



WWF

ANNUAL  
REVIEW

INT

2013



### **About the photos**

In 2013, WWF launched a campaign to keep oil exploration out of Virunga National Park in the Democratic Republic of the Congo. The photos in this year's annual review show what's at stake, and suggest better alternatives for the park's future.

Our images come from the WWF-Canon Global Photo Network. Thanks to the continued support of our imaging partner, Canon, we now have almost 100,000 images which provide an invaluable record of the state of the planet.



### **Front cover**

A local fisherman shows his opposition to the prospect of oil exploration in Virunga National Park.

© Brent Stirton / Reportage by Getty Images / WWF-Canon

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.

A WWF International production

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© Earth Hour

Millions of people in 152 countries pledged their support for a living planet during Earth Hour 2013.

# FOREWORD FROM YOLANDA KAKABADSE

The President of WWF International explains why energy issues are at the centre of this year's review

The world is using more energy than ever as populations and economies grow. At the same time, we need to find ways to provide for the hundreds of

millions of people who have no access to modern energy – as well as the extra 2 billion people who will join the human race between now and 2050.

But in meeting our energy needs with fossil fuels, we are paying a terrible price. Climate change threatens so many of the species and places WWF has fought so hard to protect, as well as bringing huge social costs. And the search for new sources of oil and gas to exploit threatens vital habitats, from the Arctic to the Amazon to Virunga, Africa's oldest national park.

Finding ways to bring clean, affordable energy to all, in a way the planet can sustain, has never been more urgent. That's why we've made energy and climate change the focus of this year's annual review.

One of WWF's great strengths is that we are able to make the link between the global and the local. Fixing our broken energy system will require bold actions by governments, banks and big businesses at the global level: we play a key role in international climate negotiations, and have a material influence on the policies and spending decisions of major financial institutions and development agencies. Equally, transformation has to happen at home and at the local level: through our field projects, we've demonstrated how renewable energy can meet people's needs while helping to protect vital habitats.

WWF is determined to find solutions to the big challenges the planet faces and act upon them, globally and locally. Our ability to do so owes much to the leadership and vision of Jim Leape, who stepped down after eight years as Director General of WWF International at the start of 2014. I would like to thank Jim for all he has done to make WWF a more effective, dynamic and truly global organization as we seek to build a future in which humans live in harmony with nature.

*“Finding ways to bring clean, affordable energy to all, in a way the planet can sustain, has never been more urgent.”*

© WWF-Canon / Richard Stonehouse



Yolanda Kakabadse  
President  
WWF International



# A MESSAGE FROM JIM LEAPE

In his last year as Director General of WWF International, Jim Leape explains why, despite the formidable challenges ahead, he remains optimistic

© WWF-Cannon / Richard Stonhouse



*“Today humanity has to answer the biggest questions it has ever faced. And I believe WWF has a vital role to play in finding the answers.”*

Jim Leape  
Director General  
WWF International

How can we sustain the rich diversity of life on Earth as we provide food, water and energy to a human population set to pass 9 billion by 2050? How can we avert the devastating impacts of climate change? How can we ensure economic development doesn't come at the expense of the natural wealth that all of us depend on?

These are some of the biggest questions facing humanity today. And I believe that WWF has a vital role to play in finding the answers.

This is an extraordinary organization. Working in more than 100 countries, we are united across cultures and across geographies by our passion for saving life on Earth. That's the secret to WWF – it's the thread that binds us together, and has done for 50 years. It makes us tenacious and determined, and it inspires people the world over.

We are able to mobilize multitudes in this cause. One of the most exciting developments in my time with WWF is Earth Hour, which each year moves hundreds of millions of people in 150 countries to speak out and, increasingly, to take action. Last year's international illegal wildlife trade campaign showed the potential we have to galvanize the public and political leaders. With an army of supporters behind us, we secured unprecedented commitments from heads of state and global institutions: we are now in a much better position to beat wildlife crime than we were a year ago.

We're focused on solutions, which means we're willing to work with everyone who is serious about making a difference. That's taken us into new territory over recent years, particularly in our deep engagement with the private sector in more and more ambitious conservation collaborations. Increasingly, our work with business goes beyond partnerships to looking at how we can influence whole sectors.

Most importantly, we are both local and global. In each country important to our work, WWF is a trusted local voice – working with communities to show how conservation and development can come together to benefit people and nature, and to translate those solutions into national policy. We are also able to join forces to spark action across national boundaries, to bring governments together in a place like the Congo Basin or the Coral Triangle, and to work with companies to drive sustainability into global markets.

Over the past few years, we have committed ourselves to developing these strengths – to building strong, influential WWF organizations in the countries that will be most important to our success, and forging an even more cohesive, more powerful global network. We are bringing even greater focus to engaging strategic partners in the private sector and beyond in far-reaching collaborations and, through major global campaigns and through Earth Hour, empowering citizens and consumers – and mobilizing them to act.

There are, of course, huge challenges ahead of us. But during my time at WWF, I have seen us achieve things that seemed impossible. Who would have thought, 10 years ago, that a conservation group could play an instrumental role in changing the global market for palm oil or for tuna? That we could get businesses working together with their competitors to tackle sustainability issues? That the Chinese government would commission us to assess the country's ecological footprint? That we could bring together world leaders to save tigers and tackle the scourge of illegal wildlife trade?

It has been my privilege to serve as Director General of WWF International for the last eight years. I would like to thank all of you who, through your support, have helped us do extraordinary things. And I look forward to the extraordinary things WWF will achieve in the future.

## NEW DIRECTOR GENERAL



© BirdLife International

We're delighted to welcome Marco Lambertini as our new Director General from 1 May 2014. Dr Lambertini, who is currently chief executive of BirdLife International based in Cambridge, UK, began his association with WWF as a youth volunteer fundraiser in his native Italy. He boasts 25 years of global conservation leadership and is a published author.

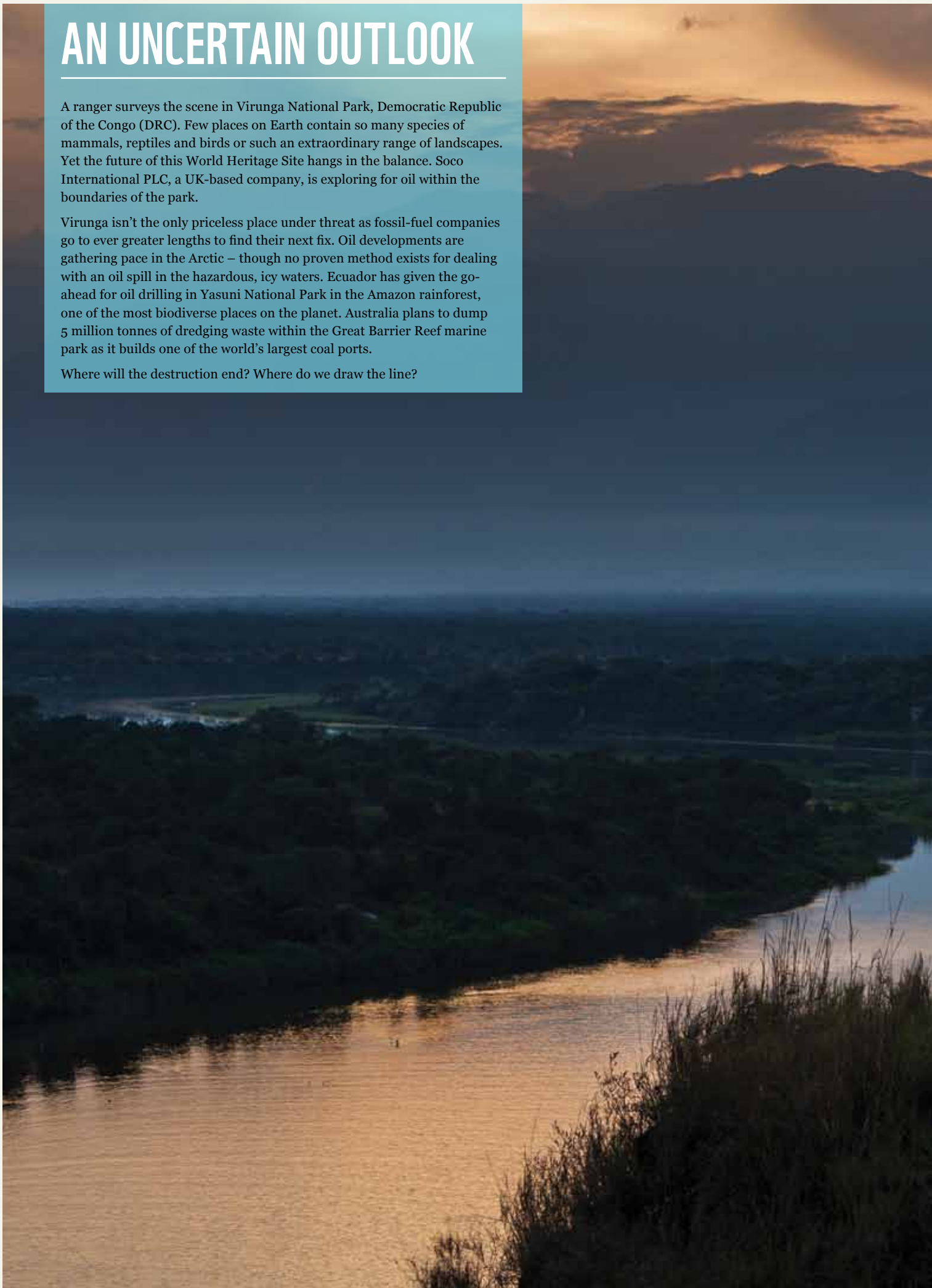
Follow the WWF International Director General on Twitter at [@WWF\\_DG](https://twitter.com/WWF_DG)

# AN UNCERTAIN OUTLOOK

A ranger surveys the scene in Virunga National Park, Democratic Republic of the Congo (DRC). Few places on Earth contain so many species of mammals, reptiles and birds or such an extraordinary range of landscapes. Yet the future of this World Heritage Site hangs in the balance. Soco International PLC, a UK-based company, is exploring for oil within the boundaries of the park.

Virunga isn't the only priceless place under threat as fossil-fuel companies go to ever greater lengths to find their next fix. Oil developments are gathering pace in the Arctic – though no proven method exists for dealing with an oil spill in the hazardous, icy waters. Ecuador has given the go-ahead for oil drilling in Yasuni National Park in the Amazon rainforest, one of the most biodiverse places on the planet. Australia plans to dump 5 million tonnes of dredging waste within the Great Barrier Reef marine park as it builds one of the world's largest coal ports.

Where will the destruction end? Where do we draw the line?







# VIRUNGA

More than half a million people around the world have signed our petition to keep oil exploration out of Virunga National Park. Raymond Lumbuenamo, Country Director of WWF-DRC, explains why the campaign is so important.

To me, as a Congolese man, Virunga is the mother park. Nowhere else can you find such wonders. As Africa's first national park, it gave birth to conservation on the continent. I think we have a moral obligation to defend it – not only for the sake of its wildlife and natural beauty, but because of its huge importance to the livelihoods of the people living there.

Despite years of conflict on its doorstep, the park has survived. Its spectacular landscapes remain a haven for rare and remarkable wildlife, its natural resources a lifeline for local people. But now oil exploration, led by UK company Soco, could destroy it forever. Virunga – a World Heritage Site – is one of the last places on Earth where you should go looking for oil. Yet 85 per cent of the park has been allocated as oil concessions and Soco may soon start seismic testing.

Oil exploitation in Virunga could see the park lose its protected status and its place on the list of World Heritage Sites. Then there would be no rules to protect its forest core – home to the last remaining mountain gorillas, embattled forest elephants, unique okapis, and our chimpanzee cousins.

More than this, the health and economic well-being of my fellow citizens is at risk – as Soco's own impact assessments admit. These are our parents, our brothers and sisters, and they rely on natural resources for their daily lives. The fishing industry on Lake Edward, where Soco is planning its surveys, employs thousands of people. If you pollute these waters, the fishermen have nowhere to go. If you spoil these soils, the farmers have nowhere to go.

My country has a long and bloody history of being exploited for its natural resource wealth, yet it remains one of the world's poorest countries. Oil exploitation will do little to improve the lives of local people. Instead, it will jeopardize our chances of bringing peace, security and long-term sustainable development to eastern DRC.

Even today Virunga National Park is worth nearly US\$50 million in annual revenue to DRC, but if our ecotourism industry is given a chance to develop it could bring in much more. Sustainable tourism can benefit people and wildlife and build stability. Oil exploitation damages the environment and is likely to inflame civil unrest.

Oil exploration in Virunga must be stopped. Here in DRC we will not give up the fight. And with the strength of the whole WWF network behind us, we will win.



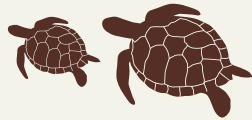
**OIL EXPLORATION PUTS  
LONG-TERM SUSTAINABLE  
DEVELOPMENT IN  
JEOPARDY**

# DRAW THE LINE

To prevent the worst impacts of climate change, we need to leave fossil fuels in the ground. Yet wild places and species from the Arctic to the Equator are directly threatened by oil, gas and coal developments. We have to stop the destruction before it's too late.

### GREAT BEAR COAST - NO PLACE FOR AN OIL PIPELINE

With its towering temperate rainforests, free-flowing salmon rivers and teeming seas, Canada's Great Bear coast is one of world's richest and most spectacular ecosystems. Over the last two decades, we've worked hard with local people, forestry companies and the government of British Columbia to protect and sustainably manage its forests. Similar work is under way to manage the sensitive marine environment. But all this could be at risk from a massive oil pipeline that would cut right through the heart of the region. With the local indigenous First Nation communities, we're mobilizing action to oppose this disastrous plan.



Green turtles always return to the beach where they were born to lay their eggs

### GREEN TURTLES - FEEDING IN OILY WATERS

Every year, oil spills kill birds, turtles and other sea creatures, and pollute marine ecosystems. Endangered green turtles are particularly at risk: unlike other species, they continue to feed on contaminated seagrass and algae. Exposure to oil pollution can severely damage their health and their chances of successfully reproducing, and the survival of hatchlings.

### PALAWAN, THE PHILIPPINES - COAL POWER OR CLEAN POWER?

With breath-taking landscapes and an extraordinary range of wildlife, Palawan is one of the most beautiful islands in the Philippines. A planned 15 megawatt coal-fired power plant threatens to disrupt the delicate balance of this UNESCO Man and Biosphere Reserve. Yet the island – and the rest of the Philippines – could generate just as much energy using clean, renewable sources like small-scale hydro, solar and wind power. These would also bring more jobs and produce cheaper electricity. We're supporting local opposition to the plan, and working with the Department of Energy on an alternative energy development plan for the province.



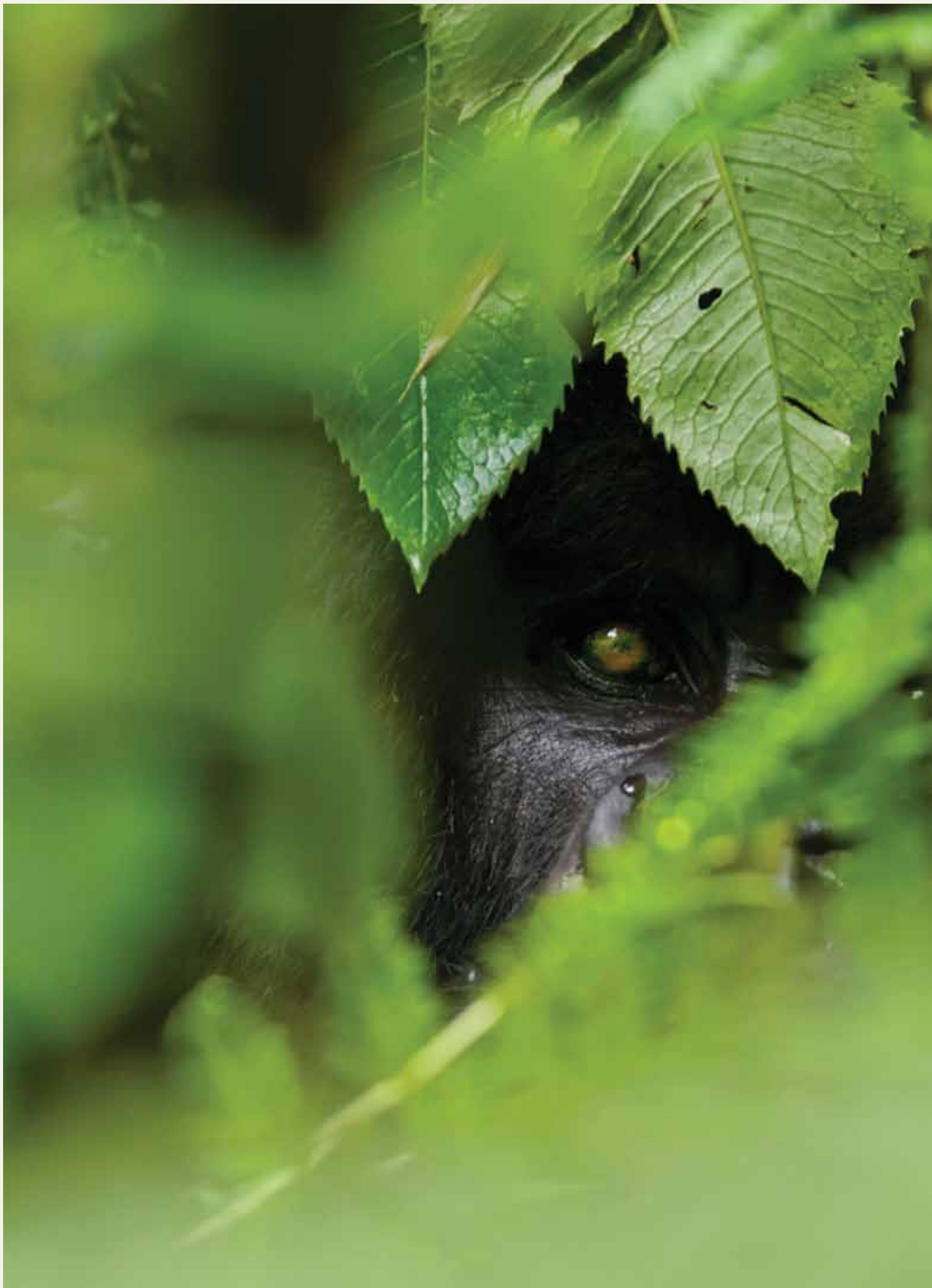
1/4 of all species in the Philippines and 1/2 of the world's coral species are found around Palawan

### PANTELLERIA - OIL THREAT TO THE MEDITERRANEAN'S "BLACK JEWEL"

The wild, unique landscapes of the volcanic island of Pantelleria, in the Sicilian Channel between Europe and Africa, are protected. But its rich seas – home to Mediterranean mantas, fin whales, white sharks, bluefin tunas, dolphins, hundreds of sea turtles and the last population of monk seals – are not. These marine species and the productive fishing industry are at risk from expanding oil drilling in the area.

## US\$1.3 BN

THE AREA'S OCEAN-BASED ECONOMY IS WORTH US\$1.3 BILLION AND SUPPORTS 10,000 JOBS IN FISHING AND TOURISM. AN OIL SPILL WOULD BE DEVASTATING, AND COULD COST BILLIONS MORE TO CLEAN UP





## AN EYE ON THE FUTURE

Only around 880 mountain gorillas remain in the wild, and about 200 of them live in the hills of Virunga National Park. Across the border in Rwanda and Uganda, gorilla tourism projects have revitalized communities and helped increase the gorilla population. Sustainable tourism in Virunga has the potential to create thousands of jobs and bring in US\$235 million a year, which would benefit people and wildlife. But this is only likely to happen if the park is properly valued and protected.

Fossil-fuel extraction brings short-term profits for the few. Green development, based on sustainable use of resources and careful stewardship of natural capital, can deliver long-term prosperity for the many.



# SEIZE YOUR POWER

With global climate talks stalling, we need a power surge in renewable energy investment, says Samantha Smith, head of our Global Climate and Energy Initiative

UN climate negotiations are stuck: they are not delivering the change we need at anything like the speed at which we need it.

In Warsaw in November, the world's governments showed such little commitment that, along with NGOs and social movements from every corner of the Earth, we decided our best course of action was to walk out in protest.

It was the last thing we wanted to do, and of course we're not walking away from the process – when the talks resume in Lima in December 2014, we'll be pushing harder than ever for a global climate deal. But the need for another approach is clearer than ever.

The solution to avoiding dangerous climate change is practical, possible and necessary: we have to switch from fossil fuels to clean, renewable energy as soon as possible. And that's what our Seize Your Power campaign is about.

The energy investments we make over the next few years will largely determine whether we can avoid catastrophic climate change in the long term. So we're challenging governments, financial institutions and pension funds to kick the fossil fuel habit and instead channel an additional US\$40 billion into renewable energy by 2017.

Change is happening – and that extra US\$40 billion could tip the balance. New investments in renewable electricity already surpass those in oil, coal and gas. Despite the lack of a global climate agreement, around 140 countries now have renewable energy targets, providing more certainty for investors. In China, renewables already make up more than half the new power capacity being installed. South Africa invested around 1 per cent of its GDP into renewable energy in 2012. In parts of India, solar power – which has created more than 100,000 jobs – is as cheap as coal.

In a significant development this year, the World Bank committed to phasing out funding for new coal power plants except in rare circumstances. The European Investment Bank, the world's largest public financial institution, and European Bank for Reconstruction and Development soon followed suit. In the US, San Francisco and Seattle were among 10 cities that pledged to drop fossil fuels from their pension funds.

Meanwhile, it's beginning to dawn on investors that fossil fuel companies' assets may be dangerously over-inflated. If the world is to have any chance of keeping climate change within safe limits, then around four-fifths of listed fossil fuel reserves must stay in the ground – making them effectively worthless.

A clean energy future is possible. And it must start now.

WE HAVE TO SWITCH FROM FOSSIL FUELS TO CLEAN, RENEWABLE ENERGY AS SOON AS POSSIBLE

## We're mobilizing people around the world to take action for nature and the climate

### EARTH HOUR 2013

152 COUNTRIES AND TERRITORIES  
7,001 CITIES AND TOWNS  
105,801 MEDIA ARTICLES  
345 MILLION SOCIAL MEDIA VIEWS

#### EARTH HOUR

Earth Hour is growing every year, as millions of people across every continent switch off their lights for an hour to show they care about the planet we share. And increasingly, this symbolic action has a tangible impact:

- Earth Hour's I Will If You Will campaign on YouTube has attracted 4 million participants, and more than 200,000 individuals, businesses, organizations and governments have pledged to take action for the planet far beyond the hour.
- In Uganda, the first Earth Hour Forest is being planted. Botswana has pledged to plant more than a million indigenous trees over the next four years to restore degraded areas.
- Russia and Argentina both passed legislation to protect their seas following Earth Hour 2012 campaigns, and Earth Hour 2013 in Russia collected more than 100,000 signatures to petition for a ban on industrial logging across an area twice the size of France.
- Vancouver, Canada, was named the first Global Earth Hour Capital for its impressive efforts to reduce carbon emissions and switch to renewable energy.
- While lights went out elsewhere, they went on for the first time in several Indian villages, thanks to an initiative to install solar power.

#### NORWAY BANS OIL EXPLORATION IN LOFOTEN

In October, following a decade-long campaign by WWF, the Norwegian government pledged not to open up the Lofoten islands and neighbouring coastal areas for oil exploration. Lofoten is home to the spawning area for the world's largest cod stock, the largest known cold-water coral reef, and one of Europe's biggest seabird colonies. Despite pressure from the oil and gas lobby, the government agreed that the area's biodiversity is worth far more over time than short-term income from oil.

#### WHALE REPRIEVE

Critically endangered western grey whales won a reprieve in October after a Russian energy consortium delayed plans for a new oil platform near the whales' summer feeding grounds. Just 150 grey whales remain in the western north Pacific, where they already suffer disruption and noise pollution from two existing oil installations. After a campaign by WWF and others that targeted both the company and its investors, Sakhalin Energy postponed its decision on whether or not to build the platform until 2017. However, the whales remain at risk from other energy developments and the potential of a catastrophic oil spill in the sub-Arctic waters.

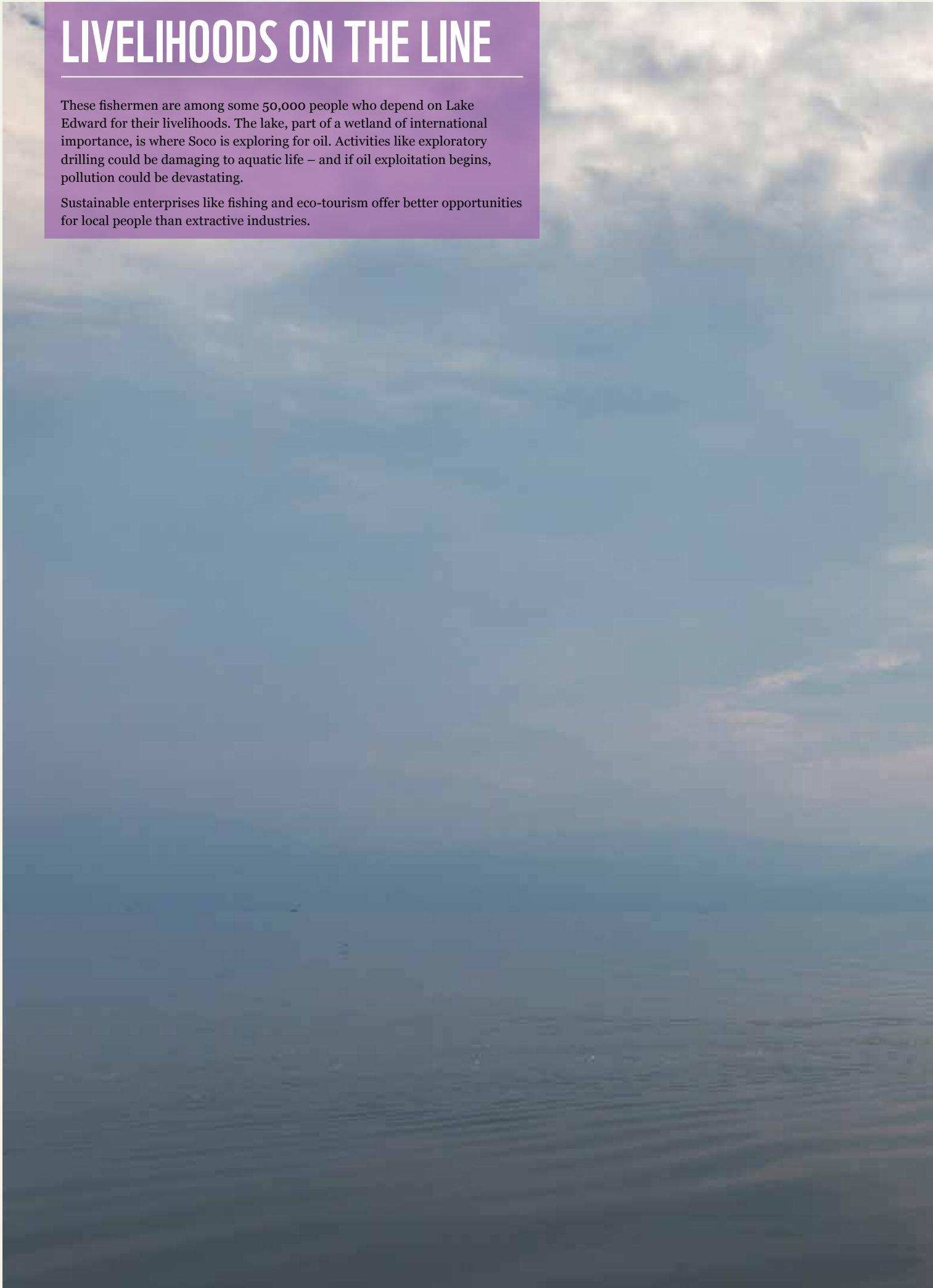


# LIVELIHOODS ON THE LINE

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These fishermen are among some 50,000 people who depend on Lake Edward for their livelihoods. The lake, part of a wetland of international importance, is where Soco is exploring for oil. Activities like exploratory drilling could be damaging to aquatic life – and if oil exploitation begins, pollution could be devastating.

Sustainable enterprises like fishing and eco-tourism offer better opportunities for local people than extractive industries.





# CHANGING LIVES

Protecting wildlife-rich forests, reducing greenhouse-gas emissions, improving health and strengthening livelihoods – it's amazing what a simple biogas stove can do

It's fair to say biogas has changed Mohan's life. Mohan and his wife Thagiya live in Madhuban, a small village in Nepal's Terai Arc – a landscape of mountains, forests and grasslands, where tigers, elephants and rhinos still roam. Many of the region's 6.7 million inhabitants, like Mohan and Thagiya, rely on natural resources for their livelihoods. But with a growing human population, these are coming under threat. Around Madhuban, much of the once lush woodland has been felled for firewood.

Over the last few years, WWF-Nepal has been working in the Terai Arc to develop alternative livelihoods and take the pressure off forests. Biogas digesters, which mix human or animal waste with water to produce methane gas for cooking, are one solution. Working with a local cooperative, WWF has subsidized the construction of 7,500 biogas units – which are connected to a household toilet, helping to improve sanitation.

Mohan was one of the first people in his village to install a biogas digester, taking out a loan of 12,000 rupees (around US\$160) from the local cooperative to pay for it. He was able to pay back the loan much sooner than he thought. Instead of spending hours a day collecting firewood, he can devote his time to more productive activities, like vegetable farming.

The residue from the biogas unit makes an excellent organic fertilizer, helping Mohan earn 135,000 rupees a year selling cauliflower, cabbage and potatoes. His income has doubled – allowing him to install a water filter and solar lighting in his home, and pay for his grandchildren's schooling.

Thagiya's life has been transformed too. Traditional rural houses like hers have no chimneys, and cooking with firewood can cause chronic respiratory diseases. Now she has a smoke-free home, and food cooks much quicker. No longer tied to the kitchen, Thagiya and other women are more involved in community life: she chairs two women's savings and loan groups, which enable women to set up their own businesses.

Each biogas unit like Mohan and Thagiya's saves nearly 4.5 tonnes of firewood and reduces CO<sub>2</sub> emissions by 4.06 tonnes a year. Selling carbon credits from the first seven years of the project has helped raise more than US\$1 million, which has been channelled back into the communities so they can install more biogas units.

This year, WWF-Nepal signed an agreement with the Nepal government's Alternative Energy Promotion Centre to install another 20,000 biogas units in 81 villages across the Terai Arc. Each one will mean more forest spared, more emissions avoided, and more lives transformed.



**EACH BIOGAS UNIT SAVES NEARLY 4.5 TONNES OF FIREWOOD AND REDUCES CO<sub>2</sub> EMISSIONS BY 4.06 TONNES A YEAR**



## Big problems can have simple solutions – as WWF projects around the world are proving

Some 2.7 billion people depend on wood fuel for cooking and heating: over-harvesting of wood for fuel is one of the leading causes of forest degradation, contributing to habitat loss and climate change. Around 1.3 billion people have no reliable electricity supply, hampering their hopes of an education and a decent livelihood. But clean, renewable energy can transform people's lives, while reducing their impact on the environment.

### STREAM POWER

A MICRO-HYDRO  
GENERATOR POWERS  
MORE THAN 100  
HOUSEHOLDS

Also in Nepal's Terai Arc, we've installed micro-hydroelectricity systems, which use water from a stream to run a generator. One such scheme near the village of Chaurikharka supplies more than 100 households in six villages with power for stoves, microwaves, rice cookers, fridges and room heaters. It's saving hundreds of tonnes of fuel wood, reducing carbon emissions and indoor pollution, and improving people's lives.

At the other end of the scale, large hydropower dams in the wrong places can be disastrous for people and nature. In places like the Amazon and the Mekong, we're promoting tools to minimize the impact of hydropower developments.

### CHARCOAL FOR FORESTS

Along with oil exploration (see page 10), charcoal production is one of the biggest threats to Virunga National Park in DRC. Wood is the main source of energy in DRC, and demand has risen massively in recent years. Our Ecomakala project supports people living around the park to grow fast-growing trees as an alternative source of charcoal. To date, they have reforested more than 6,000 hectares, taking pressure off the park and giving local growers a sustainable source of income.

Meanwhile in the nearby city of Goma, we're training local businesses to build woodstoves that halve the amount of charcoal needed. This means a big saving for poor households, and further reduces the pressure on Virunga's forests. Since 2007, 45,000 low-cost stoves have been sold.

### SOLAR EMPOWERMENT



Seven  
Madagascan  
women are  
bringing clean  
electricity to  
their villages after  
training as solar engineers

In the forests of Madagascar, far from any mainstream electricity grid, seven women are bringing solar electricity to 390 households in their home villages. Before, these homes either had no power at all or ran on expensive, polluting fuels like kerosene and diesel or old batteries. Now villagers save time and money, and children can do their schoolwork in the evenings. The seven are among more than 300 women, mostly grandmothers, who've already taken part in the Solar Engineer programme at India's Barefoot College, in conjunction with WWF. By demonstrating the benefits of solar power and sharing their knowledge with others, they're helping more communities to become sustainable and self-sufficient.

Meanwhile among the dense mangroves of the Sundarbans in India, WWF has helped villagers set up their own community-owned solar power station. As well as dramatically improving people's living standards, solar streetlights are successfully keeping tigers out of the villages around the Sundarbans Tiger Reserve. This can be an effective way of eliminating human-wildlife conflicts – a major challenge in remote places where people live close to large and dangerous animals.

# HEALTHY HIPPOS?

An African jacana hunts for food on the hide of a hippopotamus in Virunga National Park. Hippos play a key role in the park's ecosystem, and are particularly important to the fishing industry as their dung provides vital nutrients for fish.

Virunga was once home to one of the world's largest hippo populations, but rampant poaching saw numbers fall from 30,000 in the 1970s to just 600 in 2010. Today they are slowly recovering, which should boost fish stocks – but Soco's plans for oil exploration puts their future in doubt.





# WATER RISK AND RESPONSIBILITY

Stuart Orr, head of WWF's Water Stewardship Programme, explains how we're leveraging business risk to secure the future of freshwater ecosystems

Businesses are realizing they can no longer take water for granted. One reason is the chronic problem of poor governance. Governments have failed to keep up with increased demand from growing populations. Another is climate change. With floods and droughts becoming more frequent and more severe, water risk is more acute. Business leaders are increasingly aware that water availability will affect their long-term profitability, and even viability. They can't sit on the sidelines hoping someone else will fix the problem.

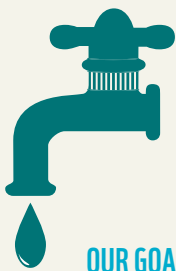
WWF anticipated this trend, which is why we engage the companies, supply chains and investors in our priority river basins. Companies are powerful players, and we want to influence their actions to help create long-term solutions for people, nature and economies. So we're creating tools, strategies and guidelines to help them look beyond their factory walls, forge new partnerships and catalyse change at scale.

With our Water Risk Filter, for example, businesses and investors are able to assess their specific water risks, depending on their geography and industry. In the year since we launched it, more than 50,000 facilities have been assessed. That's helping companies and investors approach the problem in a more strategic and effective way, and helping WWF bring together those who share a vested interest in creating solutions. This includes governments and other organizations representing diverse water users.

Our corporate partners are buying into this vision. For several years we've been working with The Coca-Cola Company on responsible water use and freshwater conservation in the Yangtze, Mekong and Rio Grande/Bravo river basins and the Mesoamerican Reef catchment, among others. We renewed the partnership this year, expanding its scope to cover multiple issues affecting freshwater ecosystems, help balance the needs of business, communities and nature, and engage others to act.

Similarly, we're working with fashion retailer H&M on a new water strategy that encompasses every area of the business – from training designers and buyers on water impacts to engaging suppliers and other garment manufacturers. But H&M understands it needs to look beyond its own operations. So we're collaborating with policymakers, NGOs, water institutions and other companies to support better management of river basins that are important production hubs for the company, focusing on the Yangtze in China and the Brahmaputra in Bangladesh.

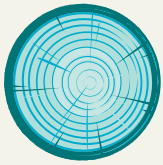
Fundamentally, water challenges are management challenges. Through our water stewardship work, we are trying to find the right incentives to bring the power of the private sector to bear on those challenges. The end goal is healthy freshwater ecosystems and well-managed river basins that meet the needs of all users.



**OUR GOAL:  
HEALTHY FRESHWATER  
ECOSYSTEMS AND  
WELL-MANAGED RIVER  
BASINS THAT MEET THE  
NEEDS OF ALL USERS**



## Working with businesses helps us to multiply our impact in many areas:



# 3X

**DEMAND FOR WOOD FOR FUEL, TIMBER AND PAPER IS EXPECTED TO TRIPLE BY 2050**

“Demand for wood for fuel, timber and paper is expected to triple by 2050. If we want to maintain living forests, with all the benefits they provide and the wildlife they support, then working with the forestry industry is a must. As well as supporting companies to improve forest management on the ground, we work with partners that can bring about positive changes on a much greater scale. Mondi, for example, is taking a lead role in promoting transparency and environmental responsibility in pulp and paper manufacturing. With IKEA, we’ve transformed forestry practices across more than a million hectares in Eastern Europe, helping to protect some of Europe’s last old-growth forests. P&G’s long-term commitment to buying all its paper products and packaging from sustainable sources will influence a huge number of suppliers.”

*Rod Taylor, Director of WWF’s Forest Programme*

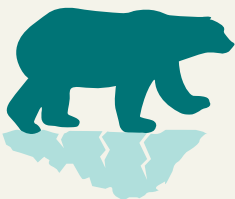


Climate Savers have saved 100MT of carbon emissions, equivalent to taking 30 million cars off the road

### CLIMATE SAVERS

“Since 1999, we’ve been challenging businesses to cut their emissions through our Climate Savers programme. More than 30 leading global businesses have shown how reducing greenhouse-gas emissions can go hand-in-hand with business success, collectively saving over 100 million tonnes of carbon emissions in their own operations – equivalent to taking more than 30 million cars off the road. But that’s only the start of the story. Now we’re working with them to magnify their impact by inspiring industry peers, value chain partners and policymakers to take action, and to provide carbon-efficient products and services that allow other businesses, organizations and individuals to reduce their own emissions.”

*Milan Kooijman, Climate Savers Coordinator*



# 300 MILLION

**OUR ARCTIC HOME CAMPAIGN FEATURED ON MORE THAN 300 MILLION COCA-COLA PACKS**

### ARCTIC AWARENESS

Through our corporate partnerships, we can reach and influence millions of consumers around the world. A picture speaks a thousand words, and our partnership with Canon helps us spread our message through powerful images. Using images to record the state of climate change is a particular priority of the partnership. In August, Canon supported a WWF expedition to Russia’s Laptev Sea to study the remote region’s polar bears and walruses, and how they are coping with the loss of Arctic sea ice. Meanwhile, our Arctic Home campaign with Coca-Cola is raising awareness and funds to help protect polar bears and their habitat. The project, which has already raised more than US\$6 million through consumer and company donations, launched in Europe in January, with polar bears featured on more than 300 million Coca-Cola packs.







## BRIGHT SPARKS

This welder is at work on a community hydroelectric project in Mutwanga, DRC, which uses water from Virunga. The project, set up by the Congolese Wildlife Authority, will provide electricity to 25,000 people. It will also power schools, a general hospital and an orphanage, as well as creating jobs and business opportunities. At the same time, there's a greater incentive for nearby residents to look after the park's forests and wetlands which ensure the water supply.

Renewable energy like solar, wind, geothermal and small-scale hydropower can transform the lives of communities that have little or no access to electricity. And it can play a major role in the economies of developing countries, which currently spend huge sums on expensive fossil-fuel imports and subsidies.

# RISING TO GLOBAL CHALLENGES

Our Global Initiatives are big responses to big challenges. They cross borders and push boundaries to create real changes on a scale that matters. We're aiming to

conserve the world's most outstanding natural places, and to reduce the demands we make on nature where it matters most. Here are some of our highlights from the last year...

## GLOBAL CLIMATE AND ENERGY

Our Seize Your Power campaign is calling for a shift in investment away from fossil fuels into clean, renewable energy. The World Bank and the European Investment Bank – the world's largest public financial institution – sent a powerful signal when they announced they'd phase out lending to coal power plants.



We're the only environmental NGO working throughout the Arctic

## ARCTIC

The Arctic Council, the inter-governmental forum that deals with Arctic issues, is using a mapping tool developed with WWF-Norway to support planning and ecosystem management. As an official observer on the council and the only environmental NGO working throughout the Arctic, we play an important advisory role on conservation and sustainability issues.

## COASTAL EAST AFRICA

In 2012, Mozambique announced its vision of a "green economy" built on sustainable management of its natural riches. Now we're working with the government and partners including the United National Environment Programme and the African Development Bank to put the vision into practice.



**5.3M HA**  
OF THE CONGO  
BASIN'S FORESTS  
ARE FSC CERTIFIED

## GREEN HEART OF AFRICA

Forest Stewardship Council (FSC) certification in Cameroon passed 1 million hectares in March. In total, 5.3 million hectares of the Congo Basin's forests are FSC certified, meaning they're being managed in a way that supports conservation and benefits communities.

## TIGERS ALIVE

We helped mobilize US\$120 million toward the Tiger Action Plan to double the number of tigers in the wild by 2022. Russia, Nepal and Malaysia have all introduced new legislation to support tiger conservation.



## X2 SMART FISHING

**THE NUMBER OF MSC PRODUCTS HAS DOUBLED EVERY YEAR SINCE 2004**

The Russian pollock fishery achieved Marine Stewardship Council (MSC) certification in September, meaning 70 per cent of all whitefish is now MSC certified. The number of MSC products has roughly doubled every year since 2004. A recently published peer-reviewed study confirmed that MSC-certified fish stocks are healthier than those in other fisheries.

## MARKET TRANSFORMATION

Businesses representing 70 per cent of the global farmed salmon industry committed to meet the standards of the Aquaculture Stewardship Council by 2020, minimizing their impact on aquatic environments and ensuring all feed comes from certified sustainable sources.



- 1 **LIVING AMAZON**  
[panda.org/amazon](http://panda.org/amazon)
- 2 **GLOBAL ARCTIC PROGRAMME**  
[panda.org/artic](http://panda.org/artic)
- 3 **CHINA FOR A GLOBAL SHIFT**  
[panda.org/shift](http://panda.org/shift)
- 4 **COASTAL EAST AFRICA**  
[panda.org/cea](http://panda.org/cea)
- 5 **CORAL TRIANGLE**  
[panda.org/coraltriangle](http://panda.org/coraltriangle)
- 6 **GLOBAL CLIMATE AND ENERGY**  
[panda.org/climate](http://panda.org/climate)
- 7 **GREEN HEART OF AFRICA**  
[panda.org/congobasin](http://panda.org/congobasin)
- 8 **HEART OF BORNEO**  
[panda.org/borneo](http://panda.org/borneo)
- 9 **LIVING HIMALAYAS**  
[panda.org/himalayas](http://panda.org/himalayas)
- 10 **MARKET TRANSFORMATION**  
[panda.org/markets](http://panda.org/markets)
- 11 **SMART FISHING**  
[panda.org/smartfishing](http://panda.org/smartfishing)
- 12 **TIGERS ALIVE**  
[panda.org/tiger](http://panda.org/tiger)









## SEEING THE WOOD FOR THE TREES

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The forests of Virunga are rich in biodiversity, but illegal charcoal production is a major threat. Wood fuel accounts for over 90 per cent of energy consumption in DRC, and the price is soaring.

Worldwide, more than half of all wood consumed is used for energy. In many areas, this is unsustainable – but it doesn't have to be. Around Virunga, WWF is working with communities to establish fast-growing tree plantations as an alternative energy supply. We're also helping them improve charcoal-making techniques and promoting more efficient stoves that use half the amount of charcoal.



# CORPORATE PARTNERSHIPS

For a future where humans live in harmony with nature, we need business on board

“For WWF, corporate partnerships are about creating change on the issues that are important to us, in the areas where our partners are important actors and on issues that are important to them. These transformational partnerships are about multiplying our impact by optimizing what each company is best able to influence. For one, that might mean using its leadership position to move the market for a particular commodity toward sustainability. For another, it might be about its ability to scale up our message and to influence the hearts, minds and habits of millions of consumers. And for another, it may be about investing money to leverage public or private investment in large-scale conservation programmes.

Our partnerships are built on the principle of collaboration. The issues we’re dealing with in the 21st century – from climate change to water risk to deforestation to meeting the needs of another 2 billion human beings – are increasingly interdependent. And that means the solutions are increasingly complex. It’s through collaboration that we will be able to identify and implement the solutions the world needs.”

*Maria Boulos, Director of Corporate Relations*



*“It’s through collaboration that we will be able to identify and implement the solutions the world needs.”*

*Maria Boulos  
Director of  
Corporate Relations*

Our largest global corporate partnerships in 2013:

Avon	H&M	Nokia
Canon Europe	HSBC	P&G
The Coca-Cola Company	IKEA	Unicredit
Ecosia	Lafarge	

## Duke of Edinburgh Conservation Medal

“The sheer size and complexity of the issues we face today can only be resolved through large-scale international partnerships and other forms of collaboration. WWF has set the standard in driving these partnerships and in helping to make the world a better place for all.”

*Paul Polman, CEO of Unilever, who was awarded the 2013 WWF Duke of Edinburgh Conservation Medal – our highest conservation accolade. Unilever has used its position as one of the world’s largest consumer goods companies to help build sustainable supply chains.*

# PUBLIC SECTOR PARTNERS

We work with governments, international development agencies and finance institutions to put sustainability at the heart of development

By working with public sector partners, we influence the programmes, policies and investments that will shape the future of the planet. Our work includes running joint programmes and events, developing sustainable development policies and strategies, and bringing together governments, civil society and the private sector to tackle shared challenges. We also build our partners' capacity in conservation and sustainability, through sharing information and knowledge, transferring skills and tools, and staff exchanges.

Highlights of our work in 2013 included:

- Working with the **African Development Bank** to combat illegal wildlife trade. At the bank's annual meeting in Marrakech, President Dr Donald Kaberuka warned that poaching and illicit trade of wildlife products is a major threat to security and development in Africa. The "Marrakech Declaration" proposed 10 critical actions governments can take to curb wildlife crime.
- Collaborating with the **Asian Development Bank** on water. We played a key role in events including the second Asia Pacific Water Summit in Chiang Mai, where we launched a series of publications for improving water management in China, and the Asia Water Week, attended by 600 representatives from the worlds of development, academia, civil society, business and the media.
- Helping our partners understand the value of natural capital. Careful stewardship of ecosystems and natural resources brings long-term economic, social and environmental benefits that far outweigh the short-term financial gains from unsustainable exploitation. We're promoting this approach in places including Borneo, the Greater Mekong and Mozambique.
- Becoming a **Global Environment Facility** (GEF) Project Agency. The GEF is one of the world's biggest sources of funding for conservation and sustainable development programmes. We'll now be able to take charge of implementing GEF programmes – becoming, along with Conservation International, one of only two NGOs to do so.
- Working to support better forest management with **EuropaAid**. We're running projects to make forest management more environmentally and socially responsible in the Caucasus, Central Africa and the Greater Mekong, as part of the European Commission's Forest Law Enforcement and Governance programme.

## Our public sector partners

### *Bilateral agencies*

Australia – AusAID

Austria – ADA

Canada – CIDA

Denmark – Danida

Finland – MoFA

France – AFD, FFEM

Germany – BMZ, BMU, KfW, GIZ

Japan – JICA

Netherlands – DGIS

New Zealand – NZAid

Norway – Norad

Sweden – Sida

Switzerland – SDC, SECO

United Kingdom – DFID, Defra

United States of America – USAID,

USDA, DOS, USFWS, NOAA

### *Multilateral agencies*

African Development Bank

Asian Development Bank

European Commission – EuropaAid

Global Environment Facility

Inter-American Development Bank

UN Development Programme

UN Environment Programme

The World Bank Group

## OUR DONORS

### Our mission depends upon the vision and generosity of those who support us

From the individuals whose personal gifts are critical to advancing our work, to trusts and foundations funding large-scale conservation projects, WWF depends on the financial support of those who care about the planet. We're grateful to everyone whose support is helping us to stop the degradation of the planet's natural environment and build a future in which humans live in harmony with nature.

The **Campaign for a Living Planet**, which helps fund our priority programmes, continues to be the focus of our fundraising efforts. We aim to raise US\$100 million over five years to achieve the ambitious goals of these initiatives and catalyse change on an even greater scale. By June 2013, pledges reached almost US\$54 million, with several new partners joining the campaign. As ever we are grateful to the chair of the Campaign for a Living Planet Steering Committee, **André Hoffmann**, for his inspiring leadership, and to other committee members for their active involvement.

WWF International has four levels of partnership and engagement corresponding to giving levels for the Campaign for a Living Planet and other priority programmes: the Honorary Circle, Conservation Leaders, Conservation Champions and Conservation Partners. We would like to thank and recognize all of our donors under these categories who have provided leadership and generous funding support for our conservation work. Together we are creating transformational changes to protect our planet's biodiversity and reduce humanity's footprint.

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#### Honorary Circle

- This year the **Hoffmann family**, through the **MAVA Foundation**, has supported important conservation projects, from water stewardship in the Sebou river basin in Morocco to helping conserve the critically endangered saiga antelope in Mongolia. MAVA funding has also helped launch the first transboundary national park in the Balkans and keep rivers free-flowing in the Danube basin. MAVA continues to generously support our Campaign for a Living Planet and fund the **Luc Hoffmann Institute**, which secured a world-class director, Professor Joshua Tewksbury, to lead its innovative work on conservation science, policy and practice.
- **Miel de Botton** provides ongoing support to our Campaign for a Living Planet Leadership Fund as well as WWF's oceans and marine work to secure sustainable marine futures in globally critical places and our global climate and policy work, with a particular focus on China.
- For over 10 years, **Kristian Parker** and **Oak Foundation** have supported our efforts to reform the EU Common Fisheries Policy – and this year we saw success when the European Parliament voted in favour of sustainable fisheries. Oak Foundation is also an important partner for our Arctic and Global Climate and Energy initiatives and is a critical funder of our campaign to keep oil exploration out of Virunga. Oak Foundation continues its long-standing commitment to our youth volunteer programme Explore!
- Through **Fondation Segré**, **Dr Claudio Segré** is supporting WWF and TRAFFIC's global action plan against poaching and illegal wildlife trade to help enhance protection for threatened species, elevate the profile of wildlife crime at the highest levels and address demand reduction. Fondation Segré also supports our work to protect the biodiversity of Cameroon's Campo Ma'an National Park and our Smart Gear competition to inspire innovative fishing gear that reduces bycatch.

- One Honorary Circle member, who wishes to remain anonymous, supports our Tigers Alive Initiative – specifically our work in India and Nepal across the Terai Arc landscape. Together we are making progress to protect the last remaining tiger refuges and double the number of wild tigers by 2022. Thanks to this generous support we aim to create the largest interconnected tiger population in the world.
- Another Honorary Circle member who prefers to remain anonymous has provided WWF with the core funding to develop and run the Living Himalayas Initiative, to conserve the rich biodiversity and sensitive mountain landscapes across Bhutan, India and Nepal.

<b>Conservation Leaders</b>	<b>Audemars Piguet Foundation</b>	Forest conservation and sustainable livelihoods in the Heart of Borneo
	<b>Philippe Bertherat</b>	Campaign for a Living Planet Leadership Fund
	<b>Sergi Ferrer-Salat</b>	Campaign for a Living Planet Leadership Fund
	<b>Patrick and Valentine Firmenich</b>	Global marine conservation work, in particular marine protected areas and marine turtles
	<b>GoodPlanet and ETC Terra</b>	Prevention of deforestation and forest degradation in Madagascar
	<b>F. Hoffmann-La Roche Ltd.</b>	Campaign for a Living Planet Leadership Fund
	<b>Fondation Lombard Odier</b>	Promotion of sustainable and environmentally friendly finance
	<b>Fondation Montagu</b>	Protection of the blue whale and marine biodiversity in Chile
	<b>Fondation Philanthropia (Carlo Fund)</b>	Global campaign to stop illegal wildlife trade
	<b>The Prince Albert II of Monaco Foundation</b>	Protection of the Amur tiger in north-east China; conservation of the Atlantic bluefin tuna; securing freshwater ecosystems in the Himalayas; sustainable management of natural marine resources and environmental education in Madagascar
	<b>Maria Reig-Moles</b>	Campaign for a Living Planet Leadership Fund
	<b>Jaqui Safra</b>	Species conservation and the illegal wildlife trade campaign
	<b>Fondation Salvia</b>	Explore! youth volunteer programme
	<b>Pierrette Schlettwein</b>	Amur tiger conservation in the Russian Far East
	<b>Jean-Marie Solvay</b>	Renewable energy work in Madagascar
<b>Ursula Streit</b>	Biodiversity conservation in Papua New Guinea's Kikori river basin	
<b>UEFA</b>	Global campaign on renewable energy to help tackle climate change	
<b>Fondazione Zegna</b>	Giant panda and habitat conservation in Qingling, China	

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<b>Conservation Champions</b>	– Fondation Albatros	– Georg Waechter Memorial Foundation, Vaduz
	– Mohammed Al Naki	– Stichting Gillès
	– Robert de Balkany	– Yolanda Kakabadse
	– Fondation de bienfaisance du groupe Pictet	– Leonardo Lacerda
	– Lennart Blecher and family	– HRH Prince Robert de Luxembourg
	– Kevin Click and family	– Manotel Hotel Group
	– Philippe and Dorrance d'André	– Patrick Odier
	– Claude Demole	– Thierry Pierson
	– Sophie Firmenich	– Hans-Rüdi Spillmann
	– Famille Firmenich	– G. H. Thyssen
	– First Names (Jersey) Limited – Trustee of the Net Trust	– Von Duhn Stiftung
	– The Hugh Symons Charitable Trust	

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<b>Conservation Partners</b>	– Peter and Marie-Edith Böckli	– Les Dames D'Ici
	– Moiz Benkohen	– Investec Asset Management
	– Ice Cloud AG	– Pierre-André Maus
	– Quincy Hunsicker	– Poseidon Arctic Voyages
	– Richard Ivey	– Scobag Private Bank
	– The family of Jade Peduzzi	– Nicolas Tamari
	– Chris and Tessa James	

Thank you also to the members of **The 1001: A Nature Trust** for their loyalty and support, all other donors who support our Campaign for a Living Planet and all those who prefer to remain anonymous.

Finally, we would like to thank all those who have pledged to support WWF through their will, leaving a legacy for future generations.

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**Campaign for a Living Planet Steering Committee**

**Chair**

André Hoffmann

**Members**

Philippe Bertherat

Alejandra Moore Mayorga

Kristian Parker

Guillaume Taylor





© Brent Stilton / Reportage for Getty Images / WWF-Canon

Children playing on the shores of Lake Edward, Virunga National Park. The lake, under threat from oil exploration, provides a living for many of their families.

# FINANCIALS

WWF International: Income and Expenditure two-year summary 2012 and 2013	Financial year*	2012	2013	2013
		CHF'000	CHF'000	EUR'000**
	Operating income			
	WWF National Organizations <sup>(1)***</sup>	85,952	87,203	71,642
	Individuals <sup>(1)</sup>	5,597	10,645	8,746
	Legacies and bequests	122	396	326
	Corporations <sup>(1)</sup>	6,139	10,685	8,779
	Trusts and foundations <sup>(1)</sup>	15,410	10,836	8,902
	Public sector***	42,027	56,042	46,041
	Royalties <sup>(1)</sup>	472	495	407
	Financial income/(loss) - net	(3,196)	91	74
	Other	1,417	1,212	996
	<b>Total</b>	<b>153,940</b>	<b>177,605</b>	<b>145,913</b>
	Operating expenditure			
	Conservation programmes***	131,322	134,760	110,714
	Conservation policy and awareness			
	– Conservation policy***	9,372	8,538	7,014
	– Awareness	7,222	7,471	6,138
	Network services and people development***	4,116	5,975	4,909
	Network fundraising capacity building	1,149	923	758
	Fundraising	5,006	5,281	4,339
	Finance and administration	6,407	6,478	5,322
	Fixed assets and depreciation	625	666	547
	<b>Total</b>	<b>165,219</b>	<b>170,092</b>	<b>139,741</b>
	Operating surplus/(deficit)	(11,279)	7,513	6,172
<b>Non-operating items</b>	Donations to endowment funds	136	69	57
	Surplus/(deficit) after non-operating items	(11,143)	7,582	6,229
	*Financial years cover the period 1 July to 30 June			
	**Average EUR exchange rate for the year: CHF 1.2172 = EUR 1			
	***2012 figures reclassified			

## 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.

WWF International: Balance Sheet two-year summary 2012 and 2013	Financial year*	2012	2013	2013
		CHF'000	CHF'000	EUR'000**
Assets				
Current assets				
	– Cash	48,484	65,790	53,557
	– Short-term bank deposits	3,174	1,045	850
	– Marketable securities <sup>(1)</sup>	25,954	14,943	12,165
	– Recoverable taxes and other items	7,211	7,101	5,781
	Fixed assets <sup>(2)</sup>	9,782	9,473	7,712
	<b>Total</b>	<b>94,605</b>	<b>98,352</b>	<b>80,065</b>
Liabilities and funds				
	Accounts payable & accrued expenses	21,676	17,973	14,631
	Mortgage payable <sup>(3)</sup>	1,700	1,660	1,351
	Operating funds <sup>(4)</sup>	52,983	58,933	47,976
	Capital and endowment <sup>(5)</sup>	18,246	19,786	16,107
	<b>Total</b>	<b>94,605</b>	<b>98,352</b>	<b>80,065</b>

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

\*\*Exchange rate CHF 1.2284 = EUR 1, as at 30 June 2013

#### Notes to the accounts

##### 1. Marketable securities

Marketable securities are shown at market value.

##### 2. Fixed assets

Fixed asset purchases of land, buildings, building renovation, building equipment, software and IT equipment by WWF International Secretariat exceeding CHF50,000 are capitalized and depreciated as appropriate.

##### 3. Mortgage payable

Mortgage payable refers to the bank loan for the purchase and renovation of an office building in Gland, Switzerland.

##### 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, and provide training and scholarships; and statutory capital of CHF20,000, representing the initial capital of WWF.

Audited financial statements  
are available on request

WWF Network: Income and Expenditure* two-year summary 2012 and 2013	Financial year**	2012	2013
		EUR'000	EUR'000
Operating income			
Individuals			
– Individuals <sup>(1)</sup>		276,845	299,425
– Legacies and bequests		63,520	64,654
Other donated income			
– Corporations		61,674	65,340
– Trusts and foundations		48,611	41,280
– Public sector		112,067	113,676
– Others		10,617	13,427
Earned income			
– Royalties		17,851	20,220
– Financial income/(loss) - net		(786)	32,680
– Trading net income		2,342	2,882
<b>Total</b>		<b>592,741</b>	<b>653,584</b>
Operating expenditure			
Conservation			
– Programme <sup>(2)</sup>		322,333	320,600
– Conservation policy		28,333	32,725
– Education		16,981	20,435
– Awareness		61,230	73,174
– TRAFFIC <sup>(3)</sup>		3,511	4,598
Fundraising		104,628	105,095
Finance and administration		49,121	57,478
<b>Total</b>		<b>586,137</b>	<b>614,105</b>
Surplus to support current and future projects		6,604	39,479

\*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 (1 April to 31 March); 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

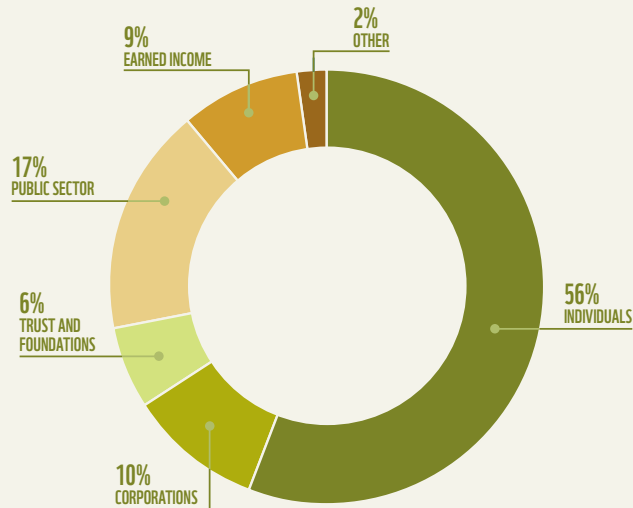
Costs of WWF Network global conservation programme.

##### 3. TRAFFIC

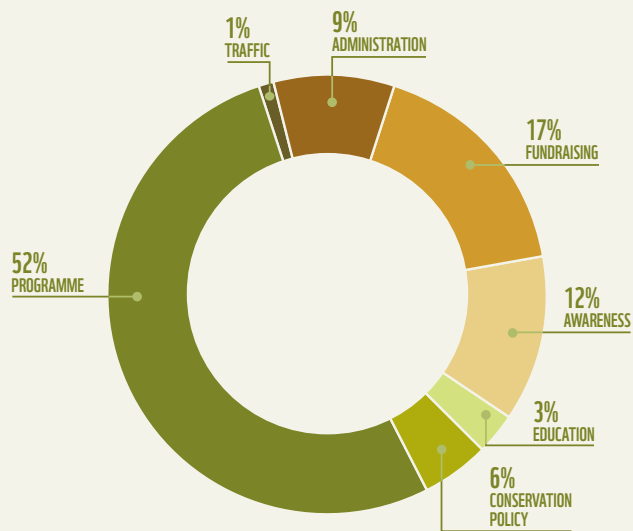
The TRAFFIC (Trade Record Analysis of Flora and Fauna In Commerce) network is the world's largest wildlife trade monitoring programme and is a joint programme of WWF and IUCN – The World Conservation Union.

**WWF Network: Income and Expenditure 2013**

**INCOME**  
EUR 654 MILLION



**EXPENDITURE**  
EUR 614 MILLION



**WWF International**

Income increased by 15 per cent, mainly due to an increase in income from the public sector (up 33 per cent), individuals (up 90 per cent) and corporations (up 74 per cent), offset by a decrease in income from trusts and foundations (down 30 per cent). Expenditure remained relatively stable with a slight increase of 3 per cent.

**WWF Network**

Total WWF Network income grew by EUR61 million to EUR654 million, an increase of more than 10 per cent largely driven by increases in financial income (EUR33 million) and income from individuals (EUR24 million).

Expenditure on the Network’s conservation activities grew by 5 per cent (EUR28 million). The resulting surplus of EUR39 million will be used to fund our ongoing projects and programmes and help us to reach our conservation targets.

Peter Dickinson, Director of Finance and Administration, WWF International



# WWF INTERNATIONAL DIRECTORS\*

\*As at March 2014

<b>Director General</b>	Mr Jim Leape	
<b>Director General's Office</b>	Dr Christopher Hails	– Network Relations
	Ms Pascale Moehrle	– Executive Affairs
<b>Conservation</b>	Mr Lasse Gustavsson	– Executive Director
	Mr Zach Abraham	– Global Campaigns
	Ms Susan Brown	– Global and Regional Policy
	Dr Carlos Drews	– Species
	Dr Timothy Geer	– Public Sector Partnerships
	Dr Lifeng Li	– Freshwater
	Mr Tony Long	– European Policy Office
	Mr Richard McLellan	– Footprint
	Mr Janos Pasztor	– Policy and Science
	Mr Laurent Somé	– Africa Policy and External Relations
	Dr Peter James Stephenson	– Conservation Strategy and Performance
	Mr John Tanzer	– Marine
	Mr Rodney Taylor	– Forests
<b>Programme Office Management</b>	Dr Roberto Troya	– Interim Programme Office Management
	Ms Tiffany Becker	– Performance Development
	Dr Maarten Kappelle	– Conservation Performance
	Mr Frederick Kumah	– Africa/Europe
<b>Communications and Marketing</b>	Mr Sudhanshu Sarronwala	– Executive Director
	Ms Winnie De'Ath	– Brand Communications
	Mr Andy Ridley	– Executive Director Earth Hour
<b>Operations</b>	Ms Judy Slatyer	– Chief Operating Officer
	Mr Pratik Bhatnagar	– Performance and Evolution
	Ms Maria Boulos	– Corporate Relations
	Mr Peter Dickinson	– Finance and Administration
	Ms Linda Humphrey	– Global Information Communication Technology
	Mr Christopher Hutton	– Truly Global Change Management
	Mr Jean-Paul Jeanrenaud	– One Planet Leaders
	Ms Shivani Wadhwa	– People and Organization Development
<b>Development</b>	Ms Carol Monoyios	– Development
	Mr Jean-Paul Paddack	– International Business Development
<b>Luc Hoffmann Institute</b>	Dr Joshua Tewksbury	– Director
<b>Legal</b>	Mr Michael Rogers OBE	– Legal Advisor
	Ms Ayse Prager	– General Counsel

## WWF INTERNATIONAL BOARD OF TRUSTEES 2013

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### **Vice-President**

Mr André Hoffmann (Switzerland)

### **Honorary Treasurer**

Mr Markus Shaw (Hong Kong)

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Mr Adil Najam (Pakistan)

Mr Vince Perez (Philippines)

Ms Alison Richard (United Kingdom)

Mr Ed Smith (United Kingdom)

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### **Vice-Presidents Emeriti**

S. Babar Ali (Pakistan)

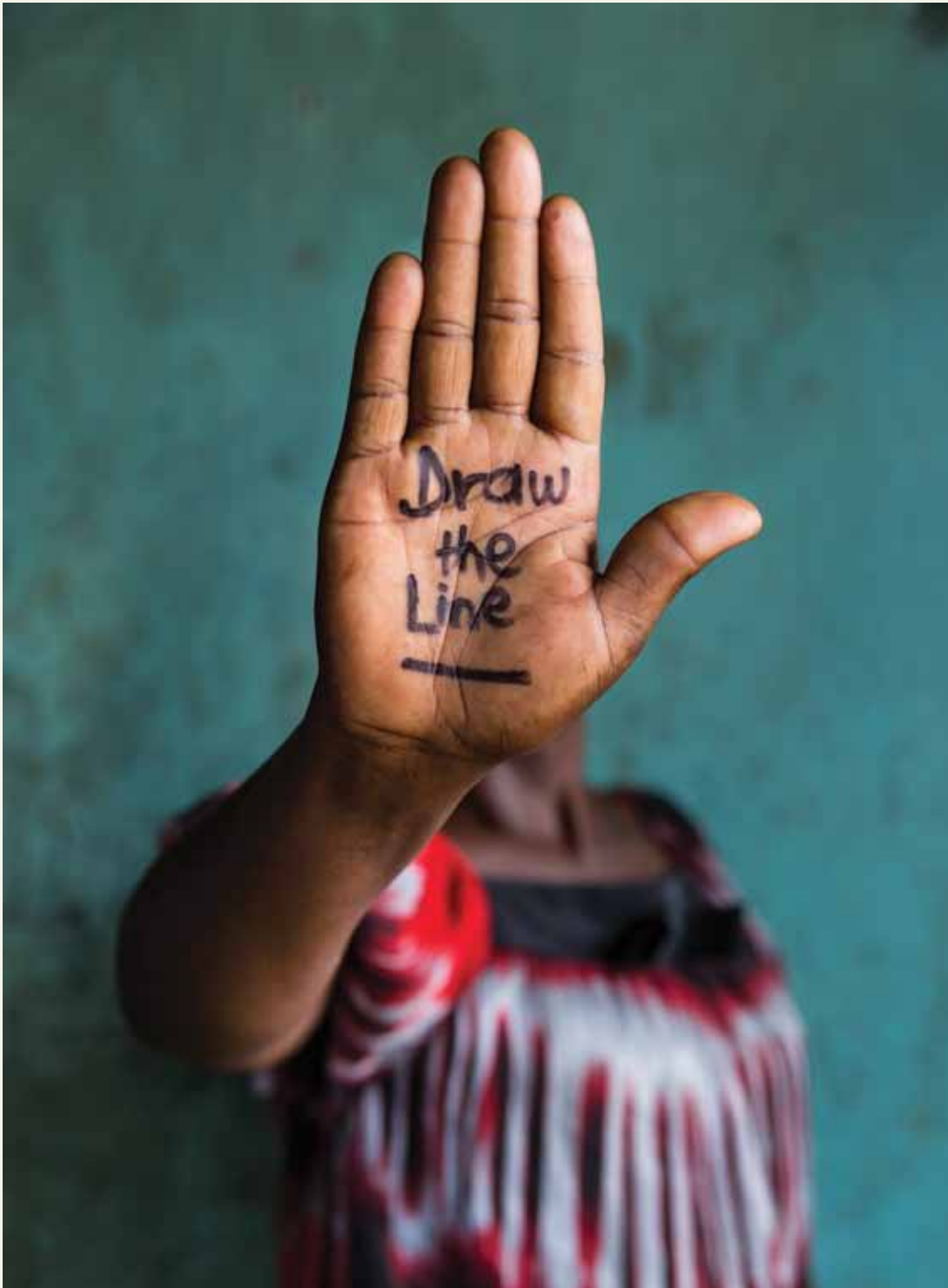
Dr Luc Hoffmann (Switzerland)

The Hon. Mrs Sara Morrison (United Kingdom)

## THE WWF NETWORK\*

### WWF Offices

Armenia	Guyana	Solomon Islands
Azerbaijan	Honduras	South Africa
Australia	Hong Kong	Spain
Austria	Hungary	Suriname
Belgium	India	Sweden
Belize	Indonesia	Switzerland
Bhutan	Italy	Tanzania
Bolivia	Japan	Thailand
Brazil	Kenya	Tunisia
Bulgaria	Laos	Turkey
Cambodia	Madagascar	Uganda
Cameroon	Malaysia	United Arab Emirates
Canada	Mauritania	United Kingdom
Central African Republic	Mexico	United States of America
Chile	Mongolia	Vietnam
China	Mozambique	Zambia
Colombia	Namibia	Zimbabwe
Cuba	Nepal	
D.R. of Congo	Netherlands	<b>WWF Associates</b>
Denmark	New Zealand	Fundación Vida Silvestre (Argentina)
Ecuador	Norway	Pasaules Dabas Fonds (Latvia)
Finland	Pakistan	Nigerian Conservation Foundation (Nigeria)
Fiji	Panama	
France	Papua New Guinea	
French Guyana	Paraguay	
Gabon	Peru	*As at January 2014
Gambia	Philippines	
Georgia	Poland	
Germany	Romania	
Ghana	Russia	
Greece	Senegal	
Guatemala	Singapore	



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Many residents living near Lake Edward are concerned about oil exploitation putting their fishing industry livelihoods at risk. Some have reported suffering from threats, intimidation and arrest for speaking out, but they bravely continue to draw the line at oil in Virunga National Park.

# WWF in numbers

100%  
RECYCLED



1961

WWF was founded in 1961

+100

WWF is in over 100 countries,  
on 6 continents



+5M

WWF has over 5 million  
supporters

+5,000

WWF has over 5,000  
staff worldwide

## Canon

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### 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.

[panda.org](http://panda.org)

