South African National Parks
- Former Chief Executive, South Africa Tourism

##### Mr Alvaro de Souza (Brazil)

- Director, AdS – Gestão, Consultoria & Investimentos Ltda
- Chair, WWF-Brazil

##### Prof D Francisco Diaz Pineda (Spain)

- Professor, Complutense University of Madrid
- Chair, WWF-Spain

##### Mr R L "Bob" Field (New Zealand)

- Chair, Toyota New Zealand
- Chair, WWF-New Zealand

##### Prof Paul Galand (Belgium)

- Researcher and Former FNRS Research Director, Free University of Brussels (ULB)
- Commentator and Scientific Advisor, RTBF-TV, Belgium
- Chair, WWF-Belgium

##### Mr Jamshyd Godrej (India)

- Chair and Managing Director, Godrej & Boyce Manufacturing Co Ltd
- Chair, Aspen Institute, India
- President, WWF-India

##### Mr André Hoffmann\* (Switzerland)

- Director, Roche Group, Basel
- Director, Givaudan SA, Geneva
- Director, Glyndebourne Productions Ltd

##### Mr R B "Biff" Matthews (Canada)

- President and CEO, Manitou Investment Management Ltd
- Chair, WWF-Canada

##### Her Majesty Queen Noor (Jordan)

- Patron, IUCN
- President Emeritus, Birdlife International

##### Dr Jorgen Randers (Norway)

- Professor, Norwegian School of Management
- Chair, WWF-Norway

##### The Hon William K Reilly\* (USA)

- Chair and CEO, Aqua International Partners
- Chair, WWF-US

##### Mr Johan Schroeder (Denmark)

- Consular General, government of New Zealand
- Former President and CEO, Radiometer
- Chair, WWF-Denmark

##### Mr Kemal Stambol (Indonesia)

- Country Leader, Indonesia IBM Business Consulting Services
- Founding Member, Indonesia Society for Transparency (MTI)
- Chair, WWF-Indonesia

##### Mr Karel Vuursteen (Netherlands)

- Board member and former Chair, Heineken NV
- Chair, WWF-Netherlands

##### Mr Christopher Ward (United Kingdom)

- Co-founder and Director, Redwood
- Chair, WWF-UK

*\*Executive Committee Member*

#### PRESIDENT EMERITUS

##### HRH The Duke of Edinburgh

#### VICE-PRESIDENT EMERITUS

##### Dr Luc Hoffmann

#### VICE-PRESIDENT EMERITUS

##### S Babar Ali

#### DIRECTOR GENERAL

##### Dr Claude Martin (until 5 December 2005)

#### DIRECTOR GENERAL

##### Mr James P Leape (from 5 December 2005)

### WWF International Directors 2005

#### PROGRAMME

##### Dr Chris Hails

- Director

##### Ms Pascale Moehrlé

- Deputy Director

##### Dr Guillermo Castilleja (until April 2005)

##### Dr Meg Symington (acting, since April 2005)

- Latin America & Caribbean Regional Programme

##### Dr Simon Cripps

- Global Marine Programme

##### Mr Clifton Curtis

- Global Toxics Programme

##### Dr Chris Elliott (until 30 September 2005)

- Global Forest Programme

##### Dr Timothy Geer

- Government & Aid Agency Relations

##### Dr Sue Lieberman

- Global Species Programme

##### Dr Isabelle Louis

- Asia & Pacific Regional Programme

##### Ms Jennifer Morgan

- Global Climate Change Programme

##### Dr Yaa Ntiama-Baidu

- Africa & Madagascar Regional Programme

##### Dr Sheila O'Connor

- Programme Audits

##### Mr Jamie Pittock

- Global Freshwater Programme

##### Dr Georg Schwede

- Europe & Middle East Conservation Programme

##### Mr Gordon Shepherd

- International Policy

##### Dr Magnus Sylvén

- Europe & Middle East Regional Programme

#### OPERATIONS

##### Mr Paul Steele

- Chief Operating Officer

##### Ms Dorothy Bray

- Human Resources Development

##### Mr Chiew Chong

- Finance & Administration

##### Mr Mario Fetz

- Fundraising & Marketing

##### Dr Peter Kramer (retired March 2005)

- Network Relations

##### Ms Lynda Mansson

- Learning & Development (until 31 March 2005)
- Global Operations (since 01 April 2005)

##### Mr Thomas Schultz-Jagow

- Communications

#### LEGAL ADVISER

##### Mr Michael Rogers OBE

## Looking ahead: new Director General at WWF International



"With support and programmes around the world, WWF has a unique ability to meet today's environmental challenges on the ground and in the

corridors of power. We must continue to forge new partnerships – with communities, companies, governments, and others – and find new solutions to lighten the human footprint on the planet."

James P. Leape  
Director General (from December 2005)  
WWF International

An environmental lawyer and dedicated conservationist, Jim joins WWF International as only the fourth Director General in its 44-year history. For the last four years, he was Director of Conservation and Science at the David and Lucile Packard Foundation, one of the largest private conservation funders in the world. From 1989 to 2001, Jim worked at WWF-US where, as Executive Vice-President, he oversaw its conservation programmes, including those in Africa, Asia, and Latin America. During this time, Jim led WWF's efforts to identify the Global 200 ecoregions (see box), as the world's most important and biologically diverse areas are now called. He was also instrumental in the design of the Amazon Region Protected Areas Programme (ARPA), an ambitious multi-stakeholder effort to protect millions of hectares of forest.

Before joining WWF, Jim worked as a university professor in the United States and as an environmental adviser to the UN Environment Programme in Kenya. He officially assumed the post of Director General of WWF in December 2005.

*“WWF has a unique ability to meet today's environmental challenges”*

## Priorities for conservation

All conservation problems are important, but some are in more urgent need of action than others. WWF therefore focuses on “ecoregions” of global significance. These are defined as areas of land or water containing geographically distinct groups of species and environmental conditions that are most threatened and unique. The boundaries of an ecoregion are not fixed and sharp, but rather encompass an area within which important ecological and evolutionary processes most strongly interact.

## The Global 200

WWF has identified some 200 of these ecoregions as priorities for global conservation efforts and is working with partners such as local communities, government agencies, NGOs, and businesses to ensure their long-term security. This means that not only do we work to protect biodiversity, but we also help to address the social, economic, and policy issues which are often critical to providing sustainable livelihoods for the people who depend on these natural resources and ecosystems.

*vision*

*leadership*

## WWF worldwide network

Australia	Japan
Austria	Madagascar
Belgium	Malaysia
Bhutan	Mediterranean (Italy)
Bolivia	Mexico
Brazil	Mongolia
Canada	Nepal
Caucasus (Georgia)	Netherlands
Central Africa (Cameroon)	New Zealand
Central America (Costa Rica)	Norway
China	Pakistan
Colombia	Peru
Danube/Carpathian (Austria)	Philippines
Denmark	Poland
Eastern Africa (Kenya)	Russia
Finland	South Africa
France	Southern Africa (Zimbabwe)
Germany	South Pacific (Fiji)
Greater Mekong (Vietnam)	Spain
Greece	Sweden
Guianas (Suriname)	Switzerland
Hong Kong	Tanzania
Hungary	Turkey
India	United Kingdom
Indonesia	United States
Italy	Western Africa (Ghana, Senegal)

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)  
Fudena (Venezuela)

For contact details and further information,  
please visit our international website:



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\*Aconda contains 40% recycled fibre (10% pre-  
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virgin wood fibre of which at least 50% is from  
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Front cover: Cat Holloway (*Heller's barracuda, Fiji*); contents page: (left)  
Martin Harvey (*Sahara desert, Morocco*); (right) Thomas Schultz-Jagow;  
p1: (top) Richard Hamilton; (bottom) Edward Parker (*Amazonas, Brazil*);  
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(left to right) Cat Holloway; Yoshi Shimizu; André Bärtschi; Andrew Kerr;  
p5: Martin Harvey (*leopard*); p6: Martin Harvey (*Hawksbill turtle*); p7:  
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**WWF** *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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