

PRESIDENT'S MESSAGE



WWF/CLAUDE BERGER

As the evidence increases that mankind's footprint is ever more threatening to the long-term survival of our planet, the need to protect our environment rises inexorably to the top of the world's political, economic, and social agendas.

In a world where globalization is driving rapid revolutions in commerce, communications, and cultures, I believe that we must develop new means of governing ourselves, at all levels of society. The great potential of this new governance lies

with civil society and non-governmental organizations (NGOs) becoming a vital third force in influencing – and changing – the often harmful ways in which the governmental and private sectors are using our global resources.

Over four decades WWF has evolved from being a relatively small group concerned mainly with the conservation of species into an international NGO with a global network working on most of the major challenges of environmental protection and, through this, of sustainable development.

These challenges demand new responses from WWF – in our conservation programme, our campaigns, our communications, and our organizational culture.

We are addressing these issues and my goal as president is to ensure that WWF continues to be an outstanding, action-oriented organization working for the environment, for nature – and for people.

This Annual Report summarizes the scope and achievements of the whole WWF Network. We present it with thanks to all those who have supported us so far – and with the hope that it will convince many more to support our work in future.

Prof Ruud Lubbers², President, WWF International

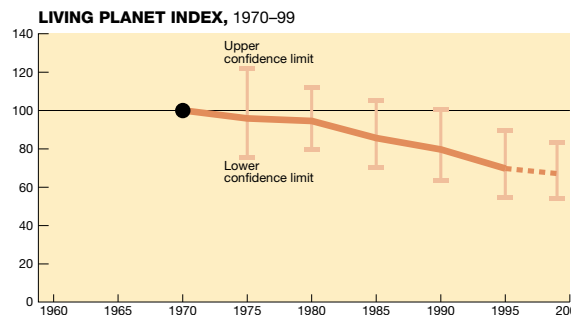
ECOLOGICAL FOOTPRINT: WE NEED TWO MORE PLANETS!

WWF's third *Living Planet Report*¹ includes a new measure of human pressure on global ecosystems – the "Ecological Footprint", which estimates how much biologically productive space is needed to produce the crops, meat, fish, and wood that the world's people consume, as well as allowing space for infrastructure and absorbing carbon dioxide emissions from fossil fuel use.

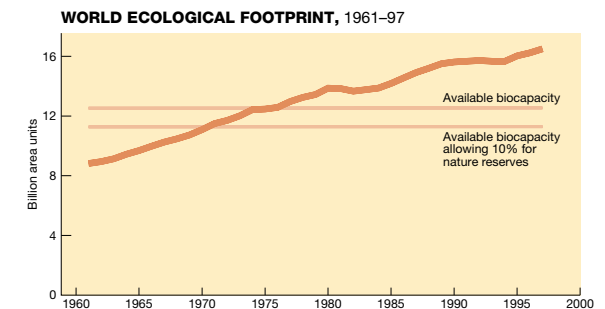
The Ecological Footprint has almost doubled since 1961 and exceeded the biological capacity of the Earth at some point in the 1970s – meaning that if everyone in the world consumed natural resources and generated carbon dioxide at the same rate as people in many developed countries then we would need the resources of another two Earths.



Launching the report in October, WWF International's President, Prof Ruud Lubbers, a former Prime Minister of the Netherlands, said: "The only way to reverse these dangerous trends is for politicians to start considering the planet's natural resources as seriously as they do financial resources. The Ecological Footprint shows us the limits of nature's productivity."



The Living Planet Index declined by about 33 per cent between 1970 and 1999



Humanity's "Ecological Footprint" exceeded the biological capacity of the Earth at some point in the 1970s

¹Available on the WWF website: www.panda.org

²WWF congratulates Prof Lubbers on his appointment as the United Nations High Commissioner for Refugees, beginning in January 2001

WHAT IS WWF?

WWF is one of the world's largest independent organizations dedicated to the conservation of nature, with a constant record of achievements since it was established in 1961.

WWF now operates in more than 90 countries, supported by nearly five million people worldwide. Its initials and famous Panda logo have become a powerful rallying point for everyone who cares about the future of the planet and wants to help shape it in a positive way.

Forty years ago, WWF's work consisted mainly of protecting animals and plants threatened with extinction – not just because they are beautiful and rare, but because they are part of a complex chain in which the disappearance of even a single species can have far-reaching consequences.

Since then, the scope of the work has broadened. Today the organization also tackles the many forms of pollution that are harming the soil, atmosphere, fresh water, and oceans, which ultimately sustain life. It looks for new and sustainable ways of using the planet's natural resources.

WWF's ultimate 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.



WWF'S CONSERVATION WORK

WWF's reach is global yet local. It combines localized, practical actions and field projects with initiatives to influence environmental decision-making and industrial practices, based on sound conservation policies and constructive dialogue. Its factual, science-based approach to conservation focuses on a number of global priorities while striking a realistic balance with other economic and social considerations to achieve concrete results.

WWF is currently carrying out around 1,200 projects a year, employing more than 3,700 people, and investing some US\$ 280 million in its global conservation programme and campaigns.

The six major areas of the organization's long-term conservation work are:

- forests
- fresh water
- oceans and coasts
- species
- climate change
- toxic chemicals.

Recognizing that local conservation problems often have their roots in wider social and economic issues which influence how people use and consume resources and affect the environment, WWF has adopted an **ecoregion conservation** approach. Ecoregion conservation links field and advocacy work to address the root causes of environmental destruction at the appropriate level – that of the ecoregions which define nature's boundaries.

WWF has identified more than 200 ecoregions – the “**Global 200**” – which are most representative of the world's biological diversity and which must be preserved if we are to leave a living planet to future generations. It is in these areas that WWF is working hardest to make a difference



WWF'S CAMPAIGNS

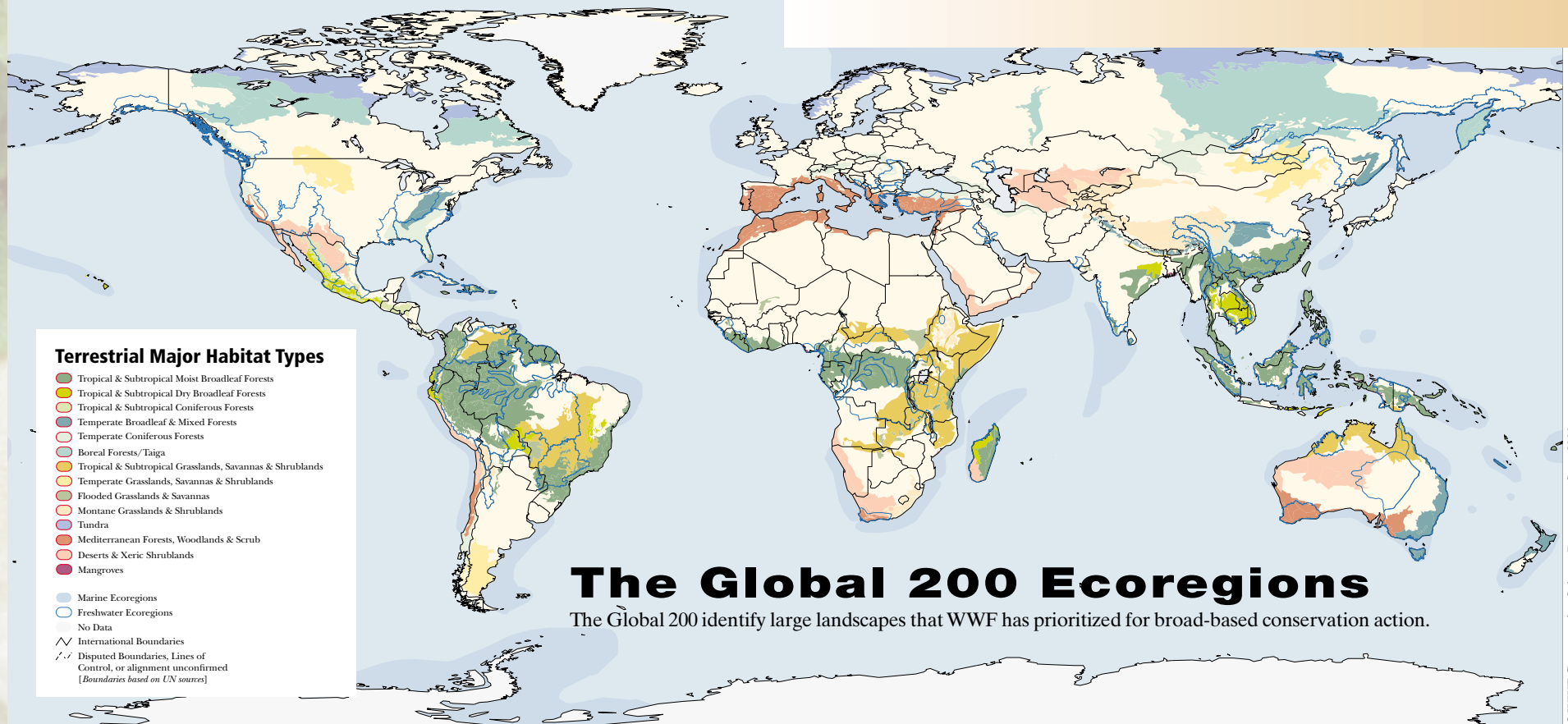
WWF's long-term conservation goals are supported by its international campaigns to spotlight crucial environmental issues and influence national and international policy decisions. Currently there are four such campaigns:

- **Forests for Life** – to protect the world's forests;
- **Living Waters** – to ensure adequate fresh water for people and nature;
- **Endangered Seas** – to protect marine areas and stop the depletion of fisheries;
- **Climate Change** – to lobby for reductions in greenhouse gas emissions.



WWF – CANON/ANTHONY B. RATH

These campaigns aim to reach concrete conservation targets and encourage individuals, corporations, and governments to take action, including making “**Gifts to the Earth**” – commitments to preserve the most significant parts of our planet. By mid-2000, WWF had registered 56 Gifts to the Earth – ranging from Ecuador's conservation law to protect wildlife in the Galapagos Islands to the creation of new national parks and protected areas in Canada, Gabon, Mongolia, New Zealand, Russia, and South Africa.



NATURE'S VOICE

Communicating the conservation message is a vital part of WWF's work. If people don't know, they can't possibly care. With its global presence, WWF is able to communicate effectively through its print and visual output, keeping the world and its media informed about conservation achievements, developments, and threats. Its award-winning website, www.panda.org, reaches millions of people and is a fast and cost-effective way to keep the public up to date on conservation progress and alert them to threats or crises – and to ask them to actively support WWF and its work.

THE WWF NETWORK

WWF is an independent foundation registered under Swiss law. It has a worldwide network of offices, which include:

WWF International, the secretariat of the organization, based in Gland, Switzerland. Its role is to develop policies and priorities, to foster global partnerships, to coordinate international campaigns, communications, and fundraising services for the WWF Network, and to lead the international conservation programme.

The **WWF Network**, which contributes expertise and funding to the international conservation programme, and carries out conservation activities in

more than 90 countries, ranging from practical field projects and scientific research to advising on environmental policy, promoting environmental education, and raising public understanding of environmental issues. Two specialist offices, in Brussels and Washington, work to influence the policies and activities of the European Union and institutions which deal with global economic issues, such as the World Bank.

In addition, five **Associates** – independent non-governmental organizations – work closely with WWF, promoting shared conservation objectives.



DIRECTOR GENERAL'S MESSAGE

It is increasingly clear that taking care of the world's natural environment is no longer a speciality of a few non-governmental organizations such as WWF. Politicians and national governments, town authorities,

leum companies towards an unambiguous acknowledgement of the fact of climate change, and a recognition of their responsibility in solving this global threat. Their declared move from being purely suppliers of petroleum to energy companies is an important signal to consumers that denial and lobbying of governments by fossil fuel coalitions creates long-

certification scheme for sustainable forest management – supported by more than 600 companies. At the FSC Trade Fair which took place in June in London, industry representatives remarked that without WWF's support and stamina this would never have been possible. We are now convinced that the **Marine Stewardship Council (MSC)** –



WWF – CANON/MICHEL GUNTHER



WWF – CANON/E PARKER

land-use planners and managers, religious faiths, and above all business and industry have at last started to integrate environmental standards into their practices. For what more could we have wished? This finally is what environmental NGOs, not least WWF, have been working towards for a long time.

In recent years, for example, there has been a marked shift by the large and more progressive petro-

term liabilities for everyone. WWF has been working with a number of oil and gas companies towards more forward-looking policies. Now is the time for them to “walk the talk”.

Perhaps the most convincing cross-sectoral partnership is the one that has led to the development, since 1993, of the **Forest Stewardship Council (FSC)**. Today it is the only credible international

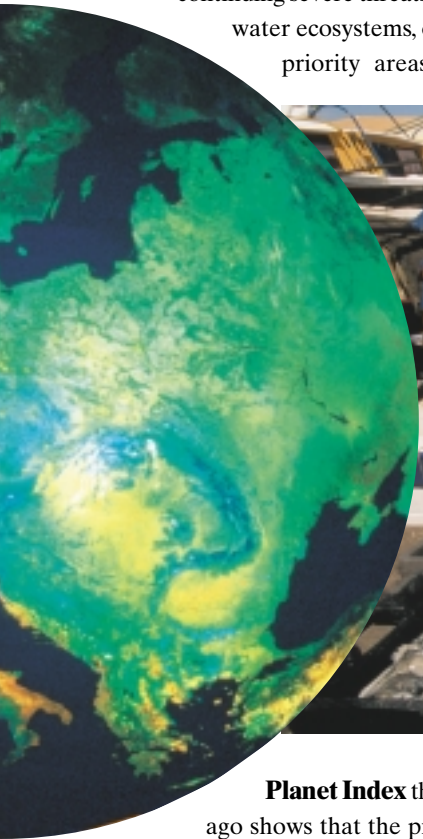
which WWF also helped to establish, jointly with Unilever – will create a comparable market force for sustainably produced fish products, and ultimately help ease the intensive pressure on fisheries brought about by the reckless exploitation of the world's oceans. You can read more about these promising independent certification schemes on pages 6 and 10 of this report.

As WWF engages business and other sectors in the search for concrete conservation solutions, so the role and *modus operandi* of organizations evolve. It has to do so, in light of globalization and the continuing severe threats to the world's forests, freshwater ecosystems, oceans and coasts – WWF's priority areas of concern. The **Living**

depend on many other factors as well as forceful partnerships, as in the case of the FSC.

In the past year, at the beginning of the new millennium, WWF's unique worldwide network has started to scale up its conservation approach through the development of a new generation of campaigns focused on our worldwide priorities, as well as on the

service to them. Partnerships require skill, human and financial resources, and above all focus and endurance to make them work. In 2001, WWF will be 40 years old – and an ever stronger force in engaging people and organizations in making a real difference.



WWF – CANON/BRUNO PAMBOUR



WWF – CANON/JUAN PRATGINESTOS

Planet Index that we developed a few years ago shows that the pressures on these resources are still intense, resulting in a continuing and rapid loss of the ecosystems and species diversity that is vital for the well-being and future of our planet. It is against these indicators that we measure our performance and whether we as an organization are making a difference, fully aware that our successes

conservation of ecoregions. In some of these ecoregions (*see map, page 3*) we address the full range of conservation implications, from field-based projects to national policies, macroeconomic impacts, and global effects such as climate change.

I know that many have recognized the power of, and also the necessity to undertake, cross-sectoral partnerships, but most have paid little more than lip

Dr Claude Martin, Director General, WWF International

FORESTS

Forests are arguably the most biologically diverse habitats on Earth, and home to more than half the world's species. They are vital because they provide:

- the key to controlling soil erosion and preventing severe flooding
- life-saving drugs and wild relatives of important crops
- energy for cooking and heating in places where no other resource is available
- resources for the timber, pulp, and paper products we use in everyday life
- a source of beauty, recreation, and spiritual values to enrich human existence.



Yet forests are facing a global crisis. Almost half of the planet's forests have been destroyed in the last 100 years – and the rate is increasing. Every minute of every day, we are losing some 26 hectares of forests (roughly the size of 37 football pitches) somewhere in the world due to threats such as illegal logging, land clearance for agriculture, road building, mining, and forest fires.

In the year 2000, WWF's conservation programme included some 300 projects in more than 65 countries to protect and effectively manage key forest areas, restore forests and minimize forest loss, and ensure responsible trade in forest products and services.

FORESTS FOR LIFE CAMPAIGN

Since 1996, WWF's forest conservation programme has been strengthened by the Forests for Life Campaign, which set two challenging targets:

- establishing a network of protected areas covering at least ten per cent of each of the world's forest types by the end of 2000.
- independent certification of at least 25 million hectares of forests as being "well-managed" – that is, sustainably – by June 2001, mainly in key timber-producing countries.

PROGRESS ON TARGETS

WWF estimates that the amount of forest protected areas actually established, much of it as a result of Gifts to the Earth (see page 17), is now almost 32 million hectares – up from 20 million hectares a year ago. This is approximately one per cent of the total world forest area.



But initial investigation shows that some types of forest are well below a one per cent protection level, so the "representation" component of the first target is far from being achieved. There are also a great number of "paper parks" which exist in name only, so management effectiveness is also a key issue.

With close to 20 million hectares already certified by the Forest Stewardship Council (FSC), WWF is, however, well on its way to achieving the campaign's second target. FSC certification is a system of forest inspection plus a means of tracking timber and paper through a "chain of custody" from raw material to finished product, to ensure that the products come from well-managed forests.

Working with other NGOs such as Greenpeace and Friends of the Earth, together with foresters, retailers, and social organizations,



WWF helped set up the FSC in 1993. More than 8,000 products worldwide – ranging from wooden doors to hairbrushes and office stationery to toilet paper – now carry the FSC certification eco-label.

NEW NETWORKS

Strong market support for the FSC and a major boost towards the certification target were provided by the formation of the Forest and Trade Networks – partnerships between environmental groups and industry, whose members commit to purchasing forest products from well-managed forests and to support independent certification. More than 600 companies in 18 countries – which together account for five per cent of the total wood and paper use – have joined the networks. Major supporting companies include Lowe's Companies (the world's second largest home improvement retailer), B&Q, Home Depot, Carrefour, and IKEA.

JAMES BOND FOR FSC

Pierce Brosnan, the James Bond actor, featured in a series of WWF posters to encourage people to buy only wood carrying the FSC eco-label.



FOREST FAIR TRIUMPH

More than 1,000 delegates from 50 countries attended WWF's Millennium Forests for Life Conference and the largest-ever Global Trade Fair for certified timber and pulp in June. The organizations and countries represented accounted for more than one-third of the world's wood harvest. Some 90 exhibitors set up stands in the London Arena – an impressive demonstration of global progress on forest certification.



Brazil, Latvia, and Sweden also announced their commitments to independent forest certification at the fair.

NEW HOPE FOR THE AMAZON

Compradores de Madeira Certificada, an alliance of 42 timber companies in Brazil, joined the Global Forest and Trade Network – a move which could help promote improved logging in the Amazon. The alliance members use at least half a million cubic metres of timber per year.



WWF - CANDIMMAURIRAUTKARI

“The demand for certified timber is already a reality here,” said Roberto Smeraldi of Friends of the Earth Amazonia and director of the new alliance. “It’s up to producers to be able to meet it.”

Dr Steve Howard, Director of WWF's Global Forest and Trade Initiative, which supported the alliance, said: “This should prove a powerful incentive for responsible forest management and give us new hope for the Amazon. However, we need hundreds more to join if we are to see the end of illegal logging and responsible forestry become the norm.”

“The alarming fact is that only a tiny fraction of the world's natural forests have been given any form of protection and the remainder are being exploited faster than they can regenerate.”

HRH The Duke of Edinburgh, WWF International President Emeritus

FRESH WATER

Between one quarter and one half of the world's swamps and marshes have already disappeared – because of land reclamation and drainage schemes, dams and barrages, or garbage disposal. But wetlands are not wastelands: they are highly productive ecosystems that support thousands of animal and plant species, yield food, fibre and building materials, filter pollution and provide clean water, and guard shorelines against the ravages of the sea.

- Africa's inland wetlands produce 1.5 million tonnes of fish annually and support one million fishermen. In Asia, more than two billion people depend on wetland crops and fish as their main staple food and protein source.
- Although wetlands cover about 700 to 800 million hectares of the Earth's surface, only some 50 million hectares (an area smaller than France) are well conserved.
- More than 200 of the world's major rivers flow through more than one country but only a few agreements on joint management exist.
- One in six people in the world already lack access to safe drinking water – while almost half lack adequate sanitation. By 2025, two-thirds of the world's population could be facing severe freshwater problems.

Proof that the growing world freshwater crisis had become everybody's business came with the second World Water Forum in The Hague in March 2000 – attended by governments, private sector companies, and NGOs from more than 100 countries. WWF presented world leaders with specific recommendations for actions at local, national, and international levels – and opened the door for key future partnerships, including with the Global Environment Facility, the World Bank, and IUCN – The World Conservation Union.

LIVING WATERS CAMPAIGN

The campaign was begun in 1999 to make a significant difference in “ensuring that adequate fresh water is available, both now and in the future, for people and nature”. Good progress was made in 2000 towards the campaign's targets, which are:

- to demonstrate sustainable approaches to water management in at least five major river catchment areas, balancing human uses and conservation of biodiversity. The five areas selected are: the Vistula in Europe, the Mekong and Yangtze in Asia, the

Niger in Africa, and the Orinoco in Latin America. WWF is now developing activities in these areas focused on navigation, energy, dams, food security, and transfers between water basins

- to conserve at least 25 million hectares of freshwater ecosystems around the world. The total area of protected and restored wetlands is now 9.4 million hectares, with an additional 13 million hectares awaiting official approval.



DAMAGING DAMS

A new WWF report said the dramatic decline in the world's river species was a direct result of dam construction.



WWF - CANONPAUL BLENDL

The report, *The Impact of Dams on Life in Rivers*, showed that more than 250 species were affected, including the Atlantic sturgeon, the Siberian crane, and freshwater dolphins. Dr Biksham Gujja, Head of the WWF Freshwater Programme, said: “Such a small study – of only 91 medium-sized dams – already indicates great species loss. A more panoramic view of dams worldwide would therefore indicate even more striking losses.”

WWF used the report at the April meeting of the World Commission on Dams in South Africa, which later issued a report on action points for future dams.

There are some 42,000 large (above 15 metres) dams in the world, with many more planned. WWF believes that many of these dams are unnecessary, and that alternatives are available for meeting food and

energy needs. Assessments should determine whether dams are needed at all and, if so, they should use construction methods that allow species to move and breed.

GREEN DANUBE

In June, the governments of Bulgaria, Moldova, Romania, and Ukraine created a “Green Corridor for



WWF - CANON/MICHEL GUNTHER

the Danube”, the largest cross-border wetlands protected area in Europe. The 600,000 hectares along the Danube River include lakes, flooded forests, and meadows. In the last 100 years, more than 80 per cent

of the river basin’s wetlands and floodplains have been destroyed by the adverse impacts of development, dam construction, pollution, and war.

The “Green Corridor” is helping to restore the area’s essential wetland functions to benefit local people and promote healthy ecosystems. It was also recognized as a Gift to the Earth by WWF (*see page 17*).

WETLANDS ON TOP OF THE WORLD

In India, WWF is seeking to list some spectacular high-altitude wetlands and lakes under the Ramsar Convention – the international mechanism for protecting important wetlands. Some of these wetlands, above 4,600 metres, are nesting grounds for highly endangered birds, such as the black-necked crane. They are also of great cultural and spiritual significance and are one of the least protected types of wetland in the world. The Indian government recently announced that it will designate these areas, and nine others, for protection under the Ramsar Convention.

LAKE CHAD SUMMIT

WWF participated in the African Heads of State Summit on Lake Chad in July which led to commitments later in the year from five countries to conserve the lake and protect it under the Ramsar Convention. Lake Chad is Africa’s fourth largest body of water and



WWF/DENIS LANDENBERGER

supports, directly or indirectly, the livelihoods of more than 20 million people. The lake has shrunk by 80 per cent since 1960 when it covered about 2.5 million hectares, primarily as a result of drought, climate change, and unsustainable water management. “The first step to turn the crisis around is to designate the lake a wetland of international importance,” said Martin Tchamba, Conservation Director of the WWF office in Cameroon. “Countries must also adapt legislation to ensure the long-term conservation of the Lake Chad Basin.”

“Meeting today’s and tomorrow’s demands for safe fresh water requires everyone’s efforts now – from isolated village communities to global industries and world leaders.”

Richard Holland, Director of WWF’s Living Waters Campaign



OCEANS AND COASTS

Oceans cover 70 per cent of the Earth's surface and play an essential part in the lives of human beings: world-wide about 200 million people depend on fish for their livelihood. Yet the world's oceans are in a critical state.

- On every ocean, every day, too many boats are chasing too few fish. New fisheries are being targeted to meet demand that is expected to increase by 40 per cent in the next decade.
- Overfishing, destructive fishing practices, inadequate fisheries management, and habitat loss have pushed numbers of Atlantic salmon, sharks, swordfish, and other species to their lowest levels in history.
- Up to 80 per cent of the world's marine protected areas are protected in name only, not actively managed at all.

In response to the continued degradation of the world's oceans and coasts, the WWF Network supports a wide range of national and international marine projects – from protecting turtles in the Caribbean, through dealing with oil spills in the Northeast Atlantic, to participation in various UN assemblies.

WWF's Marine Programme is working to establish well-managed marine protected areas, conserve threatened marine species, support sustainable fishing, and to eliminate marine pollution.

Less than half of one per cent of the world's seas lie within marine protected areas, and most of these are under-resourced and poorly managed. Yet well-managed protected areas provide coastal communities with a valuable conservation tool, allowing fish the chance to breed and grow. In many cases, no-fishing zones within marine protected areas are small yet still provide vital ecological and economic benefits.

Much other work is being done on marine species conservation (e.g. for whales, turtles, and coral) and pollution. WWF has pushed for a global ban on tributyltin (TBT) which is used in anti-fouling paints on ships and is known to cause the decline of marine snails and oysters and to accumulate in marine mammals and birds. In Germany, WWF is working with authorities, manufacturers, dockyards, and research institutions to test a number of ecological alternatives.

ENDANGERED SEAS CAMPAIGN

The Endangered Seas Campaign was launched five years ago to help address the global fisheries crisis by promoting sustainable fishing. It works with fishers and local communities, businesses and retailers, as well as governments and environmental organizations, to:

- safeguard fisheries and marine biological diversity by establishing marine protected areas
- reduce wasteful government subsidies that contribute to overfishing
- create market incentives for sustainable fishing through the Marine Stewardship Council (MSC).

MSC – FIRST SEAFOOD “ECO-LABEL”

The campaign reached an important milestone in March when the MSC launched its first certified seafood products – Western Australian rock lobster and Thames herring. At the UK launch, the new MSC eco-label was endorsed by WWF International Board



WWF/TIM EXTON

Member, Her Majesty Queen Noor of Jordan. Only fish coming from sources that have met the MSC's strict standards can carry this eco-label, a guarantee to consumers and retailers that they are buying environmentally friendly seafood.

“With at least 60 per cent of the world's commercial fish stocks either overfished or fished to the limit, this label offers consumers and retailers new confidence,” said Scott Burns, Director of the Endangered Seas Campaign.

By August, Alaska's salmon fishery, which is responsible for 95 per cent of the wild-caught salmon in North America, had been certified. At least 12 other fisheries were being evaluated by the MSC.



PROTECTING THE MEDITERRANEAN

In June, a new WWF study highlighted 13 areas of the Mediterranean Sea which need to be protected – and urged governments to aim for a target of protecting at least ten per cent of marine and coastal areas in the region over the next ten years.



WWF/JONATHAN PLANT

The report, *Mediterranean Marine Gap Analysis*, also asked governments to ban coastal trawling and construction in the areas. It showed that 14 per cent of the Mediterranean coast is already heavily damaged – and some areas are so degraded that they can be classified as “lost”. These include the Italian Adriatic coast, the coast between Syria and the mouth of the Nile, the coast from the mouth of the Rhône in France to Spain, and the Spanish coast from Barcelona to Valence. Currently less than one per cent of the coastal Mediterranean Sea is protected.

WWF – CANON/RICK WEYERHAEUSER



WWF/KEVIN SCHAEFER

SALMON THREATENED

In May, WWF called for decisive action to save the wild Atlantic salmon from extinction, as governments met in Canada for the 17th North Atlantic Salmon Conservation Organization meeting.

New WWF research showed stocks of the species at their lowest-ever levels. The fish could be bound for extinction if current trends continue. In North America, the number of large salmon returning to their native rivers has dropped by 90 per cent, the species has disappeared from more than three-quarters of Baltic rivers in the last 100 years, and salmon catches in Scotland and Ireland have dropped by 75 per cent in 30 years.

Dams and other river works prevent the salmon from reaching their spawning grounds, while pollution destroys clean habitats. Farmed salmon – of which almost a million escape each year in Norway alone – spread diseases and parasites that can kill wild populations. The possible introduction of genetically modified salmon in fish farming could eventually wipe out wild stocks altogether.

WWF-Norway’s Henning Røed, who coordinated the research, said: “The causes of the decline are diverse – but they are all man-made.”

TUBBATAHA REEF NATIONAL MARINE PARK, PHILIPPINES

WWF-Philippines is campaigning to save the Tubbataha reef, the largest coral reef atoll in the Philippines. The Tubbataha Reef National Marine Park is a World Heritage Site and one of WWF’s Global 200 sites.



WWF/CANON/JÜRGEN FREUND

It protects 33,200 hectares of the Sulu Sea, which contains a diversity of marine life equal to or greater than any other area on Earth.

“Years of dynamite and cyanide fishing have taken their toll on these beautiful coral reefs,” said Romy Trono, Vice-President of Conservation for WWF-Philippines. “It’s asking a lot to close areas to fishing when communities need to fish to survive, but it may be the only hope we have to replenish reefs that have been overfished for so many years.”

BANC D'ARGUIN NATIONAL PARK, MAURITANIA

Banc d'Arguin is Africa’s largest marine park, part of the Sahelian Upwelling ecoregion, another WWF Global 200 site, and home to the Imraguen people. It is increasingly threatened by overfishing of mullet and sharks, driven by demand from overseas markets. WWF helped to improve legislation and on-the-ground enforcement, and funded staff and equipment to manage park resources.



SPECIES

Thousands of species of plants and animals are under increasing threat. Every day, added pressures such as loss of habitat, illegal trade, over-hunting, pollution, and the effects of climate change and economic development take their toll on the world's wildlife and wildlands.

- Some 34,000 plant species, or 12.5 per cent of the world's flora, face extinction.
- Giant pandas have lost half their habitat in the past few decades.
- The world lost more than 90 per cent of its tiger population in the 20th century; only about 5,000 remain.
- In the Pacific, leatherback turtles face extinction.
- Javan and northern white rhinos are the most threatened large mammals on Earth: only a few dozen remain.

WWF has been combating such negative trends for nearly four decades. The organization focuses particular attention on a small number of globally important "flagship species": the giant panda, tiger, marine turtles, great apes, great whales, and elephants and rhinos in both Asia and Africa. These charismatic creatures inspire conservation efforts for themselves – and for the thousands of lesser known, but vitally important, plants and animals with which they coexist.

TIGERS

WWF's tiger work emphasizes field projects in priority tiger habitats in the Indian sub-continent, the Russian Far East, and Southeast Asia.

Since 1997, the WWF Network has provided more than US\$ 1 million to support 19 tiger reserves in India with equipment, training, reward programmes, and compensation schemes aimed at stopping tiger poaching and helping villagers to live alongside the species.



WWF-CANDIDMARTIN HARVEY

GREAT WHALES



WWF/JIM DARLING

At the International Whaling Commission's July meeting in Australia, WWF urged governments to maintain the global whaling moratorium. Specific WWF objectives included: greater protection of the

North Atlantic right whale, whose total population is now less than 1,000, making it the world's most endangered great whale species; ending Japanese "scientific" whaling in the Southern Ocean Whale Sanctuary; bringing Norwegian whaling (which continues in spite of the moratorium) back under international control; and promoting new whale sanctuaries.

AFRICAN RHINOS

Numbers of the two species of African rhinoceros, the black rhino and the white rhino, continued to increase in the wild according to new estimates announced in July. There are now more rhino in the wild in Africa than at any time since the early 1980s – just over 13,000 in 1999, up from 8,300 in 1992 – mainly due to the rapid growth in the number of southern white rhino and intensive conservation efforts in several African countries.



The southern white rhino, rescued from near extinction a century ago, stands as one of the world's greatest conservation success stories, up from approximately 20 in 1895 to just over 10,300 by 1999, with a further 721 in captivity worldwide. By contrast, the situation facing the northern white rhino sub-species is critical: less than 30 exist in the wild in a single population in the Democratic Republic of Congo.

CLIMATE CHANGE

Climate change as the result of global warming threatens the very survival of nature and the human race.

- Our planet is warming faster than at any time in the last 10,000 years. Greenhouse gases, including carbon dioxide (CO₂) which does most of the damage to the atmosphere, have reached their highest level for 420,000 years, according to samples from deep Antarctic ice.
- Industrialized nations consume almost 80 per cent of the world's energy – and virtually all their CO₂ emissions result from using fossil fuels such as coal, oil, and gas for energy.
- The first impacts of increasing floods, droughts, spreading diseases, and melting glaciers are now evident on every continent and in most nations.
- Europe's Alpine glaciers have lost half their volume since 1850.

CLIMATE CHANGE CAMPAIGN

It is at least ten years since scientists alerted the world to the dangers of climate change. But most governments and businesses have not yet introduced effective precautionary measures.

The goal of WWF's Climate Change Campaign is to persuade western industrialized nations to start the process of turning down the heat – by reversing the trend of rising emissions of greenhouse gases by 2001 and making substantial cuts in their carbon pollution by the year 2010.

CLIMATE SUMMIT

Much of the campaign's work is focused on lobbying governments to improve the Kyoto Protocol, an international agreement to reduce greenhouse gas emissions. The World Climate Summit (officially the Sixth Conference of Parties to the UN Framework Convention on Climate Change) in The Hague in November 2000 was to decide the final rules for the Kyoto Protocol, which should enter into force by 2002, giving governments adequate time to reduce emissions.

"Solving global warming is only as complicated as governments want to make it," said Jennifer Morgan, Director of the Climate Change Campaign.

CLIMATE SAVERS

In March, the launch of WWF's Climate Savers programme was marked by two major corporations – IBM and Johnson & Johnson – announcing that they have set new management targets and strategies to reduce their emissions of CO₂. The reduction targets apply throughout the organizations and will be achieved through sound energy management practices.

In October, Polaroid, the photographic products company, also joined the programme, pledging to reduce its CO₂ emissions by 25 per cent by 2010.



HABITATS AT RISK

Global warming could fundamentally alter one-third of plant and animal habitats by the end of this century – and cause the eventual extinction of certain plant and animal species, according to a WWF report, *Global Warming and Terrestrial Biodiversity Decline*, released in August. In the northern latitudes of

Canada, Russia, and Scandinavia, where warming is predicted to be most rapid, up to 70 per cent of habitats could be lost. Other parts of these countries – and parts of Kyrgyzstan, Finland, Latvia, Uruguay, Bhutan, and Mongolia – are likely to lose 45 per cent or more of current habitat.

As global warming accelerates, plants and animals will be under increasing pressure to migrate to find suitable habitat – and some will not be able to move fast enough. Species most at risk include the rare Gelada baboon in Ethiopia, the mountain pygmy possum of Australia, the monarch butterfly at its Mexican wintering grounds, and the spoon-billed sandpiper at its breeding sites in Russia's arctic far east.



WWF/MICHEL GUNTHERBIOS

TOXIC CHEMICALS

Pollution from toxic chemicals is found in every ocean, every continent, even the air we breathe.

- Many of the 80,000 man-made chemicals currently in use are biologically reactive and environmentally persistent – yet virtually none has been tested adequately.
- Chemicals that are toxic by design – such as insecticides, herbicides, and fungicides – are released into the environment in truly staggering amounts: up to 2.7 million tonnes a year.
- Endocrine disrupting chemicals interfere with hormonal activity within the body. Any chemical that interferes with hormones can scramble vital messages, derail development, and undermine health. Endocrine disruptors are threatening many species, from albatrosses to whales... and humans.

WWF's Global Toxic Chemicals Initiative is working to phase out and ban the most deadly, persistent pollutants that endanger every species, ecosystem, and community on Earth. Its two major targets are to cease the deliberate production, release, transfer, and use of 16 priority persistent organic pollutants (POPs), and to phase out nine priority substances known to have endocrine-disrupting effects.

TOWARDS A POPS TREATY

WWF is a leading voice in urging governments to phase out POPs. The global negotiations on a POPs treaty, which began in Montreal in 1998, were the first time that governments focused on banning a class of chemicals which are directly toxic to wildlife and humans. WWF has urged government negotiators to establish a strong global regime, built on elimination, precaution, and financial and technical assistance.

Throughout these negotiations, WWF gained extensive media coverage for its technical reports and expertise and was widely viewed as the key media voice on POPs.

In March for example, at the fourth treaty negotiating session in Bonn, seven WWF briefing papers – on such issues as financial mechanisms to support the new treaty, DDT, and criteria for adding new POPs to the treaty – were very well received by governments, NGOs, and the media.

WWF also played a key role over the past two years in creating the International POPs Elimination Network, an informal group of more than 300 NGOs. The network has addressed such issues as dioxins, obsolete stockpiles, and precaution.

THEO COLBORN WINS BLUE PLANET PRIZE

WWF Senior Scientist Dr Theo Colborn has been awarded one of the most prestigious international environmental awards, the Blue Planet Prize, for her



WWF

groundbreaking work to uncover the insidious nature of prenatal exposure to man-made chemicals in wildlife and humans.

Established by Japan's Asahi Glass Foundation in 1992, the Blue Planet Prize recognizes outstanding scientific contributions to global environmental conservation.

Dr Colborn received her certificate, trophy and US\$ 450,000 award in October.

She is co-author, with Dr John Peterson Myers and Dianne Dumanoski, of *Our Stolen Future*, which sent shockwaves through the chemical industry when published in 1996. The book chronicles the voluminous scientific evidence that common synthetic chemicals can interfere with naturally produced hormones and cause developmental and reproductive abnormalities.

“Persistent organic pollutants (POPs) are the super-hurricanes of the chemical world. They cannot be controlled, are completely unpredictable, and wreak untold havoc on the environment.”

Clifton Curtis, Director of WWF's Toxic Chemicals Initiative



WWF - CANON/WOLFGANG FISCHER

THE YEAR OF WWF

SWEDEN TOPS FSC RATINGS

One million hectares of Sweden's state-owned forests – an area one-third the size of Belgium – were certified by the Forest Stewardship Council (FSC) in September. Sweden now has 10.2 million hectares of FSC-certified forest (45 per cent of all its publicly and privately owned forests), the highest rate in the world.

Many Europe-based companies depend on timber from Sweden, which supplies, for example, 17 per cent of Germany's timber demand.



WWF/FREDY MERCAY

“The areas managed by the Swedish State contain some of the most valuable forest ecosystems in Sweden and are home to threatened forest-dwelling plants and animals, such as the golden eagle,” said Lars Kristoferson, Secretary-General of WWF-Sweden. “FSC certification means that their long-term health is now an important goal. This area is also very important for the indigenous Sami people and their traditional reindeer herding, which is taken into consideration in the certification process.” (See *Forests*, page 6)



WWF

“WWF’s global conservation programme is the product of the hard work of many thousands of people – those who work on our programmes, those who support them in so many ways, and all our donors, large and small. ‘The Year of WWF’ gives a snapshot of their work, and it is to them I extend my heartfelt thanks for whatever success WWF has achieved.”

Chris Hails, Programme Director, WWF International

PEOPLE AND PLANTS

Fijian women in the villages of Korovuli and Navakasobu prefer the softer kuta plant (*Eleocharis dulcis*) to the coarser leaves of coconut palms for weaving their traditional baby wraps and mats. But the kuta plant is disappearing from the peat swamps around their villages – as a result of water lily invasions, chemical run-off from sugar plantations, and siltation as trees are cut down.



WWF/CAT HOLLOWAY

A WWF/UNESCO People and Plants project is now helping the women to save the kuta and their famous weaving tradition by improving how they manage the wetlands – and confronting issues of land ownership. WWF South Pacific’s Kesaia

Tabunakawai said: “The women were not consulted about their land being carved up for agricultural leases in the 1970s. Had they known and understood the consequences of this, the situation might now be very different.”

LARGE CARNIVORES

Europe’s large carnivores are of increasing concern. The Iberian lynx, now found only in fragmented habitat in Spain and Portugal, is the world’s most endangered cat species. WWF and partner organizations in 17 European countries launched a Large Carnivore Initiative to secure survival of the brown bear, Eurasian lynx, Iberian lynx, wolf, and wolverine. The initiative’s action plans were approved by the Council of Europe and the Bern Convention.



WWF – CANON/RITZ VOLLMAR

THE YEAR OF WWF

FIFTH EDITION

The fifth edition of *Ny Voary*, an environmental education manual for the schoolchildren of Madagascar, was presented by WWF to the country's Ministry of



WWF/OLIVIER LANGRAND

Education. WWF has been helping to develop an environmental focus in the school curriculum since 1987 and began funding production of the *Ny Voary* textbooks in 1988. By 2003, with support from the German government, 2,600,000 textbooks will have been produced for use in private and public primary schools – along with 135,000 manuals and 480,000 other teaching and outreach materials.

“SAVE THE BARRIER REEF”

A campaign website to highlight the threats to the world-renowned Great Barrier Reef was launched by WWF-Australia in September – by HRH Prince Willem-Alexander, Crown Prince of the Netherlands, an enthusiastic diver



WWF/ANTONIA LARGINES OF AUSTRALIA

and grandson of HRH Prince Bernhard of the Netherlands, one of the founding members of WWF.

David Butcher, WWF-Australia's CEO, said: “Millions of tonnes of sediment and chemicals pour into the reef lagoon every year, and land clearing throughout Queensland has greatly exacerbated the problem. The Great Barrier Reef is the world's biggest living entity and a global, as well as national, treasure.”

ILLEGAL WILDLIFE TRADE

The TRAFFIC Network* achieved significant victories in the battle against illegal wildlife trade, estimated



WWF/BILL BLESCH-XIZHONG

to be worth billions of dollars annually. During the year, for example, WWF applauded the first criminal prosecution in the United States for the illegal sale of smuggled *shahtoosh* shawls – made from the hair of the rare and endangered Tibetan antelope. This followed the release of a TRAFFIC report, *Fashion Statement Spells Death for Tibetan Antelope*, in late 1999, which detailed how the illicit trade in *shahtoosh* drives large-scale poaching on the high plateau of China. It also documented the trade route from the Tibetan Plateau to India and ultimately to Hong Kong, New York, and other fashion centres of the world.

*TRAFFIC is a worldwide network established by WWF and IUCN – The World Conservation Union – to monitor trade in wild animals, plants, and wildlife products.

CORSICAN PINES LOST

Fires which raged in central Corsica in August destroyed more than 4,200 hectares of forests in the Valley of Vivario, and also much of the beautiful forest of 250-year-old Laricio pines in the Valley of Restonica.



WWF/MICHEL GUNTHER

It is believed that the fires were lit deliberately. WWF-France urged the French government to take appropriate prevention and reforestation measures to restore the region's biodiversity.

Without reforestation, maritime pine will naturally replace the Laricio pine, the seeds of which were destroyed by the fire. It would then take at least 150 years for the Laricio pine to regenerate.

KENYA'S “GOOD WOODS”

Beautiful Kenyan wood carvings are found around the world – but the very success of the woodcarving industry is undermining the natural resource on which it is based: slow-growing hardwoods such as ebony



WWF/PALAN HAMILTON

and mahogany. The result is that the livelihoods of 60,000 carvers and their families – as well as globally important forest diversity – are under threat.

WWF and UNESCO’s People and Plants Initiative is helping to bring long-term sustainability to the carving industry through its “Good Woods” campaign. Fast-growing trees such as neem, jacaranda, grevillea, and mango are a viable alternative wood source for the carvers and can be harvested with minimal ecological impact.



WWF/SUSANNE F. SCHMITT

The campaign, now in its seventh year, is helping both producers and buyers to develop the “Good Woods” mark, and small producers to achieve certification by the Forest Stewardship Council for their carvings. WWF is also working with the Kenya Forest Department to restrict hardwood supplies while encouraging the planting of “good woods” and native hardwoods.

WWF – CANON/MARTIN HARVEY

GIFTS TO THE EARTH

WWF’s Gifts to the Earth initiative recognizes the good conservation work of others – governments, companies, organizations, or individuals – for what they have already achieved or for making new, credible commitments. The commitments must address WWF’s conservation priorities and help to achieve the targets of WWF’s four international thematic campaigns on forests, fresh water, seas, and climate change.

By mid-2000, WWF’s Gifts to the Earth initiative had recognized 56 separate donations – an unprecedented conservation achievement.

In October, at a ceremony attended by former South African President Nelson Mandela, Dr Anton Rupert became only the second individ-



JÉAN DU PLESSIS/WWF – SA

ual to be recognized as having made a Gift to the Earth. Dr Rupert, Founder and President of WWF-South Africa, was honoured for his role in developing several trans-frontier conservation initiatives in southern Africa through the Peace Parks Foundation.

THE GIANT PANDA

In partnership with China’s State Forestry Administration, WWF is spearheading the first national panda survey in more than ten years. The last survey found only about 1,000 pandas remaining in the wild and pilot surveys for the new initiative indicate that the distribution and population of pandas has declined significantly. The current survey will be completed by June 2002.

Although China has 33 nature reserves for the protection of the panda, nearly half of the remaining wild panda habitat lies outside them. WWF produced a satellite-based assessment of existing and potential panda habitat in the Qinling Mountains of Shaanxi Province, which generated recommendations for expanding existing reserves and establishing new ones.



WWF – CANON/JOHN MACKINNON

FUNDING CONSERVATION

WWF relies on the generous contributions of individuals, government and aid agencies, and the private sector to support its global conservation programme. As Mario Fetz, Director of Fundraising and Marketing at WWF International, points out: “WWF’s challenge today is to continue to meet the ever-growing need for funds. We could not even begin to achieve our goals without the constant and committed support of our donors.”

CONSERVATION PARTNERS

The Conservation Partner programme began in 1998 to secure major support for WWF through high-profile strategic alliances with leading corporations.

In March, **Lafarge**, the world’s leading construction materials company, became the third major



corporation – and the first industrial group – to sign a Conservation Partner agreement with WWF.

Lafarge will develop a biodiversity strategy for its worldwide quarry rehabilitation programme with WWF’s assistance, and identify environmental indicators for the reduction of fossil fuel use, waste recycling, and reduced emissions. Lafarge will also financially support WWF in restoring forest ecosystems around the world.

“WWF will bring us the vision and the global expertise we need to set the environmental example for our sector,” said Bertrand Collomb, Chairman and Chief Executive of Lafarge.

WWF’s two other Conservation Partners are **Canon Europa NV** and **Ogilvy & Mather**.

This year, as part of the partnership deal, Ogilvy & Mather secured free placements – valued at approximately US\$ 5 million – of WWF advertisements in high-profile international magazines such as *Newsweek*, *Time*, and *Business Week*.

Canon’s support included sponsorship of the Canon-WWF Panda Bus. Starting from Reigate, UK – Canon’s most eco-friendly office in Europe – the Panda Bus made a six-month journey through 11 countries to research the attitudes of young Europeans towards conservation and raise awareness of WWF’s role in protecting the environment.



CORPORATE SUPPORTERS

Significant support for WWF’s conservation activities was obtained from **Delverde**, an Italian producer of pasta products. The company’s main location is in the Maiella National Park, which it helped to create. Delverde has worked for the environment for many years with WWF-Italy. This support has now been extended to the global level: funds generated from sales of Delverde products will benefit the entire WWF Network.

INRA, the European market research company, helped WWF to better understand its perceived image among donors in Europe. This donation-in-kind by INRA clearly showed the trust commanded by the WWF name – and that people agreed WWF should work with business and industry for mutual benefit, by raising funds for conservation at the same time as helping the company improve its own environmental record.

CORPORATE CLUB

Fundraising in the Middle East was strengthened by the first sales of WWF International greeting cards. The region’s positive response to the organization’s work led to the formation of the WWF Middle East Corporate Club – a membership programme for companies interested in nature conservation.

THE 1001: A NATURE TRUST

The endowment fund supported by this exclusive group of high-profile donors to WWF continued to provide vital financial support, both to the day-to-day operations of WWF International and to key conservation activities. The 1001: A Nature Trust was established in 1971 by HRH Prince Bernhard of the



WWF/JOHN NEWBY

Netherlands. Activities funded this year included investments in new technologies to help WWF take best advantage of the Internet.

PANDA PASSPORT

More than 10,000 people around the world are now holders of the Panda Passport – part of WWF’s award-winning website www.panda.org. Panda Passport informs its “Passport Holders” of environmental threats and emergencies, and then gives them the tools to react quickly and with positive effect.



WWF – CANON/KEVIN SCHAFER

Among notable successes this year, Passport Holders helped on-the-ground efforts to create a national park in Turkey (Küre) and a protected area in Spain (Gúdar), and to prevent dams being built in the Icelandic Highlands, Poland (Vistula River), and South Korea (Tong River).

As one holder said: “The Passport is an incredible tool for people who want to *do* something!”

THANK YOU, FOR YOUR SUPPORT!

WWF counts on the active support of almost five million people, young and old, around the world. One of our newest and youngest members recently sent us this letter:



“I joined WWF because I like wild animals and I am concerned that they are endangered and losing their homes... My particular concern is for the giant panda. I did an assignment at school about them and learnt about how few pandas there are left in the world. They are very beautiful animals and I would not like to see them become extinct.”

Benjamin Green, aged nine

GOVERNMENTS AND AID AGENCIES

Governments and aid agencies continued to be active partners of WWF, funding conservation and development programmes in many countries. Their contributions made up 20 per cent of WWF Network income this year.

WWF thanks all these donors for their continuing support.

FOUNDATIONS

The Oak Foundation funded several of WWF’s marine projects in Europe. These ranged from developing strategies for marine protected areas in the Northeast Atlantic to turtle conservation and marine gap analysis in the Mediterranean. The foundation also supported WWF’s efforts to reform the EU Common Fisheries Policy.

Grants by the MAVA Foundation helped WWF’s work on responsible tourism and conservation in the Mediterranean, the Marine Stewardship Council, and the European Freshwater Programme.

The AVINA Foundation has also funded vital aspects of WWF’s conservation programme.



WWF – CANON/MICHEL GUNTHER

WWF INTERNATIONAL INCOME AND EXPENDITURE, TWO-YEAR SUMMARY 1999 AND 2000

Financial Year*	1999	2000	2000
OPERATING INCOME	(CHF'000)	(CHF'000)	(US\$'000 [†])
WWF NATIONAL ORGANIZATIONS (1)	59 950	71 591	44 796
LEGACIES AND BEQUESTS	93	1 370	857
TRUSTS AND FOUNDATIONS (1)	4 444	4 583	2 868
INDIVIDUAL AND CORPORATE DONATIONS (1)	2 909	2 598	1 626
GOVERNMENTS AND AID AGENCIES	16 853	18 319	11 462
FINANCIAL INCOME (NET) (2)	3 276	3 432	2 148
ROYALTIES (1)	670	700	438
OTHER	805	751	470
TOTAL	89 000	103 344	64 665
OPERATING EXPENDITURE	(CHF'000)	(CHF'000)	(US\$'000 [†])
CONSERVATION PROGRAMMES	60 065	74 973	46 912
CONSERVATION POLICY, EDUCATION, AND AWARENESS (3)	19 826	23 729	14 848
NETWORK SERVICES (4)	1 932	3 698	2 314
FUNDRAISING	2 978	3 022	1 891
FINANCE AND ADMINISTRATION	911	933	584
FIXED ASSETS EXPENDITURE	1 100	486	304
TOTAL	86 812	106 841	66 853
Operating surplus/(deficit)	2 188	(3 497)	(2 188)
Non-operating items (5)	(3)	2 266	1 418
Surplus/(deficit) after non-operating items	2 185	(1 231)	(770)

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)

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

3. Conservation Policy, Education and Awareness

In FY 2000, WWF International spent CHF 23 729 000 on:

	(CHF'000)
Conservation Policy	15 930
Education	896
Awareness	6 903

4. Network Services

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

5. Non-Operating Items

Non-operating items were:

	1999	2000
	(CHF'000)	(CHF'000)
Release of fluctuation provision	1 549	0
Unrestricted investment reserve	(1 342)	676
Panda Förder	(665)	654
Donations to endowment fund	455	936
Total	(3)	2 266

* Financial years cover the period 1 July to 30 June

† Average US\$ exchange rate for the year: 1.59817

WWF INTERNATIONAL BALANCE SHEET, TWO-YEAR SUMMARY 1999 AND 2000

Financial Year*	1999	2000	2000
ASSETS	(CHF'000)	(CHF'000)	(US\$'000 [†])
CURRENT ASSETS			
Cash	7 381	13 536	8 281
Short-term bank deposits	14 774	12 620	7 721
Marketable securities	45 467	44 485	27 216
Recoverable taxes and other items	3 732	2 777	1 699
LONG-TERM RECEIVABLES (1)	39	0	0
FIXED ASSETS (2)	4 994	4 994	3 055
TOTAL	76 387	78 412	47 972
LIABILITIES AND FUNDS	(CHF'000)	(CHF'000)	(US\$'000 [†])
ACCOUNTS PAYABLE & ACCRUED EXPENSES	8 692	11 468	7 016
OPERATING FUNDS (3)	24 829	22 467	13 745
INVESTMENT RESERVE (4)	2 514	3 189	1 951
CAPITAL AND ENDOWMENT (5)	40 352	41 288	25 260
TOTAL	76 387	78 412	47 972

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

† Exchange rate CHF 1.6345 = US\$1, as at 30 June 2000.

NOTES TO THE ACCOUNTS

1. Long-Term Receivables

In FY 1999, this represented a loan to WWF-Spain.

2. Fixed Assets

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

3. Operating Funds

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

4. Investment Reserve

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

5. Capital and Endowment

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

Audited financial statements are available on request.

WWF NETWORK INCOME AND EXPENDITURE*, TWO YEAR SUMMARY 1999 AND 2000

Financial Year (FY)**	1999***	2000	2000
OPERATING INCOME	(CHF'000)	(CHF'000)	(US\$'000†)
INDIVIDUALS (1)	231 786	255 049	159 588
LEGACIES	50 439	64 347	40 263
CORPORATIONS (2)	15 743	23 313	14 587
TRUSTS AND FOUNDATIONS	30 424	28 825	18 036
GOVERNMENTS & AID AGENCIES	98 535	113 410	70 962
ROYALTIES (3)	24 478	34 171	21 381
FINANCIAL INCOME (NET) (4)	25 941	46 786	29 275
OTHER	11 351	8 873	5 552
TOTAL	488 698	574 774	359 645
OPERATING EXPENDITURE	(CHF'000)	(CHF'000)	(US\$'000†)
NATIONAL CONSERVATION			
Conservation (5)	71 337	90 791	56 809
Conservation Policy, Education, and Awareness (6)	95 371	110 034	68 850
INTERNATIONAL CONSERVATION			
Conservation (7)	173 662	227 771	142 520
Conservation Policy, Education, and Awareness (8)	20 046	23 819	14 904
FUNDRAISING	59 620	80 217	50 193
FINANCE AND ADMINISTRATION	35 974	49 089	30 716
TOTAL	456 010	581 721	363 992
Surplus/(deficit) to support current and future projects (9)	32 688	(6 947)	(4 347)

NOTES

1. Individuals

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

2. Corporations

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

3. Royalties

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

4. Financial income (net)

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

5. National Conservation

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

6. Conservation Policy, Education, and Awareness

In FY 2000, the National Organizations spent CHF 110 034 000 on:

	(CHF'000)
Conservation Policy	17 867
Education	51 114
Awareness	41 053

7. International Conservation

Costs of the WWF International Conservation Programme.

8. Conservation Policy, Education, and Awareness

In FY 2000, WWF International spent CHF 23 819 000 (including fixed asset expenditure) on:

	(CHF'000)
Conservation Policy	15 953
Education	896
Awareness	6 970

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

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

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

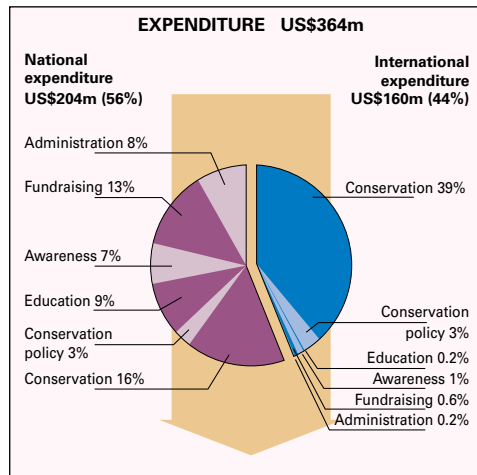
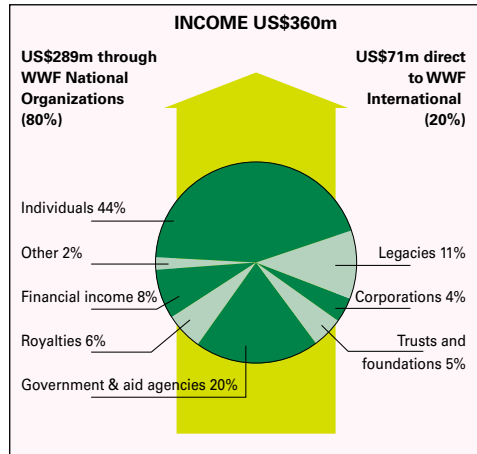
** Financial years cover the period 1 July to 30 June for WWF International and all National Organizations except: WWF-India, WWF-Japan, WWF-South Africa (1 April to 31 March); WWF-Germany, WWF-Italy, WWF-Philippines, WWF-Spain (1 January to 31 December, preceding year).

*** Updated

†Average exchange rate for the year: CHF1.59817 = US\$1.

WWF INTERNATIONAL: BOARD AND DIRECTORS

WWF NETWORK INCOME AND EXPENDITURE 2000



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 - Professor of Globalization, Tilburg University, Netherlands

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- Education and Communication
- Member IUCN Regional Advisory Council

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- Managing Director Jebson & Co Ltd
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- Honorary President BirdLife International

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- President Greek Planners' Association
- President WWF-Greece

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VICE-PRESIDENT EMERITUS

Dr Luc Hoffmann

VICE-PRESIDENT EMERITUS

S Babar Ali

DIRECTOR GENERAL

Dr Claude Martin

DEPUTY DIRECTOR GENERAL

Christian Kornevall

WWF INTERNATIONAL DIRECTORS (as of 1 January 2001)

Programme Director

Africa/Madagascar Regional Programme

Dr Yaa Ntiamao-Baidu

Asia/Pacific Regional Programme

Dr Isabelle Louis

Latin America & Caribbean Regional Programme

Dr Twig Johnson

Europe / Middle East Regional Programme

Dr Magnus Sylvén

Eastern Europe / Central Asia Programme

Dr Hartmut Jungius

Conservation Policy

Jenny Heap

Advocacy & Policy Relations

Gordon Shepherd

Programme Services & Evaluation

Peter Dickinson

Government and Aid Agency Coordination

Dr Timothy Geer

Species Conservation

John Newby

Communications

Thomas Schultz-Jagow

Finance & Administration

Chiew Chong

Fundraising & Marketing

Mario Fetz

Learning Services

Lynda Mansson

Human Resources Development

Dorothy Bray

LEGAL ADVISER

Michael R Rogers

*Executive Committee Member

THE WWF NETWORK

AUSTRALIA

GPO Box 528, Sydney NSW 2001
Tel.: +61 2 9281 5515
Fax: +61 2 9281 1060
President: Robert Purves
Chief Executive: Dr David Butcher

AUSTRIA

Postfach 1, 1162 Vienna
Tel.: +43 1 488 170
Fax: +43 1 488 1729
President and Chairperson:
Dr Helmut Pechlaner
Chief Executive:
Dr Günther Lutschinger

BELGIUM

608 Chaussée de Waterloo
1050 Brussels
Tel.: +32 2 340 0999
Fax: +32 2 340 0933
President and Chairperson:
Guido Ravoet
Chief Executive: Xavier Ortegat

BHUTAN

Post Box 210, Chubachu, Thimphu
Tel.: +975 2 323 528
Fax: +975 2 323 518
Representative:
Dr Kinzang Namgay (ad int.)

BOLIVIA

Calle Guemes #4
Barrio Equipetrol, Santa Cruz
Tel.: +591 3 365326
Fax: +591 3 325416
Representative: Patricia Caffrey

BRAZIL

SHIS EQ QL6/8, Conjunto
E - 2º andar
71620-430 Brasilia
Tel.: +55 61 248 2899
Fax: +55 61 364 3057
President and Chairperson:
José Roberto Marinho
Chief Executive: Dr Garo Batmanian

CAMEROON

BP 6776, Yaounde
Tel.: +237 21 70 83
Fax: +237 21 42 40

CANADA

245 Eglinton Ave East, Suite 410
Toronto, Ontario M4P 3J1
Tel.: +1 416 489 8800
Fax: +1 416 489 3611
Chairperson: Dr Donald Chant
Chief Executive: Monte Hummel

CENTRAL AFRICA

BP 9144, Libreville, Gabon
Tel.: +241 73 00 28
Fax: +241 73 80 56
Dr André Kamdem Toham (ad int)

CENTRAL AMERICA

Centro Agronómico Tropical de
Investigación y Enseñanza
Turrialba, 7170 Cartie, Costa Rica
Tel.: +506 556 1383
Fax: +506 556 1421
Representative: Miguel R Cifuentes

CHINA

Room 701, The Gateway
10, Yabao Road, Chaoyang District
Beijing 100020
Tel.: +86 10 6591 5732
Fax: +86 10 6591 5731
Representative: Jim Harkness

COLOMBIA

Carrera 35 #4A-25
San Fernando, Cali, Valle
Tel.: +57 2 558 2577
Fax: +57 2 558 2588
Representative: Mary Lou Higgins

DANUBE/CARPATHIAN

Postfach 1, 1162 Vienna, Austria
Tel.: +431 488 17 253
Fax: +431 488 17 277
Representative: Phil Weller

DENMARK

Ryesgade 3 F, 2200 Copenhagen N
Tel.: +45 35 36 3635
Fax: +45 35 24 7868
Chairperson: Johan Schroeder (ad int)
Chief Executive: Kim Carstensen

EASTERN AFRICA

PO Box 62440, Nairobi, Kenya
Tel.: +254 2 577 355
Fax: +254 2 577 389
Representative:
Dr Samuel Kanyamibwa

EUROPEAN POLICY

36 Avenue de Tervuren - B12
1040 Brussels, Belgium
Tel.: +32 2 743 8800
Fax: +32 2 743 8819
Representative: Tony Long

FINLAND

Lintulahdenkatu 10
00500 Helsinki 50
Tel.: +358 9 774 0100
Fax: +358 9 774 02139
President and Chairperson:
Elisabeth Rehn
Chief Executive: Timo Tanninen

FRANCE

188 Rue de la Roquette
75011 Paris
Tel.: +33 1 55 25 8484
Fax: +33 1 55 25 8474
President: Dr Luc Hoffmann
Chief Executive: Cedric du Monceau

GERMANY

Postfach 190 440
60326 Frankfurt/Main
Tel.: +49 69 79 1440
Fax: +49 69 61 7221
Chairperson:
Carl-Albrecht von Treuenfels
Chief Executive: Dr Georg Schwede

GREECE

26 Filellinon Street, 105 58 Athens
Tel.: +30 1 331 4893
Fax: +30 1 324 7578
President and Chairperson: Thymio
Papayannis
Chief Executive: Demetres Karavellas

HONG KONG

GPO Box 12721, Hong Kong
Tel.: +852 2526 1011
Fax: +852 2845 2734
Chairperson: Hans Michael Jebsen
Chief Executive: Winnie Sek

HUNGARY

Németvölgyi út 78/b
1124 Budapest
Tel.: +36 1 214 5554
Fax: +36 1 212 9353
Representative: László Haraszthy

INDIA

172-B Lodi Road, Max Mueller Marg
New Delhi 110 003
Tel.: +91 11 469 1760
Fax: +91 11 462 6837
President: Jamshyd N Godrej
Chief Executive: Meeta Vyas

INDOCHINA

International, PO Box 151
Hanoi, Vietnam
Tel.: +84 4 8220 640
Fax: +84 4 8220 642
Representative: Eric Coull

INDONESIA

PO Box 5020 JKT M 12700, Jakarta
Tel.: +62 21 576 1070
Fax: +62 21 576 1080
Chairperson: Haroen Al Rasjid
Chief Executive: Agus Purnomo

ITALY

Via Po 25/c, 00198 Rome
Tel.: +39 06 844 971
Fax: +39 06 853 00 612

President: Fulco Pratesi
Chief Executive: Cesare Martinelli

JAPAN

Nihonseimei Akabanebashi Bldg
3-1-14 Shiba, Minato-ku
Tokyo 105-0014
Tel.: +81 3 3769 1711
Fax: +81 3 3769 1717
Chairperson: Teruyuki Ohuchi
Chief Executive: Makoto Hoshino

MACROECONOMICS FOR SUSTAINABLE DEVELOPMENT

1250 24th St NW
Washington, DC 20037-1175
Tel.: +1 202 778 9602
Fax: +1 202 293 9211
Representative: Dr David Reed

MADAGASCAR

BP 738, Antananarivo 101
Tel.: +261 20 22 34885
Fax: +261 20 22 34888
Representative: Jean-Paul Paddack

MALAYSIA

49 Jalan SS23/15
47301 Petaling Jaya
Tel.: +60 3 703 3772
Fax: +60 3 703 5157
Chairperson: Dato' Kington Loo
Chief Executive:
Dato' Dr Mikail Kavanagh

MEDITERRANEAN

Via Po 25/c, 00198 Rome
Tel.: +39 06 844 97227
Fax: +39 06 841 3866
Representative: Paolo Lombardi

MEXICO

Ave Mexico No 51
Col Hipodromo Condesa
06170 Mexico DF
Tel.: +525 286 5631
Fax: +525 286 5637
Representative: Juan Bezaury