



WWF

**50 YEARS
OF CONSERVATION**

THANK YOU
FOR YOUR SUPPORT



WWF Annual Review 2010

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WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 million supporters and a global Network active in more than 100 countries.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

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Thanks to your support, we've helped protect many of the planet's most remarkable species and places.

FOREWORD FROM YOLANDA KAKABADSE

A welcome from the President of WWF International

In April 2011, WWF celebrates its 50th anniversary, and we will be looking back on our many achievements over the last half-century. Thanks to the efforts of our supporters, our partners and our staff over the years, we have helped protect many of the planet's

most remarkable species and places, and started slowing the growth of humanity's ecological footprint.

Politicians, industrialists, economists, scientists, community leaders and many other people are now engaged with conservation issues like never before – a transformation for which WWF can take great credit. There could hardly be a more striking example of WWF's global reach than Earth Hour 2010, which reached more than a billion people all over the world.

But we cannot rest on our laurels. The WWF *Living Planet Report 2010* showed how critical it is that the world switches from its current destructive path to one of truly sustainable development. Our projects have demonstrated that conservation is compatible with economic and social development; more than that, saving other species is a must for human well-being, and for our very survival.

Our work over the next half-century will not be easy. But our achievements over the last 50 years and the last 12 months should make us optimistic that we can meet the difficult challenges ahead.

I have witnessed during my first year as President the amazing and inspiring work that takes place throughout the network. It is an honour to be a part of an organization that plays such an important global role.

Our projects have demonstrated that saving other species is a must for human well-being, and for our very survival.



Yolanda Kakabadse
President of
WWF International

A MESSAGE FROM JIM LEAPE

The Director General of WWF International looks back on 2010

WWF was conceived as a response to the wholesale destruction of the natural world, and the lack of action to prevent it. Fifty years later, a cynic might ask how much has changed. As last year's *Living Planet Report* showed, ecosystems continue to decline while the demands we make on our planet are escalating.

Yet 2010 – the International Year of Biodiversity – showed signs of progress. In Nagoya, world governments made important commitments to protect vital habitats on land and at sea, and to recognize the huge value of natural resources. In St Petersburg, at an unprecedented summit, heads of government agreed a landmark plan to double tiger numbers in the wild. In Cancún, world governments displayed a renewed determination to reach a deal on climate change.

We are also seeing growing engagement in conservation from the private sector. Over half of Latin American CEOs and a third of Asia-Pacific CEOs say they are concerned about the impact biodiversity loss will have on their business development. Leading global businesses are taking significant steps to reduce their carbon emissions and water footprints. The market for responsibly sourced wood, paper, seafood, palm oil and other commodities is growing rapidly.

This in turn reflects a growing awareness on the part of consumers of the impact of their ecological footprint and the need to protect the natural world. Our *Living Planet Report* posts on Facebook were viewed more than half a million times, while hundreds of thousands of people signed our petition and uploaded photos, videos and messages on our website to ROOOAR! their support for tigers. Earth Hour 2010 was bigger than ever, uniting more than a billion people around the world in a resounding call for action on climate change.

So while there are huge challenges before us, there is widespread support for our mission to stop the degradation of the planet's natural environment and build a future where humans live in harmony with nature. WWF is well placed to harness this support. Our global network combines unrivalled experience on the ground with an ability to see the bigger picture and open doors at every level. The organization which runs projects with school children, works alongside local fishers and conducts anti-poaching patrols is the same one which talks high finance in boardrooms, publishes influential research and lobbies tirelessly during heated international negotiations.

Over the last half-century, many millions of people have supported WWF – staff and partners, donors and campaigners, and all those who are doing what they can to protect the natural world and reduce their impact upon it. I'd like to take this opportunity to thank you all. We couldn't have got where we are without you – and as we enter our second half-century, we need your support more than ever.



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While there are huge challenges before us, there is widespread support for our mission to stop the degradation of the planet's natural environment and build a future where humans live in harmony with nature.

Jim Leape
Director General of
WWF International



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Earth Hour 2010: one boy in Mongolia joins more than a billion people in over 100 countries around the world to call for action on climate change.

50 YEARS OF WWF

Fifty years ago on the shores of Lake Geneva, a group of conservationists released “an international declaration” with a single-minded statement of intent: “We must save the world’s wild life.” And so WWF was born...

“Hundreds of thousands of people have bought best-selling books and millions have watched films and television programmes about the world’s endangered wild life. Many of these have felt: ‘If only I could do something to help!’ They have been frustrated by the lack of an effective simple means of expressing their will to save the world’s wild life.

Such a means is now being created.”

From the founding document of WWF, the “Morges Manifesto”, 29 April 1961

Today WWF is active on every continent. We employ over 5,000 staff and have more than 5 million supporters. Since our founding, we’ve invested nearly US\$10 billion in more than 13,000 conservation projects in over 150 countries. And while our mission has developed over the years, it remains as clear as ever: “to stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature.”

Working with governments, other NGOs, businesses, scientists and many other people, we’ve achieved some remarkable things during our first half-century. In the early days, our focus was on saving individual flagship species – and it’s no exaggeration to say that, without WWF, species like black rhinos, tigers and mountain gorillas might now exist only in zoos or books.

But as we’ve grown as an organization, so has the scale and scope of our work. We’ve helped win protection for many of the planet’s most remarkable places and important ecosystems. Since our founding, we’ve helped establish over a billion hectares of protected habitat – that’s an area larger than China or Canada. We continue to work to protect other vital habitats, join protected areas together, manage them better, and involve and support the local communities and indigenous people who live there. And we work to improve the way forests, farmland, fisheries, river basins and other places are managed, promoting practices that support people and nature.

We’ve played a leading role in bringing about international agreements to protect the natural world, from the regulation of trade in threatened and endangered species, to the moratorium on commercial whaling, to the Kyoto Protocol. We’ve influenced the policies of governments, changed the way leading companies do business, and helped millions of people make a better living through conserving their natural resources.

But the challenges ahead of us remain as daunting and as urgent as they were half a century ago, when our founders announced that “the eleventh hour has struck”. In response, we’re raising our conservation work to new levels, in particular by focusing on 13 global Initiatives. These visionary, large-scale initiatives aim to protect the planet’s

most important habitats and reduce humanity’s footprint in key areas. Already our impact in these areas is leading to profound changes, from international conservation plans to ambitious commitments from some of the world’s largest companies.

Our latest *Living Planet Report*, released in October 2010, presented some stark truths. The health of global ecosystems, measured by our Living Planet Index, has declined by nearly 30 per cent since 1970. At the same time, human demands on nature – our ecological footprint – has been growing: we now use the equivalent of 1.5 planets to support our lifestyles.

Tackling these two related issues – “the twin claims of human material prosperity and the survival of the enduring values of wildlife within our developing civilisation”, as our founders put it – is at the heart of our work. On the following pages, you can read about what we’re doing to conserve life on our planet and how we’re working towards living within one planet.



50 years of conservation successes around the world

50 YEARS OF CONSERVATION SUCCESSES

- 1961** 1. In our first year, we bought an area of wetland on Spain’s Guadalquivir River to create a haven for millions of migrating birds.
- 1971** 2. Around 10 per cent of the world’s wetlands are now protected under the Ramsar Convention, which we helped establish.
- 1973** 3. We led calls for the creation of the Convention on International Trade in Endangered Species (CITES). Controlling the wildlife trade has saved many species from extinction.
- 1980** 4. We popularized the concept of sustainable development by co-authoring the World Conservation Strategy.
- 1980** 5. We were the first international conservation organization invited to work in China, where we’ve helped giant panda numbers increase to 1,600.
- 1986** 6. Our campaigning helped secure an international ban on commercial whaling.
- 1992** 7. The Convention on Biological Diversity (CBD) was launched at the Rio Earth Summit – we played a major role in creating this landmark treaty.
- 1997** 8. We partnered with Unilever to found the Marine Stewardship Council (MSC) – today, 10 per cent of wild sea fish caught worldwide is certified as sustainable by the MSC.
- 1997** 9. WWF helped bring about the Kyoto Protocol, the first international agreement on climate change.
- 1999** 10. We brought together six heads of state to help save the Congo Basin rainforest – more than 10 per cent is now protected.
- 2007** 11. 2.2 million people in Sydney joined in the first Earth Hour. Now it’s marked by hundreds of millions all over the world.
- 2009** 12. With our support, six heads of state launched a marine conservation plan for the Coral Triangle, home to more marine species than anywhere else on Earth.
- 2010** 13. A quarter of Russia’s commercial forests are now certified by the Forest Stewardship Council.

YEAR OF THE TIGER

Last year was the Year of the Tiger in the Chinese calendar – and a pivotal year for tigers. Revered in many cultures, inspiring everything from poetry to advertising, the tiger is a global icon. Yet only 3,200 remain in the wild, and scientists warn that they could be extinct by the next Year of the Tiger in 2022. We won't let that happen: our goal is to double tiger numbers by then.

In November, representatives including several heads of government from the 13 countries where tigers still survive in the wild met in St Petersburg to agree a plan to help tigers recover. We played a key role in organizing the summit and worked closely with governments to develop action plans to stop poaching and to protect and link tiger habitats. We also helped build public awareness on a massive scale.

“Illegal poaching of tigers for their parts and massive habitat loss due to palm oil, timber and paper production are driving this species to extinction. If we don't take action now, one of the most iconic animals on our planet could be gone in just a few decades. By saving tigers, we can also protect some of our last remaining ancient forests and improve the lives of indigenous communities.”

WWF supporter Leonardo DiCaprio

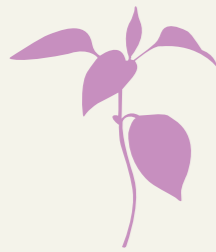


LIFE ON OUR PLANET

For 50 years, we've worked to protect the Earth's biodiversity – the wondrous variety of living things with which we share our planet.

Biodiversity matters. It's important in itself, of course – our world would be poorer without the countless other species we share it with. But it's important to humans too. This complex, interwoven web of life sustains our own existence. We depend on plants and animals, insects and micro-organisms for food and shelter, for medicines and fuel, for clean water and a healthy climate, to pollinate our crops and enrich our soils.

-60%



Tropical species populations have fallen by 60% since 1970

The Living Planet Index

During WWF's lifetime, biodiversity has come under unprecedented threat, as our Living Planet Index (LPI) shows. The leading scientific measure of the health of our planet's ecosystems, the LPI has tracked trends in nearly 8,000 populations of vertebrate species since 1970. The 2010 report showed that these populations have declined by about 30 per cent over the last 40 years. Tropical regions have borne the brunt of this – their health has declined by around 60 per cent.

We focus on protecting a select number of endangered species. These include flagship species like tigers and elephants, economically important ones such as tuna or teak, and those like cacti and coral that play a crucial role in supporting other species. Our work in 2010 ranged from catalyzing the Tiger Summit to helping African communities benefit from living alongside elephants, from poaching patrols to lobbying for restrictions on international wildlife trade. By helping these priority species to recover and thrive, we'll also help countless other species which share their habitats and face the same threats.

Convention on Biological Diversity

The *Living Planet Report 2010* was launched in the run-up to the Convention on Biological Diversity (CBD) summit in Nagoya, Japan in October. The 193 countries that are party to the treaty agreed a ten-year biodiversity rescue plan which, if put into practice, will go a long way towards protecting our living planet for future generations. The plan includes commitments to protect 17 per cent of land habitats and 10 per cent of oceans – 14 times the marine area that's protected at the moment, although only half what scientists recommend.

We lobbied hard for a strong deal, and held events at the conference showcasing important conservation successes we've achieved with our partners. We'll now be working with governments to help them turn words into action, and pushing for the funding needed to make it happen.

193
193 COUNTRIES
AGREED A TEN-YEAR
BIODIVERSITY
RESCUE PLAN UNDER
THE CONVENTION
ON BIOLOGICAL
DIVERSITY



More than 1.4 million hectares of Europe's most outstanding wetlands now enjoy official protection

Conservation on land...

In Nagoya, governments agreed to increase protected areas by almost half, adding to the hundreds of millions of hectares we've helped to create over the last half-century. Our goal is to create a global network of well-managed protected areas, covering every type of ecosystem.

But our work stretches well beyond protected pockets of land, as we work to secure the long-term future of important regions. In 2010, we saw significant progress towards a conservation blueprint that will help the Arctic withstand the effects of rapid climate change. We added the final links to a chain of protected areas covering 9 million hectares in the Himalayas. A million-hectare area along the Apaporis River in Colombia became the latest addition to the pan-Amazon network of protected areas, part of our wider ecological vision for the region.

By 2020, we want to see the world's most outstanding habitats – our 35 "priority places" – protected or managed in a way that conserves their remarkable biodiversity. We saw some significant successes in these areas in 2010. In South America, Argentina committed to protect and sustainably manage 1.2 million hectares of its remaining Atlantic Forest, while Brazil gave new protection to the Cerrado, a massive expanse of grassland and woodland that feeds the Pantanal, the world's largest wetland.

In the Black Sea region, we marked ten years of our partnership with Bulgaria, Moldova, Romania and Ukraine to protect the lower reaches of the River Danube. More than 1.4 million hectares, including some of Europe's most outstanding wetlands, are now officially protected – much more than originally planned. And in the Congo Basin, Cameroon created a national park around Mount Cameroon which will protect rare ecosystems and unique species. Cameroon also gave official protection to its portion of Lake Chad: the new 2.6 million hectare protected area makes this the world's largest cross-border Ramsar wetland.

...and at sea

Several countries made significant commitments to protect their seas in 2010. In West Africa, Gambia, Guinea, Guinea-Bissau and Mauritania all pledged major increases in protected coastal and marine zones between now and 2020. Chile announced new marine protected areas including the Gulf of Corcovado, an important calving ground for blue whales.

Another important calving and mating site – this time for humpback whales – won protection on Colombia's Pacific coast. Argentina doubled the area of its seas under protection.

We helped to create the first protected areas on the high seas, around the South Orkneys in the Southern Ocean and the Charlie Gibbs Fracture Zone in the northeast Atlantic. These opened in September. Better protection will help fish stocks to recover in these important fisheries. They're the first links in a planned network of protected ocean areas beyond national boundaries.



1ST
WE HELPED CREATE
THE FIRST EVER
PROTECTED AREAS ON
THE HIGH SEAS, AS WELL
AS SANCTUARIES
FOR HUMPBACK AND
BLUE WHALES

SUCCESSES THEN AND NOW

Tropical forests, coral reefs, rivers and wetlands... We've seen some major successes in the places that matter most for life on our planet over the last 50 years – and continue to do so...



1/2
AROUND HALF THE WORLD'S TROPICAL FORESTS HAVE BEEN LOST OVER THE LAST CENTURY

Protecting tropical forests

Tropical forests are home to the vast majority of land-based species, provide a livelihood for more than a billion people, including 60 million indigenous people, and play a vital role in regulating our climate by absorbing carbon dioxide. But around half of the world's tropical forest has been lost over the last few decades, and an area the size of England is destroyed every year. Through WWF's global Initiatives, we're focusing on protecting and sustainably managing the three largest tropical forests on the planet – the Amazon, the Congo Basin and Borneo. We're also making ending deforestation a key part of tackling climate change through our Forest Carbon Initiative, and addressing some of the main causes of tropical forest loss by promoting responsible production of commodities like beef, soy and palm oil.

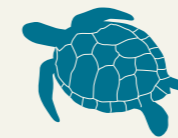
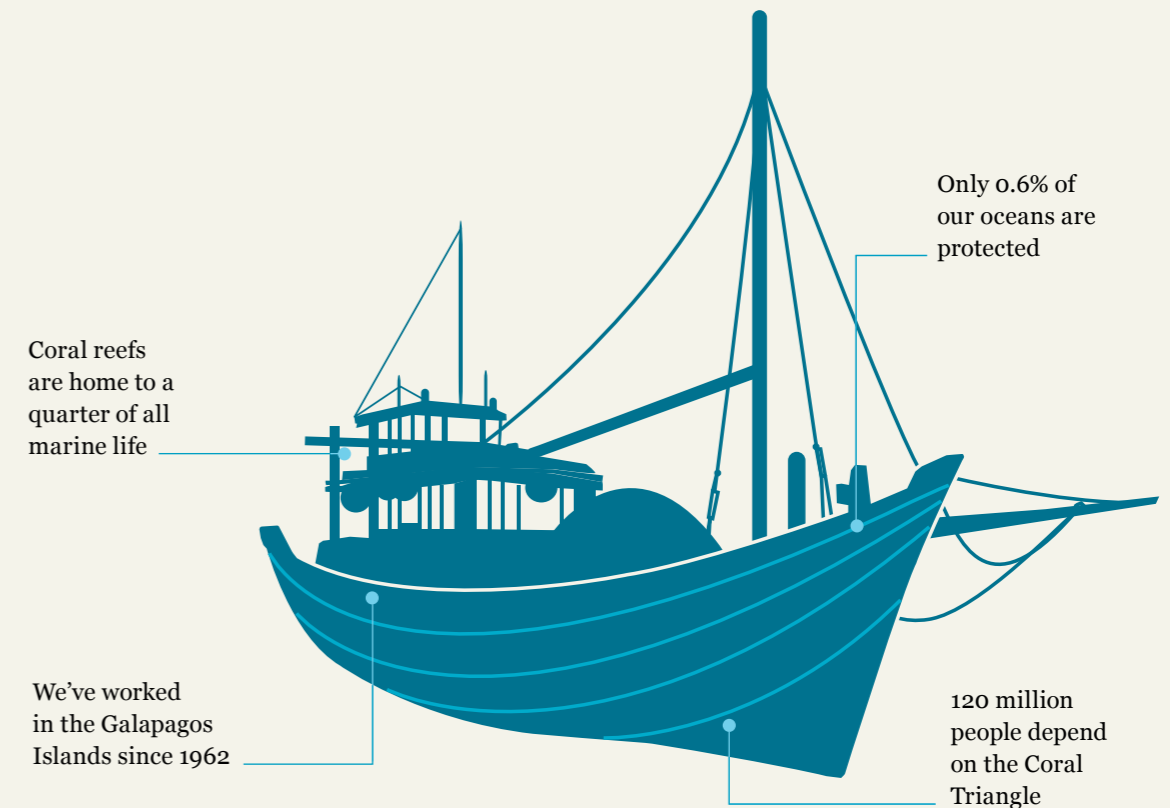
In 1975... we launched our Tropical Rainforest Campaign. In the past, conservation efforts had focused on individual species or specific threats to areas of habitat. This was the first campaign to look at the bigger picture of rainforest loss right across the tropics. It raised awareness around the world of the huge importance of rainforests and the threats they face. The money raised from the campaign helped to set up dozens of national parks in rainforests in central and West Africa, Southeast Asia and Latin America.

In 2010... successes in the Amazon showed the progress we're making in our efforts to safeguard the world's most important tropical forests. Colombia announced a new million-hectare protected area along the Apaporis River, which was strongly supported by indigenous communities. It's another piece in the pan-Amazon ecological vision that we're working towards with the governments and peoples of the region. Meanwhile companies agreed to extend a moratorium on buying soy from newly deforested areas of the Brazilian Amazon for another year. Since we helped establish the moratorium in 2006, deforestation has slowed while soy yields have increased. We're working with industry and the Brazilian government to introduce similar freezes on logging and beef as part of a wider sustainable development programme across the region.



Colombia: a new million-hectare protected area

A MORATORIUM ON BUYING SOY FROM NEWLY DEFORESTED AREAS OF THE BRAZILIAN AMAZON HAS SLOWED DEFORESTATION AND INCREASED YIELDS FOR FARMERS. NOW WE'RE WORKING WITH INDUSTRY AND GOVERNMENTS TO INTRODUCE SIMILAR FREEZES ON LOGGING AND BEEF.



1,500
FISHERS IN THE PHILIPPINES WILL SAVE UP TO 1,500 TURTLES A YEAR BY USING CIRCLE HOOKS

Protecting tropical marine biodiversity

An amazing array of species lives in our seas. But the world's tropical marine biodiversity is exceptionally fragile. For decades, we've fought to protect it – especially coral reefs, home to a quarter of all marine life. And we've achieved a lot, helping to establish marine protected areas around the Galapagos Islands, East Africa, Australia and the South Pacific. But only 0.6 per cent of the world's oceans are protected; we want to raise this to 20 per cent. That will help our marine biodiversity – and the hundreds of millions of people who depend on it for food and income – survive the ravages of climate change, pollution and overfishing.

In 1962... we helped establish the Charles Darwin Foundation Research Station on the Galapagos Islands, one of the world's most remarkable biodiversity hotspots. We've continued to work with scientists, government and communities on the islands ever since. The research station played a central role in raising awareness of the importance of preserving the unique species of the Galapagos – among local people, the Ecuadorian government and worldwide. This led to the creation in 1998 of the 13 million hectare Galapagos Marine Reserve – the world's second largest marine protected area.

In 2010... we continued our work to conserve the world's most vital tropical marine areas, including Coastal East Africa and the Coral Triangle. We co-hosted the first Coral Triangle Business Summit in Manila, the Philippines. Leaders from the fishing and tourism sectors joined government ministers and social organizations to explore practical ways that industry can protect the planet's most important marine region and the 120 million livelihoods that depend on it. Some important agreements came out of the summit, including partnerships with the tuna sector to prevent turtles being caught accidentally; a deal we secured with the Philippine fishing industry to use only turtle-friendly circle hooks could prevent the deaths of up to 1,500 marine turtles every year.



1.1
BILLION PEOPLE
LACK ACCESS TO
CLEAN WATER AND
FRESHWATER
ECOSYSTEMS ARE
MORE DAMAGED
THAN ANY OTHERS

Conserving freshwater ecosystems

Without fresh water, we wouldn't survive. Our rivers, lakes and wetlands provide water for drinking, sanitation, agriculture, transport and generating electricity. But freshwater ecosystems are more damaged than any others. Freshwater species populations have halved since 1970 – a greater decrease than for species living at sea or on land. Already 1.1 billion people lack access to clean water, and water shortages are spreading. We have worked tirelessly to protect freshwater ecosystems and help farmers, businesses, cities, countries and individuals to use water more efficiently. We've helped launch plans to manage many of the world's great rivers sustainably and reduce the environmental impact of hydropower dams.

In 1971... led by one of our founding Trustees, Dr Luc Hoffmann, we helped establish the Ramsar Convention, an international agreement signed in Ramsar, Iran to protect wetlands and other fragile freshwater and coastal ecosystems. By 1996, 1,000 wetlands – covering 81 million hectares – had been included in the Ramsar list of Wetlands of International Importance. In the 2000s, a WWF campaign led to the protection of another 100 million hectares of freshwater habitats worldwide, mostly under the Ramsar Convention. That's an area three times the size of Germany, and includes the world's largest wetland, Ngiri-Tumba-Maindombe in the Democratic Republic of Congo.

In 2010... we worked with many partners to improve water stewardship and restore freshwater ecosystems. With HSBC, Coca-Cola and other partners we continued to improve the management of some of the world's great rivers, including the Yangtze and the Amazon. Our partnership with brewers SAB Miller and German development agency GIZ investigated how we can protect freshwater systems in South Africa, Tanzania, Ukraine and Peru. Reducing the water footprint of agricultural products is a priority for our Market Transformation Initiative. In Pakistan, we've worked with IKEA and other international buyers to train 40,000 farmers in better methods of growing cotton and sugarcane: cotton farmers reduced their water use by 38 per cent, while increasing their income by 26 per cent. We also built on existing partnerships and signed new agreements with companies that have a major influence on fresh water, including The Coca-Cola Company, Proctor & Gamble and Carrefour.



© BRENT STIRTON / GETTY IMAGES / WWF

We're working with farmers to reduce the water and chemicals needed to grow crops like sugarcane and cotton.

PROTECTING TROPICAL FORESTS

The tropical forests of Borneo contain many unique species: it's one of only two places where orang-utans survive. But their habitat is under threat: half of the island's forests have been lost over the last half-century. We're working with the governments of Brunei, Indonesia and Malaysia to protect a huge area of forest within the Heart of Borneo.

Tropical forests are home to the vast majority of the world's land-based species. In the 1970s and 1980s, our global tropical awareness campaigns alerted the world to their importance and the threats they face. Our campaigning and work on the ground has helped save huge areas of tropical forest.



LIVING WITHIN ONE PLANET

Humanity's ecological footprint – which measures the demands we make on nature – has doubled in size during WWF's lifetime. From sustainable fisheries to renewable energy to palm oil that

doesn't lead to deforestation, we're seeking ways to tread more lightly on the planet.



We release more carbon into the atmosphere than our remaining forests can absorb

In the last few years, governments, banks and individuals have suffered the consequences of borrowing more than they could afford. Ecologically, too, humanity is living on credit: we use the world's resources as if we had another half a planet to spare. We urgently need to start living within our means. We need to start living within one planet.

Our growing footprint

There's an unmistakable correlation between the decline in the Living Planet Index and the other theme of our *Living Planet Report 2010*: the growing ecological footprint. This measures the area of land we use to live, grow crops and graze livestock, the forest we need to absorb carbon emissions and provide the wood we use, and the fishing grounds needed to provide the seafood we catch. Comparing this to the Earth's biocapacity – the area of productive land and sea available to provide these resources – shows whether we're living sustainably.

In the mid-1970s, our ecological footprint began to outstrip biocapacity, and this trend has continued ever since. Today, our footprint is 40 per cent larger than the Earth's biocapacity. We take more wood from forests than re-grows, catch fish faster than they reproduce and release more carbon into the atmosphere than our remaining forests can absorb. If this continues, just 20 years from now we'll need the equivalent of two planets. The consequences for biodiversity, climate, the economy and human development are unthinkable.

The latest *Living Planet Report* also includes groundbreaking research into our water footprint and how our choice of food affects the planet. With the world's population set to reach 9 billion by 2050, these are critical issues; through programmes like our Market Transformation and Smart Fishing Initiatives, we're seeking to fundamentally change the way the world uses water and produces food.

Carbon footprint

The largest and fastest-growing element of the ecological footprint is our carbon footprint. Helping nations, businesses and individuals to reduce their carbon emissions



Our planet can't sustain the heavily meat-based diets of the average European or North American

remained a key priority of our work in 2010. At the global climate talks in Cancún, Mexico and Durban, South Africa our teams worked tirelessly as negotiators sought to overcome the obstacles to a global climate agreement. We're now optimistic that a strong deal can be struck when governments reconvene in South Africa in 2011. Our national offices continue to influence their own governments' climate and energy policies.

Twenty-five of the world's leading companies have joined our Climate Savers programme. By the end of 2010, they had saved more than 10 million tonnes of CO₂ – and saved themselves millions of dollars in the process. Last year, Volvo became the first vehicle manufacturer to join, pledging to reduce the CO₂ emissions from the vehicles they make by 13 million tonnes over the next five years – that's equal to Sweden's total emissions for three months.

Sustainable consumption...

The *Living Planet Report* reveals huge inequalities within the global ecological footprint. If everyone lived like an average resident of the United States or the United Arab Emirates, we'd need more than 4.5 Earths to keep up with our consumption – nine times what the average Indian consumes. Rich countries are increasingly using resources from less developed countries, which face deforestation, biodiversity loss and water shortages as a result. We're working to transform the way the world consumes and produces everything from beef to electricity, to make it fairer and sustainable.

We work with producers, retailers and businesses at every stage of the supply chain to reduce their environmental impact. We also help consumers make responsible choices – sustainably produced wood and paper through the Forest Stewardship Council (FSC), responsibly caught seafood through the Marine Stewardship Council (MSC), or energy-efficient appliances through our Tipten consumer guides, which we launched last year in the United States and China following their success in Europe.

...and development

While the footprints of developing countries are small by comparison, they're growing at a faster rate. It's vital that emerging economies pioneer a path of sustainable development if we're to live within one planet. We're helping to lead the way with our China for a Shift Initiative. In October 2010, we published a report with the Chinese Academy of Sciences on China's footprint, which is helping to shape government policy. We've also been advising Chinese banks with assets of US\$9 trillion on sustainable finance.

Economies across Africa are growing by more than 5 per cent year on year.

Africa's rich natural resources are an important part of this growth, but exploiting these unsustainably threatens biodiversity and long-term economic prospects. We're working with African governments to promote environmentally and socially responsible economic development, and have seen strong commitments made. In the Congo Basin, for example, the governments of Cameroon and the Republic of Congo (Congo Brazzaville) signed agreements that mean they will export only legally and responsibly harvested timber to the EU. We've also worked with governments to develop standards for the oil and gas sector and other extractive industries.

On the ground, our community-based conservation projects in Africa and around the world help local people to earn a better living by looking after their natural resources. The challenge now is for the global community to do the same.



2 PLANETS

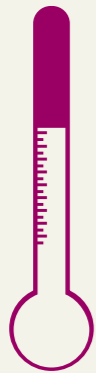
IF CURRENT TRENDS CONTINUE, WE'LL NEED TWO PLANETS TO MEET OUR NEEDS BY 2030



SUCCESSSES THEN AND NOW

Reducing carbon emissions, pioneering sustainable forestry, promoting smart fishing... Here are some of the ways we've helped reduce the impact humanity has on the natural world.

1.5°C
IF THE PLANET'S
TEMPERATURE
INCREASES BY MORE
THAN 1.5°C THE
CONSEQUENCES WILL
BE CATASTROPHIC



Tackling climate change

If the planet's temperature increases by more than 1.5°C, the consequences will be catastrophic, ranging from severe droughts to entire island nations disappearing as sea levels rise. Already climate change is seriously damaging critical ecosystems, including the Amazon and the Arctic. We're pressing governments to commit internationally to control climate change, and a global deal is within reach following the progress made in Cancún. Our Climate and Energy Initiative continues to push for a strong agreement and to help countries get onto a low-carbon path.

In 1992... we played a critical role in the first international agreement on climate change, the United Nations Framework Convention on Climate Change. As one of the earliest organizations to take global warming seriously, we helped convince governments to begin negotiations and, later, to ratify the treaty. We were closely involved in drafting the text, including the key objective that greenhouse gas levels must be kept within limits that will "allow ecosystems to adapt naturally to climate change". The convention remains at the heart of international efforts to combat climate change, forming the basis for the Kyoto Protocol and the new global climate deal we've pushed for at Copenhagen, Cancún and beyond.

In 2010... as generating energy is the biggest single contributor to global greenhouse gas emissions, we worked hard to convince governments, businesses and individuals to deploy renewable energy and energy efficiency on a large scale. With energy experts Ecofys, we investigated how the world can move to a fully renewable energy supply by 2050. Our report, the most ambitious analysis yet, shows that our vision of 100 per cent renewable energy is technically, economically and environmentally feasible. But it also presents the challenges we'll need to confront. The world needs to invest heavily in improving energy efficiency and our energy infrastructure. We'll also need to make changes to our lifestyles, and minimize environmental impacts, particularly from bioenergy. *The Energy Report: 100% Renewable Energy by 2050* received a worldwide launch in early 2011.

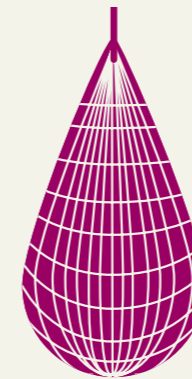
Promoting smart fishing

Once, our oceans seemed a limitless source of food. But overfishing and destructive fishing practices have had a ruinous effect. They've threatened many marine species, including dolphins, turtles and sharks, and commercial fish stocks, including Atlantic cod and bluefin tuna, jeopardizing the livelihoods of coastal communities. We've fought strongly to change fishing practices and the industry's sourcing policies. Our Smart Fishing Initiative aims to make fishing sustainable, now and for future generations, by stopping illegal and unregulated fishing, motivating people to buy certified sustainable seafood, and making sure shops sell it. We're also working to stop habitat destruction by bottom trawling and reduce bycatch – the billions of fish and other marine creatures caught and killed unintentionally every year.

Overfishing and destructive fishing practices threaten dolphins, turtles, sharks and commercial fish stocks, jeopardizing livelihoods



102
FISHERIES ARE
CERTIFIED AS
SUSTAINABLE BY
THE MARINE
STEWARDSHIP
COUNCIL



In 1997... in response to the devastation overfishing was causing to fisheries, other marine wildlife and the economy, we set up the Marine Stewardship Council (MSC) with Unilever. As a result, consumers worldwide can choose responsibly caught fish and seafood by looking out for the blue "ecolabel" of the MSC. Today, 102 fisheries are certified as sustainable by the MSC, and another 132 fisheries are already working to meet the MSC's stringent environmental standards. These fisheries catch about one-eighth of all the seafood we eat. The annual retail value of seafood products bearing the MSC logo is more than US\$1.5 billion.

In 2010... our efforts to stop bycatch and other destructive fishing practices – part of our wider drive towards sustainable fishing – gained traction around the world. We've made circle hooks, smart nets and other fishing gear that helps reduce bycatch readily available in all Central American and Coral Triangle countries. We've published guidelines showing how fisheries can move towards sustainable shrimp trawling. In Mozambique – one of the centres of our Coastal East Africa Initiative – we signed a milestone agreement with the government to improve fisheries management, introduce certification schemes and reduce bycatch. We also advised the UN Food and Agriculture Organization, which is in the process of drafting guidelines on bycatch.

Transforming markets to protect nature

Our consumption of nature's resources, including food, fuel and fibres like cotton, is becoming ever more unsustainable. But the same sectors that have the biggest impact on the natural world are the ones that hold the key to a sustainable future. Our Market Transformation Initiative is targeting the companies that can have the biggest influence on the way key commodities are produced. To date, we've developed partnerships with 23 of the top 100 companies, and are in discussions with 44 of the remainder. Our aim is to push the markets for each of our priority commodities to a tipping point where sustainable trade becomes the norm.

6.4%
OF THE WORLD'S
PALM OIL IS
CERTIFIED AS
SUSTAINABLE –
TWICE AS MUCH
AS IN 2009

In 1993... we helped set up the Forest Stewardship Council (FSC) to promote responsible management of the world's forests. Forests provide a vital habitat for millions of species and regulate our climate by storing carbon. But the timber trade provides us with essential products and income for millions of people. The FSC helps us strike a balance by certifying forests that are managed in an environmentally and socially responsible way. More than 130 million hectares of forest in 81 countries are now FSC-certified, accounting for about 8.5 per cent of international trade in forest products, while consumers increasingly look for the FSC label.

In 2010... The Roundtable for Sustainable Palm Oil (RSPO), which we helped set up in 2004, went from strength to strength. Palm oil is used in everything from food to cosmetics to biofuels, and demand is set to double by 2020. But tropical forest is being cut down to make way for palm oil plantations, fuelling global warming and damaging biodiversity. The RSPO certifies products made with sustainably grown palm oil. Last year, 6.4 per cent of all palm oil produced was RSPO certified – twice as much as in 2009. Our European palm oil scorecard campaign significantly increased sales of sustainable palm oil. In May 2009 companies were only buying 1 per cent of sustainable palm oil on the market. Now that's risen to 95 per cent.

SEA CHANGE

Marine life like these blue maomao fish thrives in this marine sanctuary off the Poor Knights Islands, New Zealand. But less than 1 per cent of our oceans is protected, and marine life is in crisis.

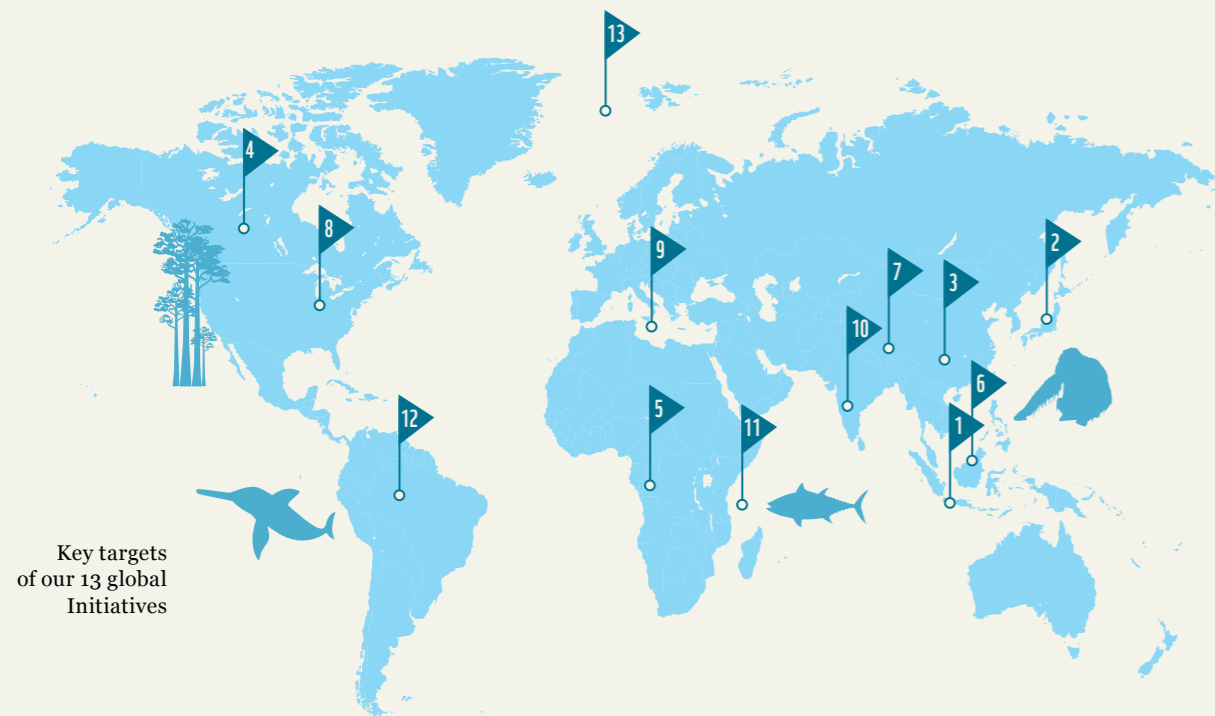
More than three-quarters of the world's fish stocks are being fished close to or beyond what's sustainable. Scientists predict that stocks of all species fished commercially will collapse within the next 40 years unless things change. We're striving to make the global fishing industry sustainable, at every step from fishing boats through processors and retailers to consumers.

In 2010, governments committed to protect 10 per cent of the oceans. It's still only half of what scientists recommend, but it will give species devastated by overfishing a much better chance of recovery.



THE NEXT 50 YEARS

What we've achieved in the last 50 years has been crucial – but what we do over the next half-century will be even more important. Along with our partners, we will take conservation work to unprecedented levels to protect our planet's biodiversity and reduce humanity's footprint on the natural world.



Key targets of our 13 global Initiatives

- Global Initiatives:**
- Amazon
 - Arctic
 - Coastal East Africa
 - Coral Triangle
 - Green Heart of Africa
 - Heart of Borneo
 - Living Himalayas
 - Tigers
 - China for a Global Shift
 - Climate and Energy
 - Forest Carbon
 - Market Transformation
 - Smart Fishing

When we celebrate our 100th birthday, we want to see:

- the world's most outstanding natural places intact and protected, meaning a more secure future for the species that inhabit them – human beings included
- people sharing the planet's resources fairly, and only using what nature can support.

We've played a pivotal role in every major conservation milestone over the past 50 years – and we're ready to do so again. We can draw on five decades of experience: of ground-breaking, science-based solutions that have a lasting impact; of connecting people and institutions around the world through our global Network and numerous partnerships; of tackling the underlying issues, from poverty to unsustainable consumption.

Over the next 50 years, we have ambitious targets for tackling climate change, conserving entire ecosystems, shifting global markets to sustainability and reducing humanity's footprint.

To start reaching these goals, we're focusing on the areas where we can make the biggest difference through 13 global Initiatives. With success in these areas, we can catalyze change on a much greater scale.

If we act now, together, we stand a fighting chance to preserve the Earth for future generations. There are many challenges ahead. We have to move fast. And we have to act on a scale never witnessed before.

We're ready to do so.

WHAT WE WILL ACHIEVE

<p>2011</p> <p>1. Fishing companies, buyers and retailers across the Coral Triangle commit to sustainable fisheries by joining our region-wide Seafood Savers programme.</p>	<p>2013</p> <p>2. World market leaders commit to significantly increase the market share of energy efficient products.</p>	<p>2020</p> <p>3. Through energy efficiency, sustainable management of natural resources and emissions cuts, China's economy is growing within the capacity of one planet.</p>	<p>2020</p> <p>4. Zero net deforestation worldwide – for every hectare of forest felled, another hectare is planted.</p>	<p>2020</p> <p>5. Local people manage their natural resources sustainably and have a fair share of the benefits across a million hectares of the Congo Basin's most important habitats.</p>	<p>2020</p> <p>6. A 22 million hectare mosaic of protected and sustainably managed areas in the Heart of Borneo ensures the survival of many endangered species.</p>	<p>2020</p> <p>7. The world's tallest mountains and greatest rivers are secure from the impacts of climate change, providing energy, food and water security for a fifth of the world's population.</p>	<p>2020</p> <p>8. More than 25 per cent of global purchases of priority commodities meet acceptable environmental standards.</p>	<p>2020</p> <p>9. Populations of tuna, forage fish, whitefish and tropical shrimp are measurably recovering and benefiting communities that depend on them.</p>	<p>2022</p> <p>10. The number of tigers in the wild has doubled from just 3,200 in 2010.</p>	<p>2025</p> <p>11. At least half the timber, tuna, and shrimp exports from Coastal East Africa come from legal and sustainable sites.</p>	<p>2030</p> <p>12. The Amazon's land and freshwater ecosystems are properly conserved, so they're no longer under threat.</p>	<p>2050</p> <p>13. Global greenhouse gas emissions have been cut by 80 per cent compared to 1990 levels.</p>
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CORPORATE PARTNERSHIPS

From leading change within their sectors to sponsoring conservation projects, our corporate partners play a vital role.

ABB: supporting sustainable livelihoods

With ABB, the global leader in power and automation technologies, we're working to promote energy efficiency in energy-poor areas. Together we've set up projects to give people in remote areas of Tanzania and India access to electricity. We've also established a renewable energy project for a South African orphanage and helped set up low-carbon business training in China.

Allianz: pushing for a low-carbon future

With Allianz, we're researching how the insurance industry can adjust to climate change and help prevent it. This year we worked together to look at how Allianz's real estate business can reduce its carbon emissions and how much it would cost, and put measures in place to start cutting down. We're now working on a campaign to raise awareness among Allianz staff of the need for a low-carbon future.

Canon Europe: communicating our impact

Our 12-year partnership with Canon Europe has helped us communicate our impact to people worldwide – not least through the amazing photo library Canon developed with us. Our Canon Kids' Zone microsite educates children about global warming. Thanks to the WWF-Canon Polar Bear Tracker project, we've also fitted polar bears with satellite collars to see how global warming affects their habitat and behaviour.

Chopard: saving tigers

We began a three-year sponsorship with the luxury jewellery and watch company Chopard in 2010 to support our Tiger Initiative. Tigers are one of the most endangered species – numbers have decreased by 97 per cent since 1900. Chopard's support will help us in our aim of doubling the number of tigers in the wild by 2022. Chopard is also working with us to reduce the environmental impact of its business.

The Coca-Cola Company: conserving water

Since 2007, we've been working with Coca-Cola to conserve freshwater resources around the world. We've worked within the company's manufacturing operations to improve water efficiency and reduce carbon emissions, throughout their supply chain to promote sustainable agriculture, and on the ground to conserve important river basins. We've seen notable success – restoring wetlands and rivers, reducing agricultural impacts in Australia, and improving the company's water efficiency 13 per cent since 2004.

HSBC: securing water for people and the planet

Our global freshwater and climate change programme, under the five-year HSBC Climate Partnership, is safeguarding four major rivers – the Amazon, Ganges, Yangtze and Thames – for millions of people who rely on them and the unique wildlife they support. Our partnership with HSBC has allowed us to introduce ground-breaking solutions with huge impacts – for example, in Asia over 25 million people and 40 threatened species are now benefiting from cleaner water.



40 threatened species are benefiting from cleaner water thanks to our partnership with HSBC



12
CANON EUROPE HAS HELPED US COMMUNICATE OUR IMPACT FOR THE LAST 12 YEARS



Lafarge has cut its carbon emissions from cement production by a fifth

1 BN+



NOKIA'S BILLION-PLUS CUSTOMERS CAN ACCESS WWF CONTENT ON THEIR MOBILE PHONES

IKEA: lower emissions, sustainable forestry, better cotton

Under our long-standing partnership with IKEA, active in more than 15 countries, we're pursuing ways to produce essential commodities sustainably and help customers and suppliers reduce their carbon emissions. Together we've helped increase FSC-certified forest area by millions of hectares, mainly in Russia, China, Bulgaria and Romania. We've also pioneered sustainable cotton by working with farmers in India and Pakistan on environmentally and socially responsible growing methods.

Lafarge: building a more sustainable world

Over the ten years of our partnership, Lafarge has cut its carbon emissions per tonne of cement produced by a fifth. We're now working with them to set new ambitious targets. In 2010, we worked together to reduce water use at pilot plants around the globe and to cut emissions of persistent pollutants from its highest-emitting plants. We're also improving biodiversity around their sites and promoting sustainable building materials.

Nokia: helping people make more sustainable choices

We've been working with Nokia since 2003. Together, we've created downloadable content for mobiles encouraging over a billion Nokia users to make more sustainable choices in their everyday lives. It's one of the many ways we cooperate and raise environmental awareness. We also provide expert guidance on reducing Nokia's environmental impact, while Nokia sponsors our vital conservation work.

Nokia Siemens Networks: saving energy

As a WWF Climate Saver and supporter of our Earth Hour and Let the Clean Economy Begin campaigns, Nokia Siemens Networks (NSN) is helping reduce emissions by using less energy, turning to renewables and making its products more efficient. NSN also runs regular energy efficiency campaigns and webinars for staff and promotes energy efficiency on its website.

Ogilvy: spreading the message

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

Panasonic: protecting the Arctic

The Arctic faces massive threats from climate change. Damage to this fragile ecosystem will wreak havoc worldwide, causing problems like rising sea levels and extreme weather. As a sponsor of WWF's Arctic Programme since 2008, Panasonic is helping us gain a better understanding of how global warming is affecting the region, and what we can do about it. Panasonic has also supported WWF's conservation work in Asia since 2000.

WWL: making our oceans healthier

Wallenius Wilhelmsen Logistics (WWL) is the sole sponsor of WWF's High Seas Conservation Programme. Together, we're working to make sure shipping is well managed to improve the health of our oceans. We work together on a number of projects, including reducing CO2 emissions from shipping. WWL also provided expertise for our groundbreaking study, *The Energy Report: Towards 100% Renewable Energy by 2050*, which shows how we can reduce energy consumption to prevent climate change.

USING FORESTS WISELY

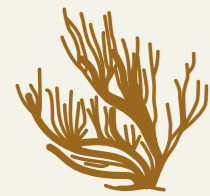
Sustainable forestry helps local people make a better living, while ensuring the forest and its biodiversity will still be there for future generations. This community forestry project in Yenga village, Cameroon started trading in 2010. We provided training and business support, and are helping members get a fair price for their timber. By offering an alternative livelihood, the project is reducing poaching and illegal logging as well as poverty and unemployment.

We believe conservation efforts are most successful when local people are involved. Across the world, we're enabling communities to benefit from conserving their natural resources and managing them sustainably. From ecotourism to rubber tapping to harvesting resin for upmarket perfumes, we've helped people improve their income through living in harmony with their environment.



OUR DONORS: FINANCING THE PLANET'S FUTURE

A fund for supporting conservation: that was WWF's original purpose. Today, our donors continue to make an invaluable contribution. We couldn't do what we do without the loyalty, generosity and personal involvement of our donors.



US\$100M
OUR CAMPAIGN FOR
A LIVING PLANET
IS SEEKING TO RAISE
US\$100 MILLION
OVER THE NEXT
FIVE YEARS

We're fighting for the planet's future with our

Campaign for a Living Planet, a huge global effort to take direct action on the ground and to influence decision-makers at the highest levels to protect the environment.

Last year – the first year of the Campaign – WWF International set up a leadership and innovation programme to make sure we have the people and resources we need to deliver this critical work, and to develop new ideas and approaches to tackle the environmental challenges the world faces.

We need more than US\$1 billion over the next five years to fund this work. The Campaign is looking to partner with individuals, foundations, corporations and others to raise the first US\$100 million.

We are very grateful to the Chair of the Campaign for a Living Planet Steering Committee, André Hoffmann, for his inspiring leadership gift, and to other members of the committee who have shown their early support through their own leadership gifts.

During the first year of the Campaign, early gifts have enabled us to lay the groundwork needed to leverage much greater funds from governments, supporters and partners across the world.

Thank you also to the members of The 1001: A Nature Trust for their loyalty and support.

Foundations

Our partnerships with foundations are the bedrock of our work. We're grateful once again to the following for supporting our conservation projects around the world:

The Audemars Piguet Foundation is supporting our education project in China to raise awareness among young people of how important forests are to their daily lives, and what they can do to help conserve them.

The **Dillon Fund** and **Clarence and Anne Dillon Dunwalke Trust** have provided important support for our work on sustainable fisheries, helping to make sure marine habitats and species are protected.

Thanks to the support of **GoodPlanet**, our pioneering Forest Conservation Programme in Madagascar is developing important knowledge about the island's forest carbon reserves, preserving biodiversity and improving the livelihoods of local communities. This project is closely linked to our Forest Carbon Initiative.

We continue our collaboration with **Grupo Promociones Habitat** to protect and restore wildlife in the Srepok wilderness area in northeast Cambodia. By developing sustainable sources of income such as ecotourism, our project helps local communities look after their own natural resources.

The **Hans-Wiltsdorf Foundation** continues to fund a project to ensure the survival of endangered western lowland gorillas and central chimpanzees in Cameroon. The project promotes sustainable development opportunities focused on research and ecotourism.

"What is unique about WWF is its global reach and global brand. It carries immense authority as an institution."

Donor



We're researching the financial value of forest conservation and the international market for forest carbon

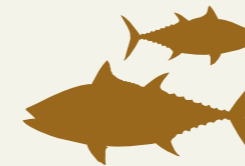
Fondation Hoffmann provides WWF with strategic support so we can grow as an effective and efficient organization – and have a greater impact. Fondation Hoffmann funded our most successful ever Earth Hour last year – the second time they have funded the event. They also contributed for the third time to our life-changing youth volunteer programme Explore!

As a key part of WWF's Forest Carbon Initiative, **Fondation 1796 of the Partners of Lombard Odier Darier Hentsch & Cie** supported research into the financial value of forest conservation and the international market for the carbon locked in forests.

Our longstanding partner the **MAVA Foundation** is funding projects around the world to help create protected areas, manage water resources and conserve species. Last year, the foundation provided funding to launch an important project on sustainable hydropower in the Dinaric Arc ecoregion. The MAVA Foundation is also providing support to build our organizational capacity, enabling us to respond to opportunities and innovate in order to scale-up our conservation work.

We continue to work with **Fondation Montagu** to conserve the blue whale and other key marine species through the creation of new marine protected areas in southern Chile. The foundation's support is crucial to protecting the region's unique biodiversity and marine ecosystems.

The **Oak Foundation** is a long-time supporter of WWF and continues to provide funding for our work to promote sustainable fisheries in Europe. The foundation supports our Arctic and Climate and Energy Initiatives too, helping protect the natural world from the impact of climate change. The Oak Foundation also contributes to our youth volunteer programme Explore! and helps us effectively monitor the finances and impact of our conservation programmes.



**WE'RE
DEVELOPING A
TUNA SANCTUARY
AND A LABELLING
SYSTEM FOR
SUSTAINABLY
SOURCED TUNA**

Our strategic partnership with the **Prince Albert II of Monaco Foundation** focuses on protecting the Mediterranean bluefin tuna. We're aiming to establish a high-seas tuna sanctuary and develop a labelling system so consumers can choose sustainably sourced tuna. The foundation also supports our work to create a new marine protected area and an environmental education programme in Madagascar.

We've formed a new partnership with **Fondation Segré** this year, supporting our Smart Gear competition for developing fishing gear that reduces bycatch, a major threat to marine ecosystems. The foundation also supports our programme to protect gorillas, chimpanzees and other wildlife in Cameroon's Campo Ma'an National Park.

We continue our collaboration with **UEFA**, who participated in Earth Hour for the second time. UEFA is also supporting our Global Climate and Energy Initiative, which aims to achieve a just, effective and science-based global climate agreement.

As part of our Smart Fishing Initiative, **The Tubney Charitable Trust** is supporting our efforts to improve the EU Common Fisheries Policy in 2012 and make commercial sea fishing sustainable.

Fondazione Zegna is supporting our work in Qinling, China, to establish a model for nature reserves combining conservation and economic development. This key conservation area is home to the giant panda and the watershed for the Yangtze and Yellow rivers.

© WILD WONDERS OF EUROPE / MAURIZIO BIANCARELLI / WWF



We've brought together a range of partners from several countries to protect the mountains, forests and coastlines of the Dinaric Arc in southeast Europe.

Many thanks to all our other major supporters

We would also like to thank:

- Mr Philippe Bertherat
- Ms Miel de Botton
- Mr Mario Frering
- Mr André and Mrs Rosalie Hoffmann
- Dr Luc Hoffmann
- Hoffmann-la-Roche Ltd.
- Manotel Hotel Group
- Mr Pierre-André Maus
- Mr Patrick Odier
- Mr Christopher Parker
- Mr Kristian Parker
- the family of Jade Peduzzi
- Mr Sergi Ferrer-Salat
- Mr Martin Bisang and Mrs Mirjam Staub-Bisang
- all those donors who prefer to remain anonymous

Campaign for a Living Planet Steering Committee

Chair

Mr André Hoffmann

Members

Mr Philippe Bertherat

Mr Mario Frering

Ms Alejandra Moore Mayorga

Mr Kristian Parker

Mr Guillaume Taylor

Leaving a lasting legacy

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

Finally, thanks to all of you who support us in whatever way you can. As well as funding our vital work, your support makes us stronger by allowing us to speak on behalf of millions of people around the world.

PUBLIC SECTOR PARTNERSHIPS

We began working with international development partners – including government aid agencies and multilateral institutions – in 1990. With the growing recognition that sustainability and conservation are crucial to development, these partnerships have gone from strength to strength. They provide us with vital funding and allow us to shape policies to conserve critical habitats and encourage sustainable development.

1990
OUR PUBLIC SECTOR PARTNERSHIPS HAVE GONE FROM STRENGTH TO STRENGTH OVER 20 YEARS

Public sector partnerships multiply the impact of our conservation and development work many times over. Pilot projects get replicated on a national level, and we share our achievements and the lessons we learn to influence others. Our successes help to secure long-term finance. The results of our fieldwork influence national and international policy debates – while changes in policy allow the schemes we set up to thrive.

Our partnerships reflect a broad range of cooperation models – from funding for individual projects to commissioning a variety of services under framework agreements. Through them, we're expanding the scope and scale of our conservation work.

Asian Development Bank: growing importance

Rapid economic growth and the threat of climate change make our partnership with the Asian Development Bank increasingly important. Since 2001, we've worked together to help countries in Asia and the Pacific conserve their biodiversity and natural resources, and to limit and adapt to climate change.

Over the last year, we helped countries in the Mekong region develop a large-scale conservation programme for co-financing by the Global Environment Facility. We worked with a wide range of partners to improve water stewardship and river basin management, and raised awareness of the importance of good fisheries management for food security. At the Convention on Biological Diversity in Japan, we organized joint events with governments and other partners to highlight our achievements in the Coral Triangle, Borneo, the Himalayas and the Mekong.

European Union: partnering for sustainable forestry

We've spent years working in partnership with the EU and member states to develop a sustainable timber trade, advising on policy and trade regulations. EU support has helped us promote sustainable forest management, assist companies to develop responsible supply chains and build the market for sustainable timber.

In 2010, we celebrated a major achievement in this partnership when the European Union adopted a new law that will ban illegal timber from European markets. European companies now have to make sure that they don't import illegal wood or buy or sell it within the EU; countries must impose strong penalties if they do.

Protected Areas for a Living Planet

With over 100 new protected areas covering 4.2 million hectares created since 2007, and another 11.5 million hectares in the pipeline, our Protected Areas for a Living Planet project has been a huge success. It's also a great example of how we work together with public sector partners, involving 27 countries and at least 15 development agencies.

We're working to help countries meet their commitments to preserve biodiversity in five important "ecoregions" – large areas containing distinctive habitats and species – that cross national boundaries. By bringing partners together, we're helping to create and manage networks of protected areas across borders, develop legislation, and share ideas and lessons learnt.

Our public sector partners

Bilateral agencies

Australia – AusAID
Austria – ADA
Belgium – DGCD
Canada – Cida
Denmark – Danida
Finland – MoFA
France – MAE, AFD, FFEM
Germany – BMZ, KfW, DEG, GIZ
Italy – MoFA
Japan – JICA
Netherlands – DGIS, LNV
Norway – MoFA, Norad
Spain – AEIC
Sweden – Sida
Switzerland – SDC, SECO
United Kingdom – DFID, Defra
United States of America – USAID, USFWS, NOAA

Multilateral agencies

African Development Bank
Asian Development Bank
European Commission – Europe Aid
Global Environment Facility
Inter-American Development Bank
UN Development Programme
UN Environment Programme
The World Bank Group



We helped bring about a new law to ban illegal timber from European markets

POWER SURGE

A wind turbine factory worker in Baoding, China cuts a futuristic vision.

Responsible for around two-thirds of global greenhouse gas emissions, the energy sector is the single biggest cause of climate change. With *The Energy Report: 100% Renewable Energy by 2050*, we're presenting a ground-breaking analysis of how the world can move towards a renewable energy future and the challenges this presents.

It's one of the many practical ways that we're tackling climate change – the biggest threat to confront the natural world in our 50 years of existence. Following the disappointments of the Copenhagen climate summit, 2010 ended on an optimistic note as governments in Cancún made progress towards a global climate deal. We'll be keeping up the momentum leading up to the crucial UN climate conference in Durban at the end of 2011.



FINANCIALS

WWF International: Income and Expenditure two-year summary 2009 and 2010	Financial year*		
	2009	2010	2010
Operating income	(CHF'000)	(CHF'000)	(EUR'000**)
WWF National Organizations ⁽¹⁾	100,987	96,142	65,212
Individuals ⁽¹⁾	2,206	1,200	814
Legacies and bequests	24	12,892	8,744
Corporations ⁽¹⁾	14,292	11,900	8,072
Trusts and foundations ⁽¹⁾	16,452	16,032	10,874
Governments and aid agencies	56,034	53,535	36,312
Royalties ⁽¹⁾	1,627	1,040	706
Financial income / (loss) – net	(2,858)	(1,596)	(1,083)
Other	1,042	1,259	854
Total	189,806	192,404	130,505
Operating expenditure			
Conservation programmes	155,279	152,303	103,305
Conservation policy and awareness			
- Conservation policy	9,968	7,826	5,308
- Awareness	6,239	6,743	4,574
Network services and People development ⁽²⁾	7,897	5,699	3,866
Fundraising	4,369	5,526	3,748
Finance and administration	6,318	6,129	4,157
Fixed asset expenditure	429	748	507
Total	190,499	184,974	125,465
Operating surplus / (deficit)	(693)	7,430	5,040
Non-operating items			
Donations to endowment funds	652	65	44
Surplus / (deficit) after non-operating items	(41)	7,495	5,084

*Financial years cover the period 1 July to 30 June

**Average EUR exchange rate for the year: CHF 1.4743 = EUR 1

Notes to the accounts

1. Joint fundraising

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

2. Network services and people development

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

WWF International: Balance Sheet two-year summary 2009 and 2010	Financial year*		
	2009	2010	2010
Assets	(CHF'000)	(CHF'000)	(EUR'000**)
Current assets			
- Cash	63,919	55,417	41,846
- Short-term bank deposits	7,147	3,860	2,915
- Marketable securities ⁽¹⁾	14,648	22,139	16,718
- Recoverable taxes and other items	9,295	11,479	8,668
Long-term receivables	2,928	3,276	2,474
Fixed assets ⁽²⁾	9,330	9,213	6,957
Total	107,266	105,385	79,578
Liabilities and funds			
Bank overdraft	193	-	-
Accounts payable & accrued expenses	30,869	24,266	18,324
Mortgage payable ⁽³⁾	1,820	1,905	1,438
Other long-term liabilities	301	-	-
Operating funds ⁽⁴⁾	59,403	64,044	48,361
Capital and endowment ⁽⁵⁾	14,680	15,170	11,455
Total	107,266	105,385	79,578

*Financial years cover the period 1 July to 30 June

**Exchange rate CHF 1.3243 = EUR 1, as at 30 June 2010

Notes to the accounts

1. Marketable securities

At the end of the financial year, cash and short-term deposits comprised 73 % of total cash, bank deposits and marketable securities, compared to 83 % a year ago.

2. Fixed assets

All fixed asset costs regarding the renovation of the main building, the purchase and renovation of the pavilion in Gland, and the purchase and implementation of an ERP system have been capitalized and are depreciated as appropriate. All other fixed asset costs are charged to expenditure at the time of purchase.

3. Mortgage payable

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

4. Operating funds

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

5. Capital and endowment

Includes The 1001: A Nature Trust, a trust fund built up through individual membership contributions; the Sigvaldason Fund, a legacy from the late Mrs Gerda Sigvaldason; the Endowment Fund built up primarily from the proceeds of the WWF 25th Anniversary Coin Collection programme; the Prince Bernhard Scholarship Fund for Nature Conservation, the income from which will be used to achieve conservation worldwide, including to help build conservation capacity, provide training and scholarships, etc; and statutory capital of CHF 20,000, representing the initial capital of WWF.

Audited financial statements are available on request.

WWF Network: Income and Expenditure* two-year summary 2009 and 2010	Financial year**	2009	2010
		(EUR'000)	(EUR'000)
Operating income			
Individuals			
- Individuals ⁽¹⁾		221,479	242,078
- Legacies and bequests		44,873	56,940
Other donated income			
- Corporations		51,913	56,030
- Trusts and foundations		35,233	31,595
- Public sector finance		96,545	88,919
- Others		3,812	6,175
Earned income			
- Royalties		18,151	15,560
- Financial income / (loss) - net		(29,716)	26,006
- Trading net income		1,514	1,660
Total		443,804	524,963
Operating expenditure			
Conservation			
- Programme ⁽²⁾		272,506	272,770
- Conservation policy		25,299	22,538
- Education		13,668	15,049
- Awareness		51,547	51,105
- TRAFFIC ⁽³⁾		2,688	2,791
Fundraising		83,158	91,290
Finance and administration		40,402	38,773
Total		489,268	494,316
Surplus to support current and future projects / (deficit)		(45,464)	30,647

*The figures given show total WWF Network income and expenditure but do not represent consolidated accounts. The Network includes WWF International and its programme offices, and all the WWF National organizations and their programme offices.

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

Notes to the accounts

1. Individuals

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

2. Programme

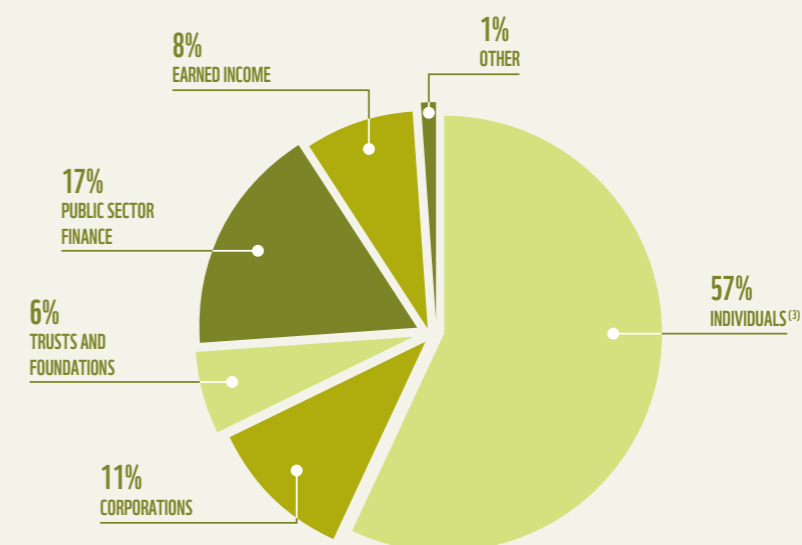
Costs of WWF Network global conservation programme.

3. TRAFFIC

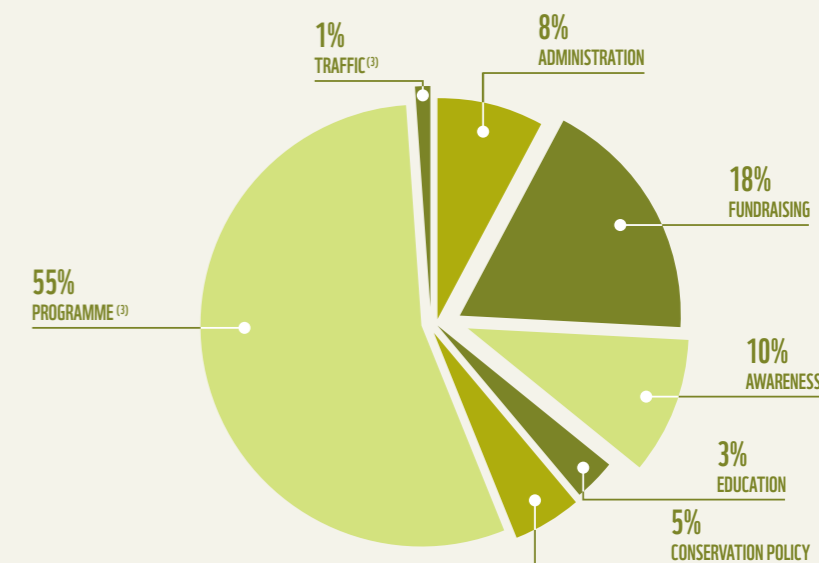
The TRAFFIC (Trade Record Analysis of Flora and Fauna In Commerce) Network is the world's largest wildlife trade monitoring programme, and is a joint programme of WWF and IUCN – The World Conservation Union.

INCOME EUR 525 MILLION

WWF Network: Income and Expenditure 2010



EXPENDITURE EUR 494 MILLION



WWF International

In spite of the continuing global economic challenges, income grew by 1 per cent. The uncertain economic climate led to a 3 per cent decrease in expenditure.

WWF Network

The total WWF Network income grew significantly, rising EUR 81 million to EUR 525 million, an increase of more than 18 per cent. This was largely driven by an increase in investment income. Revenue from individuals grew by 12 per cent and the increase in income from corporations was 8 per cent. These increases were partially offset by decreased income from governments and aid agencies (down 8 per cent) and trusts and foundations (down 10 per cent).

The Network's conservation activities continued to grow during the year albeit at a slower rate than income. The resulting surplus of EUR 31 million will be used to fund our ongoing projects and programmes and help us reach our conservation targets.

Peter Dickinson, *Director of Finance & Administration, WWF International*

WWF INTERNATIONAL DIRECTORS 2010*

*As at: December 2010

Director General	Mr Jim Leape	
Director General's Office	Dr Christopher Hails	– Network Relations & Development
	Ms Pascale Moehrle	– Executive Affairs
Conservation	Mr Lasse Gustavsson	– Executive Director
	Dr Carlos Drews	– Species
	Dr Timothy Geer	– Public Sector Partnerships
	Dr Lifeng Li	– Freshwater
	Mr Tony Long	– European Policy Office
	Dr Isabelle Louis	– Asia / Pacific
	Ms Donna Lusti	– Programme Office Performance/Development
	Mr Gary Miller	– Europe & Middle East
	Mr Niall O'Connor	– Programme Office Performance and Development, Africa/Madagascar
	Mr Jean-Paul Paddack	– Global Initiatives
	Dr Georg Schwede	– Programme Office Management
	Ms Susan Brown	– Global & Regional Policy a.i.
	Dr Stephan Singer	– Energy Policy
	Mr Laurent Somé	– Partnership/ Development Africa
	Dr Peter James Stephenson	– Conservation Strategy & Performance
	Mr Rodney Taylor	– Forests
	Dr Roberto Troya	– Latin America & Caribbean
Communications and marketing	Mr Sudhanshu Sarronwala	– Executive Director
	Mr Martin Atkin	– External & Media Relations
	Ms Sarah Bladen	– Conservation Communications
	Ms Danielle Chidlow	– Brand Strategy
Operations	Ms Judy Slatyer	– Chief Operating Officer
	Ms Maria Boulos	– Corporate Relations
	Mr Peter Dickinson	– Finance & Administration
	Ms Linda Humphrey	– ICT Services
	Mr Christopher Hutton	– People & Organization Development
	Mr Jean-Paul Jeanrenaud	– Corporate Relations
Development	Ms Carol Monoyios	
Living Planet Fund Management Company	Mr Chiew Y. Chong	
Legal Advisor	Mr Michael Rogers OBE	



One in five people depend on water supplies from the Himalayas, where we're working to conserve ecosystems and reduce the impacts of climate change.

WWF INTERNATIONAL BOARD OF TRUSTEES 2010

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THE WWF NETWORK*

WWF Offices

Armenia

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Belgium

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Bhutan

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Canada

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Chile

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Germany

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Guatemala

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Malaysia

Mauritania

Mexico

Mongolia

Mozambique

Namibia

Nepal

Netherlands

New Zealand

Niger

Norway

Pakistan

Panama

Papua New Guinea

Paraguay

Peru

Philippines

Poland

Romania

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Senegal

Singapore

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South Africa

Spain

Suriname

Sweden

Switzerland

Tanzania

Thailand

Tunisia

Turkey

Uganda

United Arab Emirates

United Kingdom

United States of America

Vietnam

Zambia

Zimbabwe

WWF Associates

Fundación Vida Silvestre (Argentina)

Fundación Natura (Ecuador)

Pasaules Dabas Fonds (Latvia)

Nigerian Conservation Foundation (Nigeria)

*As at: December 2010

WWF in numbers

100%
RECYCLED



1961

WWF was founded in 1961

+100

WWF is in over 100 countries,
on 5 continents



+5M

WWF has over 5 million
supporters

+5,000

WWF has over 5,000
staff worldwide

Canon

This annual review was printed by Canon Europe in Germany on FSC paper, in order to reduce the ecological impact and minimise paper wastage. Several images used in this review were taken from the WWF-Canon Global Photo Network. Canon Europe became the first Conservation partner for WWF in 1988, and since that time has worked with WWF to support its work by providing funds for conservation and to raise awareness of conservation issues.



Why we are here

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

www.panda.org