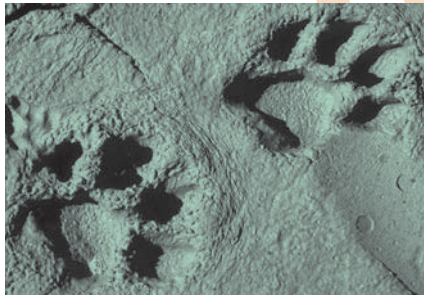




WWF®

for a living planet®

WWF Annual Review 2004





“Collectively, WWF and its many partners are demonstrating that a healthy environment is essential for creating a more sustainable future for all humankind.”

Chief Emeka Anyaoku, President, WWF International

Living within our means

The fifth *Living Planet Report*, published by WWF in 2004, shows that we are still plundering our planet at a pace that outstrips its capacity to support life. “We are spending nature's capital faster than it can regenerate,” says WWF Director General, Claude Martin.

Nevertheless, the report suggests that innovative models can be developed to tackle the challenges of living within the biocapacity of one planet. To succeed, “One Planet Living” must be achievable, affordable, and attractive. It must address such needs as housing, clothing, food, healthcare, education, energy, mobility, and leisure. And it must be simple.

As a practical example, WWF and the BioRegional Development Group have helped create BedZED, a sustainable living project in London. Its homes and offices consume 50 per cent less energy and water than average, and are built of local and recycled materials. Residents find BedZED an agreeable place to live, contradicting the common assumption that a smaller ecological footprint means a lower quality of life.

“Sustainable living and a high quality of life are not incompatible,” said Jonathan Loh, one of the authors of the report. *“However, we need to stop wasting natural resources and to redress the imbalance in consumption between the developing and industrialized worlds.”*

Download the latest *Living Planet Report* from www.panda.org/livingplanet

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Claude Martin
Director General,
WWF International

Unless the causes of climate change are tackled effectively, we face an increasingly insecure world – environmentally, socially, and economically.

Our programmes, summarized in this review, are poised to address this and other threats to our planet.



Twice as much

Just a year ago, WWF reported the effective doubling of protected-forest area over the past ten years, from 6 per cent to 13 per cent of the world's total forest cover. This has contributed greatly to the expansion of all protected areas, now equivalent to the land-surface of China and India combined.

I am confident that we will continue to make rapid progress in setting aside further valuable areas in some of the remaining large forests. The Amazon Region Protected Areas (ARPA) plan – a partnership between WWF and the Brazilian government, the World Bank, and the Global Environment Facility, with further support from aid agencies such as the

German Development Bank KfW – alone will make a considerable contribution to the conservation of tropical forests. We are also working on important freshwater and marine ecosystems, which will soon be given permanent protection.

Symbolic species

WWF has also made big strides in species conservation. For instance, last year the results of a 25-year cooperation with the Chinese government on panda conservation were made public. These showed that effective protection of panda habitat, particularly in the Qinling Mountains of the Shaanxi

Province, has greatly improved the chances of survival of our emblem – the giant panda – now estimated to have increased to 1,600 individuals in the wild.

Together with others in the conservation community, we have made considerable progress on many fronts in biodiversity conservation. However, the challenges have kept pace with these successes.

progress...

effective...

Global warning

Earlier in 2004, Sir David King, Chief Scientist to the UK government, went on record to say that global climate change is the most severe problem that the world is facing today. He did not say that it is the most severe environmental problem, but the most severe problem, full stop. Sir David's concern is shared by many of us. Climate change places every sector of life at risk: the Earth's biodiversity on which we all depend; the social fabric, particularly in the more vulnerable societies; and all of the world's economies.

We are already witnessing serious impacts, from coral bleaching and forest fires, to rapidly melting Arctic ice shields and disoriented migratory species. Not even the most radical environmentalists would have anticipated this development ten or twelve years ago, when the Climate Change Convention was concluded – let alone those who, for reasons of short-term vested interests, continued to deny any human influence on the world's climate.

Empty promises

But this is not the time to argue about who was right and who was wrong. We are all needed now to solve this grave world problem – especially our governments. Political leaders have great difficulty in coming to grips with what to do, and even greater

difficulty in fulfilling their promises. Not only have they failed to tackle climate change effectively; but they also risk completely missing the key UN Millennium Development Goals of ensuring environmental sustainability by 2015. The repeated promises by industrialized countries to increase their development aid to 0.7 per cent of GDP – a key element in poverty reduction strategies – have remained empty ones. In fact development aid, at 0.23 per cent average of GDP, is now in real terms only one-fourth of what it was in the 1960s.

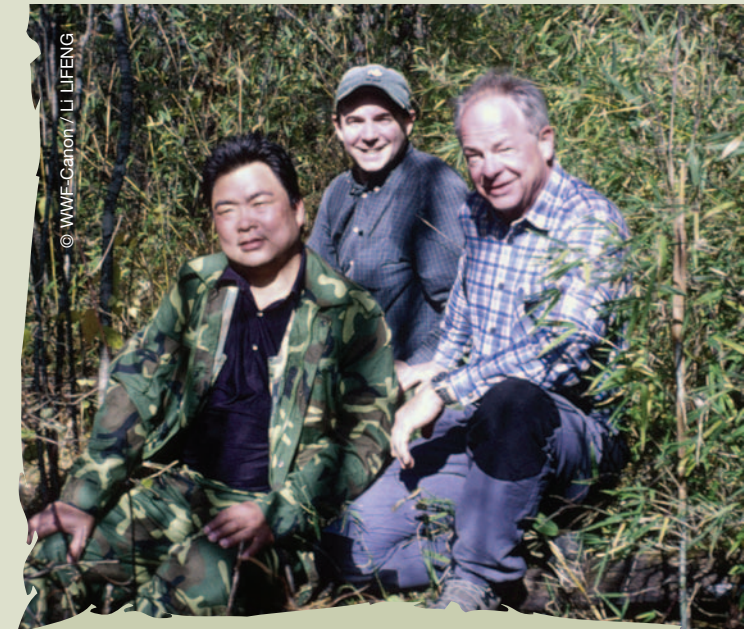
Inextricably linked

Climate change effects are particularly harsh on poor rural societies, which are more directly exposed to drought, floods, and biodiversity loss. Thus, unless poverty reduction strategies include climate change mitigation and effective long-term conservation of forests, river basins, coral reefs, and mountain areas, poverty is very likely to grow even more, and lead increasingly to security issues.

We have a vast job to explain and document the undeniable fact that biodiversity conservation is a vital ingredient of any poverty reduction plan. And we have to urge governments to integrate their trade, resource consumption, and energy policies with their development strategies. I count on your support. **CM**



Sudden and extreme weather events characterize the dangers of a changing climate.



On the look-out: (from left to right) a Chinese game guard, WWF's Jim Harkness, and Claude Martin in giant panda habitat in the Qinling Mountains, Shaanxi Province, China.

It's not just about putting fences around things and protecting them, but applying a whole raft of different skills, tools, and partnerships to ensure we're delivering long-term sustainable solutions.

Paul Steele

Chief Operating Officer,
WWF International



In WWF's 2003 Annual Review, you said that our ethos "For a living planet" sets us apart. How?

Steele: Trying to bring about a world where people are living in harmony with nature is fundamental to WWF's mission – and the essence of our living planet ethos. Many other organizations operate with a "let's just protect biodiversity" mentality, without necessarily providing solutions. We, on the other hand, pride ourselves on trying to rectify the causes of biodiversity decline instead of just identifying problems and saying "You should stop doing this or stop doing that".

But is WWF really that different from other conservation organizations, many of whose work we admire, and with whom we often work in partnership?

Steele: I sincerely believe that a number of differences do indeed make us unique.

First is our breadth of influence, something I think no other large-scale conservation organization has. From the know-how we have gained over 40 or more years of working in the field and right up to the global policy level – it amounts to a span of experience unlike any other.

Second, when we form an opinion on something, it's solidly based on science. We're often criticized because we won't come out with dogmatic, black-and-white statements if the science isn't clear. Once it is, we're quite happy to commit ourselves, as we have done over toxic chemicals and climate change. But we won't jump on a band-wagon just because it's popular.

And third is our willingness to form partnerships in order to provide solutions, which we believe can only come through working together.

How do you work with industries with a heavy ecological footprint?

Steele: First of all, the company has to be willing to be serious about addressing environmental issues. In the case of one of our partners, Lafarge, the world leader in building materials, the senior management there recognize that they have a certain responsibility towards the planet. Initially, we started working with them on forest restoration and developing guidelines for quarry rehabilitation. But our relationship quickly developed, and we broached even more contentious issues, such as reducing their CO₂ emissions and looking at the impact of chemicals. Now we're moving on to areas like sustainable construction. This is a very good example of how, by working together, we can reach both business and conservation goals.

Has WWF changed since the 1960s?

Steele: In a word, yes. Today we're taking a much wider view of conservation. While recognizing that flagship programmes such as tiger and panda conservation are still important and will remain at the core of our on-the-ground activity, we understand that we must take a much more holistic stance when looking at the root causes of biodiversity loss and the broader issues. Forty years ago we were carrying out lots of small projects all over the place. Now we look at broader programmes such as ecoregion conservation – taking large geographic areas and trying to understand all of the various factors that are in play in order to come up with sustainable development solutions for them.

So, how would you sum up WWF in 2004?

Steele: The fact is, WWF today is a uniquely placed organization that tackles issues from global policy to on-the-ground field programmes. We are a science-driven and dynamic organization that's committed to finding solutions to a whole range of very pertinent issues around the planet, in partnership with local communities, governments, the private sector, multinational and multilateral organizations – and of course, nature herself. **PS**

solutions...



commitment...



Chris Hails (far left)
Programme Director,
WWF International

The year 2004 saw us continuing the struggle to stop the degradation of our natural environment in two important areas – conserving the world’s biological diversity, and reducing humanity’s ecological footprint. Despite difficulties, we had a number of successes in both of these vital areas.

This was also, inevitably, a year in which we continued to face a number of challenges, some immediate, some longer-term. Among them:

“Paper parks”: areas that have been officially declared as protected, but which continue to be clandestinely exploited and their wildlife poached.

The North/South divide, in which for example, Northern “haves” exploit the fisheries of the Southern “have-nots”, paying them a pittance while they deplete stocks, damage coastlines, and make vast profits.

Reconciling conservation with poverty reduction and development. Governments are gradually realizing that social and economic development must go hand-in-hand with a healthy

environment. Yet conservation can often seem like a costly luxury to developing countries. Ensuring that development does not destroy the life-support systems upon which it depends is an important part of our work.

The slow speed with which the world is moving towards renewable energy. Energy experts agree that continuing reliance on fossil fuels is not an option – yet less than 4 per cent of the annual US\$240 billion global energy subsidies is being allocated to renewable energy sources, while about two-thirds are spent on fossil fuels.



The success of the Annapurna Conservation Area Project, launched in 1986 and one of WWF’s largest undertakings in Nepal, is largely due to local communities’ commitment to the project.



Talking ethnobotany: Himba women share traditional knowledge of plants and their uses with WWF staff in Kunene Province, Namibia.

challenging...

BATTLING FOR BIODIVERSITY. For several decades the number of endangered species on our planet has been steadily increasing in proportion to the impact of humankind. The 2004 IUCN Red List of Threatened Species* lists more than 15,000 animals and plants facing extinction, and there are probably thousands more of which we are unaware.

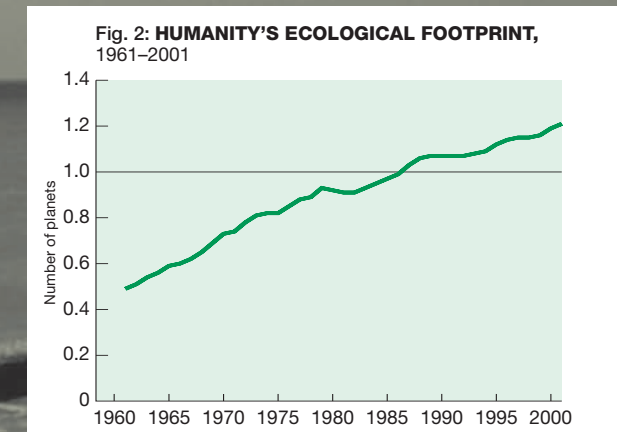
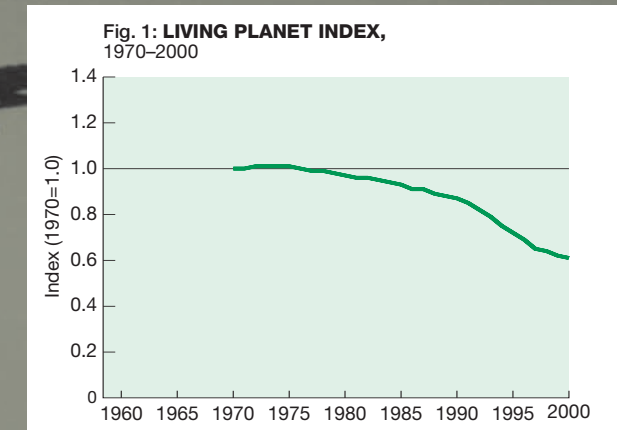
One of our goals is to prevent further species losses. We are determined to continue doing all we can to reverse the trend of the Living Planet Index. (Fig.1)

Upward steps on the conservation ladder

This year saw a number of significant steps taken towards reaching our biodiversity conservation objectives, for example:

- In a demonstration of commitment to the sustainable management of its wetlands, the government of Madagascar, in cooperation with local communities, designated *more than one million hectares* of freshwater ecosystems to be protected as Wetlands of International Importance under the intergovernmental Ramsar Convention. This brings WWF's contribution to the area of freshwater under protection to more than 50 million hectares.
- With our global turtle study, released in May 2004, we showed that *conserving marine turtles* can generate up to three times more income for indigenous coastal communities through tourism than from hunting them – a classic case of conservation helping to reduce poverty.
- We had a number of successes at the 13th Conference of Parties to CITES (the Convention on International Trade of Endangered Species), obtaining *better trade controls* for several species. Ramin and Agarwood trees were the first commercial timber species to be listed for protection in Asia, helping us in the wider battle against illegal logging. We also lobbied successfully to get the great white shark and

humphead wrasse listed, and we played a strong role in the agreement to impose strict new conditions for caviar and sturgeon.



*IUCN: the World Conservation Union; Red List of Threatened Species: www.redlist.org

Source: WWF's Living Planet Report 2004 (www.panda.org/livingplanet)

REDUCING OUR FOOTPRINT. Arresting – or even reversing – the decline in species can only work in the long run if we also address the root causes. There is no point in fighting to save a species and then expecting it to survive in a polluted, overexploited, climate-altered environment. This is where our second and equally important goal comes in – to reduce the human footprint on the world. (Fig.2)

Market advantage

There are no better examples of overexploitation than our abuse of the world's forests and seas. To tackle this, WWF aims to create a market advantage for the sustainable use – certified by independent third parties – of these resources.

We have seen a big increase in the area of certified forests in Latin America in the past year. Our network of buyers' groups, committed to selling **Forest Stewardship Council (FSC)**-certified products (articles made only from well-managed, sustainable forests) is growing, and includes enthusiastic participation by IKEA, the global home furnishings retail chain.

Similar in principle to the FSC, but at a much earlier stage, the **Marine Stewardship Council (MSC)** is developing well. Four new fisheries have recently been certified, making eleven in all, and a further twenty are in the process. Consumers can now make responsible choices when purchasing seafood.

Life-support

Fresh water is another life-supporting resource which is much abused. In 2004, after three years of campaigning by WWF and other civil society groups, the new Spanish government stopped plans (known as the **Ebro River transfer**) to divert vast amounts of water from the country's northeast to irrigate tourist facilities and intensive agriculture in the south.

Insidious threat

Today toxic industrial, chemical, and pesticide pollution is everywhere. From the tip of the poles to the bottom of the ocean floor, not a single place on our planet is free from contamination.

Among the most dangerous and pervasive are **Persistent Organic Pollutants (POPs)** – synthetic chemicals with unique characteristics that pose a serious threat to wildlife and humans: they are toxic; they are persistent – resisting normal processes that break down contaminants; they accumulate in the body fat of people and animals and are passed from mother to foetus; and they can travel great distances on wind and water currents.

Even small quantities of POPs can wreak havoc in human and animal tissue, causing nervous system damage, diseases of the immune system, reproductive and developmental disorders, and cancers.

Phasing out

The **Stockholm Convention** is a treaty that will address some of these dangerous chemicals. WWF was instrumental in developing the treaty and getting

governments to ratify it. In May 2004 it entered into international law and twelve of the world's most dangerous chemicals will be banned or severely restricted.

To build on this success, **WWF's DetoX campaign** aims to ensure that a strengthened version of new chemicals legislation, known as REACH, is adopted in the EU. To emphasize the need, WWF conducted European-wide analyses of people's blood – including EU legislators. Results show that many chemicals, including DDT, which has been banned for years, are still present in our bodies no matter where we live.

Turning down the heat

The other great threat is global warming caused by atmospheric pollution from greenhouse gases. The 1990s was the hottest decade in the past millennium, and the effects are being felt all over the world: from melting glaciers to sweltering heat waves, such as the summer of 2003 that killed 14,800 people in France alone.

There can be very few people who have not by now heard of the **Kyoto Protocol**, which seeks to tackle climate change by requiring its signatories to reduce their output of greenhouse gases. The big success in 2004 was the Russian government's decision to reverse its earlier objections and add its endorsement of the protocol, thereby bringing it into law. WWF staff played a crucial role in achieving this. In the words of WWF's Climate Change Programme Director Jennifer Morgan, "The world has clearly stated: 'We are convinced. It is time to act seriously'".

Indeed it is. **CH**

Chiew Chong
Finance & Administration Director,
WWF International

We treasure our donors' ongoing support and trust. We receive donations from individuals, governments, foundations, and corporations and we have strict financial controls to assure them that their funds are used according to their wishes.

The spending is reviewed by professional auditors, both internal and external, and regular financial and technical reports are provided. Without continuous strong relationships with our donors, we would not be able to invest in the long-term projects that are essential to reaching our conservation targets.

Slight increase for WWF International

In 2004, the total income of WWF International was CHF105.2 million, slightly up on the previous year. A decrease of funding from WWF National Organizations and trusts and foundations was counterbalanced by a 16 per cent increase in support from governments and aid agencies, together with higher corporate donations and financial income. The operating surplus was CHF1.4 million, down from CHF4.3 million the previous year. This surplus represents programme funds received late in the financial year, and not yet spent.

Income growth in the WWF Network

WWF Network income was CHF608.0 million, up 12 per cent on the previous year. In US dollar terms, the total

income actually grew by 22 per cent although this growth is not as apparent in Swiss francs because of the relative strength of the Swiss franc in 2004. Income from individual contributions grew by 5 per cent and income from governments and aid agencies increased 19 per cent. Financial income increased from CHF1.4 million to CHF50.4 million, reflecting improved financial market conditions. However, income from trusts and foundations declined by 50 per cent as 2003 had been an exceptionally good year for this funding source. The operating surplus increased substantially, from CHF15.7 to CHF64.6 million, as some programme funds were received too late to be spent in the same financial year. This operating surplus will allow us to continue to fund ongoing projects and programmes. **cc**

trust...



WWF International: Income and Expenditure

Two-year summary 2003-2004

Financial Year*	2003	2004	2004
OPERATING INCOME	(CHF '000)	(CHF '000)	(US\$ '000**)
WWF National Organizations (1)	66,955	63,010	48,592
Individuals (1)	1,501	1,019	786
Legacies and Bequests	453	364	281
Corporations (1)	3,013	4,880	3,763
Trusts and Foundations (1)	6,057	4,128	3,184
Governments and Aid Agencies	23,360	26,999	20,821
Royalties (1)	605	782	603
Financial Income (Net) (2)	2,512	3,306	2,550
Other	416	704	543
Total	104,872	105,192	81,123
OPERATING EXPENDITURE			
Conservation Programmes	83,741	85,682	66,076
Conservation Policy and Awareness (3)	7,848	7,292	5,624
Network and Learning & Development (4)	4,722	5,505	4,245
Fundraising	2,655	3,202	2,470
Finance and Administration	1,215	1,734	1,337
Fixed Asset Expenditure	380	356	275
Total	100,561	103,771	80,027
Operating surplus/(deficit)	4,311	1,421	1,096
Non-operating items (5)	(3,008)	(234)	(180)
Surplus/(deficit) after non-operating items	1,303	1,187	916

* Financial years cover the period 1 July to 30 June

** Average US exchange rate for the year: 1.29671

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 per cent of investable funds.

3. Conservation Policy and Awareness

In FY 2004, WWF International spent CHF7,292,000 on:

	(CHF '000)
Conservation Policy	2,165
Awareness	5,127

4. Network and Learning & Development

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

5. Non-operating Items

Non-operating items were:	2003	2004
	(CHF '000)	(CHF '000)
Transfer from endowment funds	(3,374)	(1,236)
Donations to endowment funds	366	1,002
Total	(3,008)	(234)

NOTES TO THE ACCOUNTS

1. Marketable Securities

At the end of the financial year, cash and short-term deposits, comprised 69% of total cash, bank deposits, and marketable securities, compared to 94% a year ago.

2. Fixed Assets

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

3. Operating Funds

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

4. Capital and Endowment

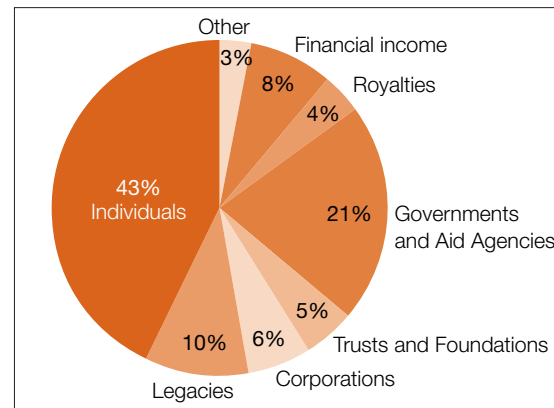
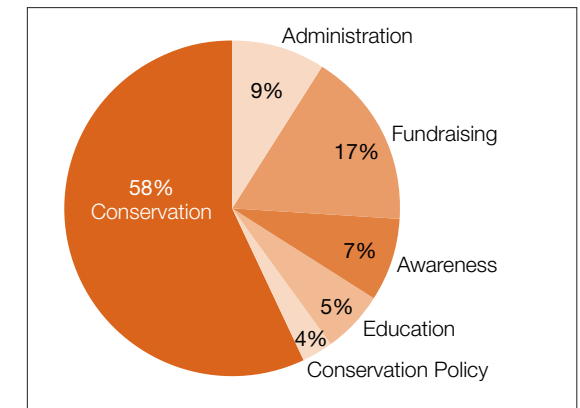
Includes The 1001: A Nature Trust, a trust fund built up through individual membership contributions; the Sigvaldason Fund, a legacy from the late Mrs Gerda Sigvaldason; the Endowment Fund built up primarily from the proceeds of the WWF 25th Anniversary Coin Collection programme; the Prince Bernhard 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 2003-2004**

Financial Year*	2003	2004	2004
ASSETS	(CHF '000)	(CHF '000)	(US\$ '000**)
Current Assets:			
- Cash	29,250	20,004	15,859
- Short-term bank deposits	16,380	13,090	10,377
- Marketable securities (1)	3,048	14,754	11,697
- Recoverable taxes and other items	5,007	4,852	3,846
Fixed Assets (2)	4,994	4,994	3,959
Total	58,679	57,694	45,738
LIABILITIES AND FUNDS			
Accounts Payable and Accrued Expenses	10,510	11,108	8,806
Operating Funds (3)	26,783	27,198	21,562
Capital and Endowment (4)	21,386	19,388	15,370
Total	58,679	57,694	45,738

*Financial years cover the period 1 July to 30 June **Exchange rate CHF1.2614 = US\$1, as at 30 June 2004

WWF Network: Income and Expenditure 2004**Income US\$469 million****Expenditure US\$419 million**

WWF Network: Income and Expenditure*

Two-year summary 2003-2004

Financial Year**	2003***	2004	2004
OPERATING INCOME	(CHF '000)	(CHF '000)	(US\$ '000†)
Individuals (1)	247,094	260,360	200,786
Legacies and Bequests	65,708	59,285	45,720
Corporations (2)	29,657	38,350	29,575
Trusts and Foundations	58,384	29,175	22,499
Governments and Aid Agencies	107,730	128,025	98,731
Royalties (3)	23,013	27,032	20,846
Financial Income (Net) (4)	1,447	50,407	38,873
Other	9,786	15,378	11,859
Total	542,819	608,012	468,889
OPERATING EXPENDITURE			
National Conservation:			
- Conservation (5)	84,179	73,129	56,396
- Conservation Policy, Education, and Awareness (6)	93,499	77,443	59,722
International Conservation:			
- Conservation (7)	206,478	242,117	186,717
- Conservation Policy and Awareness (8)	7,885	7,388	5,698
Fundraising	87,436	92,914	71,654
Finance and Administration	47,602	50,388	38,858
Total	527,079	543,379	419,045
Surplus to support current and future projects	15,740	64,633	49,844

* 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: CHF1.29671 = US\$1

NOTES TO THE ACCOUNTS

1. Individuals

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

2. Corporations

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

3. Royalties

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

4. Financial Income (Net)

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

5. National Conservation

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

6. Conservation Policy, Education, and Awareness

In FY 2004, the National Organizations spent CHF77,443,000 on:

	(CHF '000)
Conservation Policy	15,588
Education	24,712
Awareness	37,143

7. International Conservation

Costs of the WWF International Conservation Programme.

8. Conservation Policy and Awareness

In FY 2004, WWF International spent CHF7,388,000 (including part of fixed asset expenditure) on:

	(CHF '000)
Conservation Policy	2,165
Awareness	5,223

Supporters: a vital asset

Mario Fetz
Fundraising and Marketing Director,
WWF International

Our supporters are a vital asset. Without them we cannot achieve conservation.

As such, we respect them and appreciate the trust they place in us to use their contributions wisely.

Some 5 million people make a financial contribution directly to WWF every year, providing around half of our global income. They constitute our most important source of funding, and we never take that, or them, for granted.

Why do people give?

In today's complex world of instant communications and high technology, donors' needs are more sophisticated. With more competition for their support than ever before, it is important to understand and meet those needs. Supporters want to hear about our solutions and the results we deliver, and they expect us to be accountable. Building a relationship with them is key if we expect them to maintain their support.

Millions of supporters

Not all of the support we benefit from is the result of direct financial contributions. An increasing number of individuals help WWF through activism, volunteering, buying products with the WWF logo, and so on. We value every person who, directly or indirectly, gives their energy, time, or money in aid of the work we do. Every contribution, big or small, financial or otherwise, really counts.

Helping to finance core activities

Supporters of WWF hail from all over the world.

The 1001: A Nature Trust has members from 54 different countries. The group was founded in 1971 by the late HRH Prince Bernhard of The Netherlands, and its members invest in an endowment fund to help WWF finance its core activities.

Foundation support

The **Mava Foundation** continues to support freshwater conservation. Latest funding will enable WWF to make progress on projects in Croatia and the Lower Danube. The **Oak Foundation** continues its funding of WWF's marine programme work on protecting European seas and delivering EU common fisheries policy reform.

Challenging relationships In 2004, 10 per cent of WWF's global income came from corporations. Our alliances and partnerships with business and industry not only provide benefits for conservation, but are also proving to be the way forward in moving companies towards corporate social and environmental responsibility. These relationships are challenging and innovative for both sides, and our goal is to increase long-term support and commitment from the corporate sector. (See www.panda.org/partnerships/corporate for more details.)

Together we can make a difference Canon Europa became WWF's first "Conservation Partner" in 1998. Thanks to **Canon's** support, a comprehensive online image library with more than 20,000 images is now available to the WWF Network. This year, the partnership jointly launched a toner-cartridge collection programme in several European countries, which not only aims to raise funds for WWF's Global Freshwater Programme but also encourages closed-loop recycling.

Smile please! Photographer Martin Harvey shows off a Canon EOS-1Ds camera.





The partnership between WWF and Lafarge has encouraged a sectoral shift in CO₂ emissions reduction.

Positive impacts Since 2000, WWF has been working with Lafarge, the world leader in building materials, to develop and improve its environmental policies and practices – notably CO₂-emission reduction. Progress by **Lafarge** has had a positive sectoral impact, with other companies following its lead. The partnership has given the world's largest cement manufacturer the opportunity to publish three sustainability reports that document progress made in jointly agreed key environmental performance indicators.

Investing in nature WWF and HSBC aim to promote healthy freshwater ecosystems and influence policy on freshwater management in Brazil, China, the UK, the US, and Mexico. This year, **HSBC** introduced a set of Forest Sector Guidelines, based on FSC certification, that promote lending and other forms of financial assistance to businesses practising good forest management.

Connect to protect! Together, Nokia and WWF are working to increase environmental awareness among **Nokia's** employees worldwide through a "Learning Initiative", which includes workshops and a dedicated intranet site. Parallel to this, WWF and Nokia have held a series of seminars targeting joint stakeholders to discuss general environmental issues as well as those specifically related to Nokia's business.

"Nokia chose to work with WWF because of WWF's global presence and constructive "problem solving" approach in its work. The cooperation has improved Nokia employees' environmental awareness and helped to make these issues a part of everyone's daily business in the company. This, in turn, will help Nokia and its stakeholders reduce their ecological footprint."

Kirsi Sormunen,
Vice President,
Environmental
Affairs, Nokia



Raising WWF's profile Ogilvy&Mather has been committed to increasing awareness of WWF's activities for more than 30 years. In addition to designing valuable, creative print advertising for WWF, the **Ogilvy Group** provides pro bono placements in leading publications through Mindshare, the group's global media company.

The most recent advertisement, in support of WWF's campaign on dams, was placed in more than 15 influential publications – a media value of over US\$3 million – and significantly drew the attention of the players to the issue.

Protecting the high seas Since September 2004, **Wallenius Wilhelmsen Lines** has been supporting WWF's work to promote conservation of the high seas. This joint initiative includes work on high seas governance, and on developing practical conservation solutions, such as the creation of High Seas Marine Protected Areas (HSMPAs).

Thank you!

We thank all our donors for their generous support. We cannot name them all here, however, in addition to those above, we would like to make special mention of:

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Our thanks also go to those donors who prefer to remain anonymous. **MF**



HSBC joins forces with WWF in a Yangtze wetland project.



“Clean air, clean water, clean soil, and a balanced energy cycle are no luxury, but absolute requirements for our survival: they are no longer local problems but worldwide issues.”

**HRH Prince Bernhard of the Netherlands
(1911 – 2004)**
Founder President of WWF

Without doubt, Prince Bernhard was one of WWF’s greatest assets, and arguably its most enthusiastic and influential supporter. As a spokesman for conservation, he was extraordinarily prescient (his environmental call-to-arms quoted above, which could have been said yesterday, was made 35 years ago). Indeed, from the earliest days, when with Peter Scott, Julian Huxley, and others he helped found WWF, Prince Bernhard threw his considerable persuasive powers into challenging heads of state, from Indira Gandhi to President Kennedy, to pass legislation to protect endangered species and to create national parks. “He will be sorely missed” is an over-used phrase. But in the case of Prince Bernhard, for all of us at WWF, it is no cliché. Just the simple truth.

My association with WWF began when my late uncle Sohrab Godrej inducted me into the Board of WWF-India. Sohrab was one of the Founder Trustees of WWF-India and I had observed the enormous impact that WWF was making on India’s wildlife and biodiversity conservation. Being on the Board of WWF International allows me to participate and contribute on issues of global importance. Coming from a business family as I do, WWF’s international programme encourages business and society to work towards a living planet.

Jamshyd Godrej, *WWF International Trustee*

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Lynda Mansson

Learning & Development Director,
WWF International

Overall, the WWF Network today is well positioned in terms of linking global issues and local ones – we look after rhinos and whales, and at the same time we work on international trade and climate change.

Bringing all those issues together without overextending ourselves is a real challenge. This is why we are looking for growth, not so much in number of new offices, but growth in the effectiveness of those offices and our network as a whole.

Our policy, then, is to consolidate what we have and make our existing offices stronger. For example, we have increased the capacity of our local office in China to communicate better, to raise funds nationally, and to do valuable policy work. In another example of reinforcing the authority of WWF in pivotal countries, we upgraded our presence last year in Russia. This meant that we could give our people there more power in their efforts to convince the Russian government to ratify the Kyoto Protocol. **LM**

Timothy Geer

Government & Aid Agency Relations Director,
WWF International

Environmental conservation and sustained poverty alleviation are two sides of the same coin.

Governments and aid agencies are very important to WWF, and we have many fruitful partnership agreements with Development Cooperation Agencies around the world. To be effective, especially in large-scale conservation projects, we need to forge strategic partnerships. A good example is the one WWF-Germany recently signed on behalf of the WWF Network with the German Bank for Economic Cooperation and Development, which, among other things, enables us to work on sustainable forest management in the Congo basin. The key to these strategic partnerships is the real-life demonstration of the environment as a positive factor in sustainable development, both from the point of view of the recipient country, and that of the donor country. We want the countries that are receiving development assistance to value the contribution that the environment and its natural resources make to economic and social well-being – and for both parties to understand that protecting the environment is essential to achieving lasting economic self-reliance. **TG**

“WWF has a very balanced view of the poverty/environment link. They still focus on biodiversity, but they understand the bits about poverty reduction that matter to their mission. And equally, through our relationship with them, we’re learning about the bits of environment protection that matter to our work on poverty reduction.”

Dr Stephen Bass, Senior Environment Adviser to the British Department of International Development

Gordon Shepherd

International Policy Director,
WWF International

One of WWF’s great strengths is its ability to mobilize its network behind important policy positions, before using strategically directed lobbying and advocacy work to try to make change happen outside.

Take February’s meeting of the Convention on Biological Diversity (CBD) – the first international effort to address the rate at which the world’s natural resources are being degraded and destroyed. Working with others, we managed to get 188 governments to adopt a planned approach to protected areas at the landscape level, including a series of measurable targets and timetables. It was a matter of identifying the critical players, and getting to them. I believe our success is due to two main advantages. Firstly, we tend to be more scientifically based, so we have a stronger logic. And secondly, we are more persuasive because our analyses are based on real experience in the countries where the problems exist and reflect local understanding of how they can be solved. **GS**



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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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