



WWF

ANNUAL
REVIEW

INT

2015



together possible™

Front cover

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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 people 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

Written and edited by Barney Jeffries, www.swim2birds.co.uk

Design: Stéfane Mauris, WWF International

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In little more than a generation, Shenzhen has grown from a market town of 30,000 people to a megacity with a population of more than 18 million. Across the water, Hong Kong is one of the most densely populated cities in the world, with 7.2 million inhabitants.

Yet in between, the marshes, mudflats and mangroves of the Mai Po Nature Reserve, managed by WWF-Hong Kong, provide a haven for wildlife. More than 90,000 migratory birds from around 380 species pass through the reserve each year.

As the global human population continues to grow and becomes increasingly urban, it's more important than ever to find ways for people and nature to thrive side by side. That, in a nutshell, is what WWF is here for.



THE CHALLENGE OF LIVING IN HARMONY WITH NATURE

together possible

PARTNERING FOR A FUTURE IN HARMONY WITH NATURE



© WWF / Richard Stonehouse

Yolanda Kakabadse
President
WWF International

*“Together with others,
we will change the
unsustainable course
the world is on to build
a future in harmony
with nature.”*

Humanity’s relationship with the planet is changing profoundly. We have entered the “anthropocene” – an era of humans driving planetary change. Last year was the hottest on record, with 2016 expected to be hotter still and global temperatures already 1°C above pre-industrial levels.

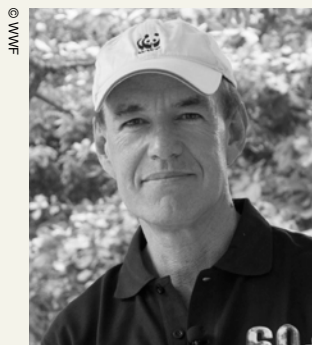
To prevent catastrophic climate change, we must transform our dirty fossil fuel economy to one based on clean renewable energy. And this is but one of the major challenges we face.

We must transform global food systems to sustainably and equitably feed a growing population without further devastating our environment. We must ensure access to sufficient freshwater resources for people and nature, an issue identified by the World Economic Forum as the biggest threat to the global economy for three years running. In the face of unprecedented pressure on natural systems, we need to refocus and redouble our efforts to defend and enhance the value of our oceans, forests and wildlife for the future well-being of people.

Nature remains under huge pressure. But 2015 has provided hope as the entire world came together around the Sustainable Development Goals and forged an unprecedented agreement on climate.

WWF has played a key role in these and many other successes. But we can do more. And we will. We are undergoing a significant change, building on our unique strengths, to evolve WWF to match our own ambitions. Together with others, we will change the unsustainable course the world is on to build a future in harmony with nature. Because we know that together...anything is possible!

EXTRAORDINARY TIMES



Marco Lambertini
Director General
WWF International

“There has never been a more exciting or challenging time for WWF, or indeed for the entire environmental movement.”

We are living in extraordinary times. Times of unprecedented risk but also unparalleled opportunity for the future of our planet and our society.

A time when the world’s wildlife has been halved in less than a generation; oceans, rivers and forests are struggling to cope with our growing pressure upon them; and when we are still on a path toward catastrophic climate change impacts.

But this is also a time when the science is clearer than ever before. Awareness is at an all-time high, commitments are more ambitious.

2015 was a record year for investment in renewables and divestment from fossil fuels; a terrible year for the number of elephants and rhinos killed in Africa by poachers, but also a year when a historic UN resolution recognized wildlife crime and its impact on governance, security and sustainable development. And while the percentage of the ocean that is protected remains shamefully low, governments announced new marine protected areas covering millions of hectares.

And then we have the Sustainable Development Goals (SDGs) that bring together the economic, social and environmental agendas like never before; the landmark Paris Agreement on climate where almost 200 governments, including all major emitters, committed to contain global warming; and a growing number of corporations committing to address climate change, assuming responsibility for using natural resources sustainably and greening their supply chains.

Hundreds of millions of people are using social media and are taking to the streets, making their voices heard about the future they want. The world has never been more conscious of the problems and solutions, or more committed to addressing them.

We have already entered a great transition toward an ecologically sustainable and more equitable future for all. The scale and pace of this transition will define success or failure. WWF can’t miss this opportunity to capitalize on the momentum. ▷

This is why we are transforming the way we work. We need a 21st century WWF that more than ever is focused and obsessed with results, embraces innovation, engages in powerful and influential partnerships, and drives large-scale mobilization of people.

We will put our efforts behind ambitious goals that will make a difference on a global scale, building on our solid foundation of conservation successes achieved over more than half a century, while leveraging our unique worldwide Network of locally rooted national organizations, our successful partnerships and collaborative projects, and the values and passion of our people.

There has never been a more exciting or challenging time for WWF or indeed for the entire environmental movement. This is a unique opportunity to rebalance our relationship with the planet. It's an opportunity we have to take.

WWF: TAKING BOLD COLLECTIVE ACTION

WWF has embarked on a journey of deep internal transformation that will make us stronger and more effective as we tackle the challenges and capitalize on the opportunities that lie ahead.

The time to act is now. We are putting in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

We will continue to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – on wildlife, forests, oceans, water, climate and energy, and food – and three key drivers of environmental degradation – markets, finance and governance. We are creating global communities of practice for each of the goals and drivers composed of specialists from WWF and key external partners. This will foster greater collaboration and innovation, incubating new ideas and taking promising ones to scale, as we unite our efforts toward making ambitious targets a reality.

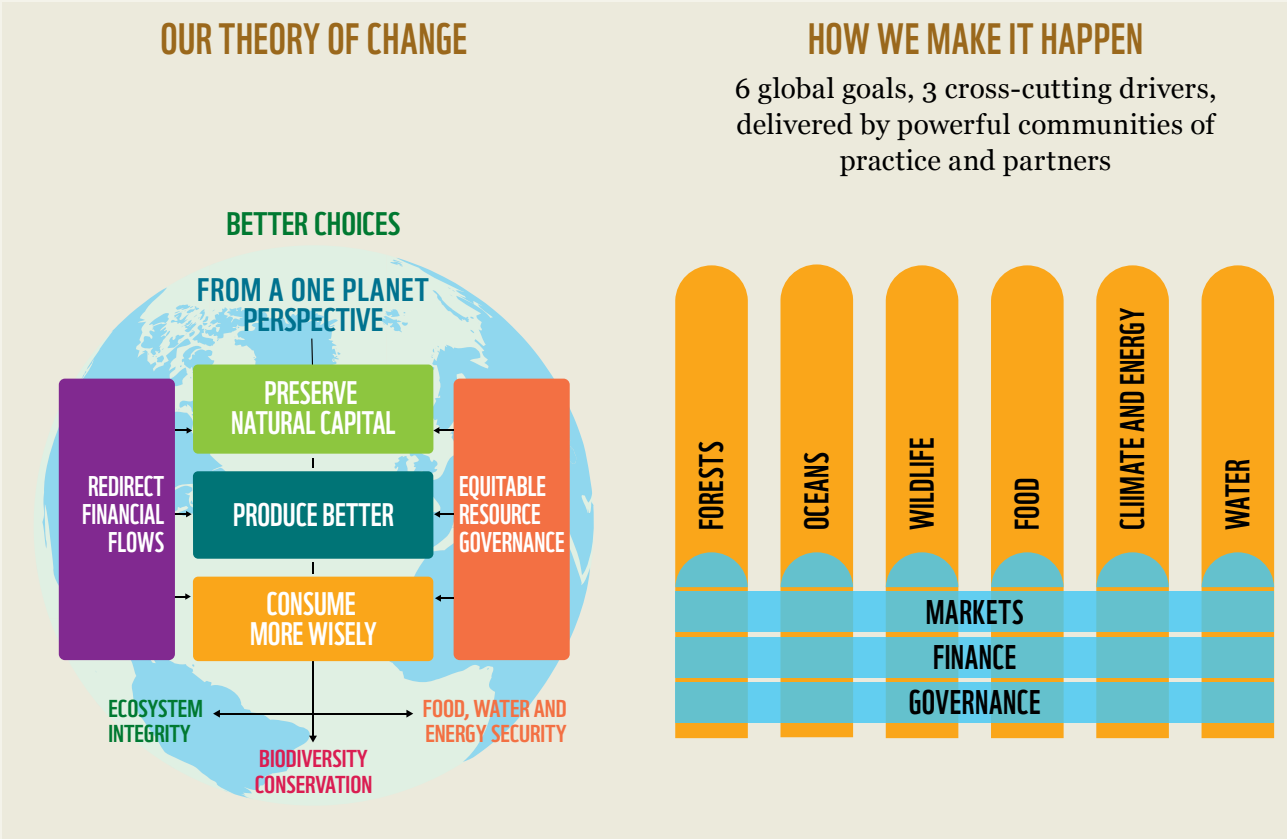
While continuing to focus on action and impact on the ground, we must think at the level of systems and devote our efforts to working with and influencing the institutions and corporations that matter in moving policy and practice toward sustainability. This will demand impact on the drivers of change at a scale that is beyond our current best efforts.

We know that one organization alone can't effect the change needed. That's why the Practices are strongly inclusive of our partnerships with local and global institutions and corporations. The changes we want to see in the world can only come about through the efforts of many actors: local communities and multinational corporations, governments and NGOs, finance institutions and development agencies, consumers and researchers. Through powerful

coalitions we will strive to accelerate the change we need to build a sustainable future. That means strongly embracing and investing in our and others' most effective solutions to the crucial challenges facing the planet. And we must mobilize hundreds of millions from all corners of the world, to join forces and make their voices heard for a better future.

We have reached a fork in the road. This generation has a huge opportunity to build a sustainable future for all, and momentum is on our side. But the situation could still go either way.

There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. We passionately believe we can. And we will.



OUR UNIQUE NETWORK AND AMBITIONS*

“I want to see the WWF Network coming together more closely than ever, acting locally to deliver global goals.”



Marco Lambertini
Director General
WWF International

MARKETS

“2015 was a watershed year, and the private sector plays a pivotal role in mobilizing the decisions, the resources and the finance to drive change.”



Carter Roberts
President and CEO
WWF-US

GOVERNANCE

“We need better governance of the world’s biodiversity and natural resources that ensures they are managed sustainably and equitably.”



Andreas Lehnhoff
Director
WWF-Central America

FOOD

“We must tackle food from a whole systems approach from food production and its impacts on ecosystems and biodiversity, consumption patterns and unnecessary food waste.”



Mary Lou Higgins
Director
WWF-Colombia

*80 WWF OFFICES, 100 COUNTRIES, ONE PANDA

Armenia – Australia – Austria – Azerbaijan – Belgium – Belize – Bhutan – Bolivia – Brazil – Bulgaria – Cambodia – Cameroon – Canada – Central African Republic – Chile – China – Colombia – Croatia – D.R. of Congo – Denmark – Ecuador – Finland – Fiji – France – French Guyana – Gabon – Georgia – Germany – Greece – Guatemala – Guyana – Honduras – Hong Kong – Hungary – India – Indonesia – Italy – Japan – Kenya – Korea – Laos – Madagascar – Malaysia – Mexico – Mongolia – Mozambique – Myanmar – Namibia – Nepal – Netherlands – New Zealand – Norway – Pakistan – Panama – Papua New Guinea – Paraguay – Peru – Philippines – Poland – Romania – Russia – Singapore – Solomon Islands – South Africa – Spain – Suriname – Sweden – Switzerland – Tanzania – Thailand – Tunisia – Turkey – Uganda – United Arab Emirates – United Kingdom – United States of America – Vietnam – Zambia – Zimbabwe

FINANCE

“We must push for investments in a sustainable future while deterring those contributing to destructive activities and actions.”



David Nussbaum
CEO
WWF-UK

WILDLIFE

“Biodiversity is the foundation of ecosystems. We must work both on the ground and on the global factors to arrest its sharp decline.”



Eberhard Brandes
CEO
WWF-Germany

WWF Offices

WWF Associates

CLIMATE AND ENERGY

“The Paris climate agreement is just the beginning of a roadmap to end the fossil fuel era.”



Sze Ping Lo
CEO
WWF-China

OCEANS

“We are determined to bring the expertise of our ocean and fishery specialists to turn the tide on the crisis of the world’s oceans.”



Johan van de Gronden
Director General
WWF-Netherlands

WATER

“We need to move beyond simply adopting better water efficiency practices and become true water stewards.”



Hammad Naqi Khan
Director General
WWF-Pakistan

FORESTS

“We must maintain and enhance the integrity of the world’s key forests, for biodiversity and the benefits that they bring to people.”



Nanie Ratsifandrihamanana
Director
WWF-Madagascar

WWF ASSOCIATES

Fundación Vida Silvestre (Argentina) – Pasaules Dabas Fonds (Latvia) – Nigerian Conservation Foundation (Nigeria)

*As of March 2016

SHARED GLOBAL GOALS

Our work is closely aligned with global development priorities. There are strong synergies between WWF's global goals and the Sustainable Development Goals: some of the most significant are shown below. Specific targets under each goal reflect WWF priorities even more closely, while our lobbying helped ensure the environment is a "green thread" running throughout.



WWF GLOBAL GOALS

CLIMATE AND ENERGY

A low-carbon, climate-resilient future



OCEANS

Productive and resilient ocean ecosystems improving livelihoods



WILDLIFE

Species secured and recovering in the wild



FORESTS

Forests and their benefits to human well-being enhanced and maintained



WATER

Water for people and nature



FOOD

Sustainable food systems



DRIVERS

MARKETS

Shift to sustainable production and consumption



FINANCE

Increase in public/private financing for sustainable development



GOVERNANCE

Robust governance and policy in support of priority objectives



PRIORITY PLACES

As we pursue our global goals, we'll continue to focus our efforts on the most important places for conservation. Our 35 priority places are home to irreplaceable and threatened biodiversity and unique ecosystems.

- | | | |
|-------------------------------------|------------------------------------|--------------------------------------|
| 1 African Rift Lakes Region | 13 Coral Triangle | 26 Orinoco River and Flooded forests |
| 2 Altai-Sayan Montane Forests | 14 Eastern Himalayas | 27 Southeastern Rivers and Streams |
| 3 Amazon and Guianas | 15 Fynbos | 28 Southern Chile |
| 4 Amur-Heilong | 16 Galapagos | 29 Southern Ocean |
| 5 Arctic Seas (plus boreal/tundra) | 17 Greater Black Sea Basin | 30 Southwest Australia |
| 6 Atlantic Forests | 18 Lake Baikal | 31 Southwest Pacific |
| 7 Borneo | 19 Madagascar | 32 Sumatra |
| 8 Cerrado-Pantanal | 20 Mediterranean | 33 West Africa Marine |
| 9 Chihuahuan Deserts and Freshwater | 21 Mekong Complex | 34 Western Ghats |
| 10 Choco-Darien | 22 Miombo Woodlands | 35 Yangtze Basin |
| 11 Coastal East Africa | 23 Namib-Karoo-Kaokoveld | |
| 12 Congo Basin | 24 New Guinea and Offshore Islands | |
| | 25 Northern Great Plains | |



OUR PRIORITIES

**From Armenia to
Zimbabwe, our staff
are coming together to
pursue global goals.
Across six continents,
six conservation priorities
unite us.**



CLIMATE AND ENERGY

**A GLOBAL SHIFT TOWARD A LOW-CARBON AND CLIMATE-RESILIENT
FUTURE IS ACHIEVED**

Combating climate change requires a rapid shift away from fossil fuels toward clean energy: a record-breaking US\$367 billion was invested in renewable energy globally in 2015.



195

In Paris in December, 195 countries signed up to an unprecedented global agreement to combat climate change — the culmination of years of advocacy work by WWF and others through the United Nations climate change process.



1.5°C

The Paris Agreement promises efforts to limit average global temperature increase to 1.5°C above pre-industrial levels. We were one of the first organizations to advocate this more ambitious target and were delighted that it was included in the final agreement.



1,000

While current government pledges fall well short of what's needed to stay below 1.5°C, cities and businesses are beginning to pick up the slack. 1,000 cities committed to 100 per cent renewable energy and/or to 80 per cent greenhouse gas reductions by 2050, while more than 100 major businesses promised emissions reductions in line with science, as part of the WWF-supported Science-Based Targets Initiative.

THE ROAD THROUGH PARIS

The climate agreement reached in Paris was a critical milestone. Despite delays and near dead-ends, we've come a long way. But now begins the hardest leg of the journey, as words need to be turned into urgent action.

We play a critical role in shaping the text of the United Nations Framework Convention on Climate Change and convincing governments to support it.

1992

The Kyoto Protocol comes into force – the first time that some countries are committed to greenhouse-gas reduction targets.

1997

2009

The Copenhagen conference ends in disappointment as governments fail to reach a new climate deal.

A positive outcome in Durban, as countries set in motion the process for developing the 2015 deal. We play a key role in ensuring they discuss a long-term vision as well as urgent action.

2011

Countries will come back to the table to review and update their commitments in line with the 1.5-2°C goal.

2018

Emissions need to peak by this date for a reasonable chance of keeping below 1.5°C of warming. All countries must submit long-term low-emission development strategies and new or updated climate change targets for 2030.

2020

Current emissions targets for 2030 are 35 per cent too high, so they urgently need to be strengthened.

2030

WWF and many others are calling for 100 per cent renewable energy by 2050 with fossil fuel use completely phased out in a just transition.

2050

2015

All countries sign up to a global climate deal that aims to limit temperature rise to well below 2°C, while pursuing efforts to keep below 1.5°C; 186 countries submit voluntary climate action plans to the UN.

The Paris Agreement incorporates several key WWF priorities:



EMISSIONS

Greenhouse-gas emissions should peak “as soon as possible”. All countries are called upon to develop long-term low-emission development plans and to update their climate change efforts every five years in line with the latest science, while an action platform is established to bring forward urgent action.



FINANCE

In addition to rich government providing US\$100 billion a year in climate finance by 2020, all have to ensure systemic change by “shifting the trillions”; they have to also finance the energy transition, protect forests and other ecosystems, and support the most vulnerable.



CLIMATE CHANGE IMPACTS

A Global Goal on Adaptation seeks to strengthen resilience and reduce vulnerability to climate change, while a standalone article on Loss and Damage helps to safeguard vulnerable people and ecosystems when adaptation is not possible.



ECOSYSTEMS

The text highlighted the importance of ecosystems, including – for the first time – the ocean, in climate mitigation and adaptation, and loss and damage from the impacts of climate change.

2013

At the climate talks in Warsaw, frustrated by the lack of progress and the influence of polluting industries, WWF and other civil society organizations walk out in protest.

A photograph of three children standing on a wooden pier over the ocean. The child on the left is a boy in an orange t-shirt and blue shorts, holding a large fish. The child in the middle is a boy in a grey t-shirt and khaki shorts, also holding a large fish. The child on the right is a girl in an orange t-shirt and patterned shorts, holding a large fish. The background shows the ocean and a blue sky with light clouds.

OCEANS

THE WORLD'S MOST IMPORTANT FISHERIES AND OCEAN ECOSYSTEMS
ARE PRODUCTIVE AND RESILIENT, AND IMPROVE LIVELIHOODS AND
BIODIVERSITY

Belizean kids show off their grandfather's catch.
17,000 people working in the Belize fisheries
industry use the income to support their families.



US\$2.5 TRILLION

Our report *Reviving the Ocean Economy* helped spur international commitments to protect the ocean. The research showed that, if the ocean were a country, it would be the world's seventh largest economy, with a monetary value of at least US\$2.5 trillion a year — but this value will fall without strong action to stop the erosion of its underpinning assets. Leaders and influencers used our analysis prominently during 2015.



-49%

This year's special marine edition of the *Living Planet Report* highlighted the shocking decline in marine species. Populations of marine vertebrates have fallen by almost half since 1970, with some of the most important fish species for regional economies, food and livelihoods declining even more. The report raised the profile of vital ocean conservation issues.



GOAL 14

In September, all governments committed to “Conserve and sustainably use the oceans, sea and marine resources” as one of the 17 UN Sustainable Development Goals; a historic outcome. The ocean also featured in the Paris climate agreement.

In 2015, our global marine campaign put the future of the ocean in the spotlight. Around the world, WWF is helping to turn the tide.

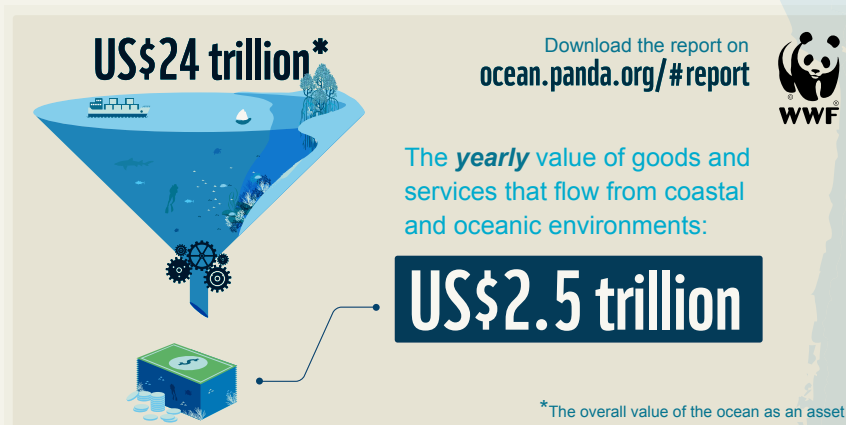
10 MILLION A DAY

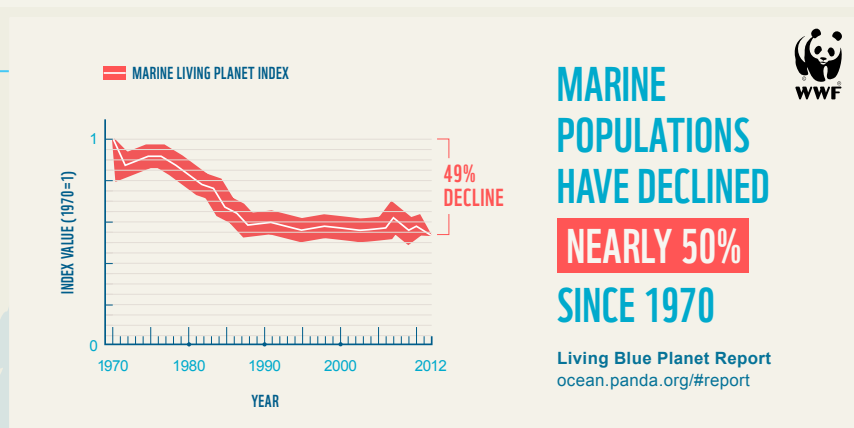
The ocean was a big story in 2015, reaching up to 10 million people a day during major launches: the reach on Facebook was about 4.6 million and other social media channels also featured strongly. Our reports received over 1,700 media hits across 76 countries in 32 languages in top outlets including Al Jazeera, BBC, CNN, *The Hindu*, Xinhua, Deutsche Welle, Reuters, *The Bangkok Post* and many more. The potential collective reach was over a billion people.

But it wasn't just about the numbers; the campaign messages were consistently referenced by global opinion-shapers like the World Economic Forum and *The Economist*, by the leadership of the influential Small Island Developing States bloc, and leaders from the US and the EU, among others.

10 GOVERNMENTS

After two years of hard work by WWF and partners, the 10 parties to the Nairobi Convention have agreed to develop a new integrated management approach in the Northern Mozambique Channel – a rich marine area that's vital for the livelihoods and food security of 10 million people, but faces threats from oil and gas exploitation, unsustainable and illegal fishing, and destructive development.





US\$490-920 BILLION

Protecting 30 per cent of marine and coastal areas could generate US\$490-920 billion and 150,000-180,000 full-time jobs between now and 2050, according to research we published last year. Globally, marine protected areas cover only about 4 per cent of the ocean, but this is growing: 2015 brought significant advances, with countries including Madagascar, Malaysia, New Zealand, Chile, the United States and the Pacific island nation of Kiribati announcing major new protection for waters under their jurisdiction. Our campaign aimed to further boost this coverage by showing how investment in ocean protection pays high dividends to people, nature and economies.

543,723 PEOPLE FOR THE REEF

Australia's Great Barrier Reef has been spared from the threat of huge volumes of dredge spoil being dumped within its waters. Australia committed to introduce a permanent ban on dumping, following a global WWF campaign including a petition which attracted 543,723 supporters. The World Heritage Committee has put the Australian government on "probation" until the health of the reef improves, while a number of banks have backed out of financing new coal terminals near the reef.



WILDLIFE

THE WORLD'S MOST ICONIC AND THREATENED SPECIES
ARE SECURED AND RECOVERING IN THE WILD

African elephant dust bathing in Amboseli National Park, Kenya. The illegal ivory trade remains a major threat to Africa's elephants.



+17%



In February, the Chinese government announced a 17 per cent rise in the giant panda population over the last decade. Meanwhile, wild tigers are on the rise for the first time in 100 years. The global total was revised up to 3,890 from as few as 3,200 in 2010 due to improved monitoring and population increases in India, Russia, Nepal and Bhutan. Asia's greater one-horned rhino numbers also rose to more than 3,500.

FIRST



In July, all 193 member states adopted the first-ever UN General Assembly resolution against wildlife crime. WWF played a key role, and the final text incorporated all our major asks. Despite another terrible year for poaching of African elephants and rhinos, there were signs of progress on the ground, with Nepal celebrating its third year since 2011 of zero poaching of rhinos.

1.3 MILLION



Our campaign to reduce demand for ivory in Thailand garnered the support of 1.3 million Thais and the backing of celebrities, artists and government officials. It coincided with the government regulating the domestic ivory market for the first time. Meanwhile, the Chinese and US presidents announced plans to phase out their domestic ivory markets, as did the chief executive of Hong Kong following a WWF campaign backed by over 70,000 people.



FORESTS

THE INTEGRITY OF THE WORLD'S MOST IMPORTANT FORESTS, INCLUDING THEIR BENEFITS TO HUMAN WELL-BEING, IS ENHANCED AND MAINTAINED

A misty morning in Kika, Cameroon. The Congo Basin holds the second-largest rainforest in the world, but millions of hectares will be destroyed over the next 15 years without urgent action to protect and manage forest landscapes sustainably.



11 DEFORESTATION FRONTS

Just 11 places account for more than 80 per cent of projected deforestation up to 2030 - a total of more than 180 million hectares - according to research collected in our *Living Forests Report*.



99%

The Amazon Region Protected Areas (ARPA) Programme, which aims to protect and sustainably manage 60 million hectares of the Brazilian Amazon, has reached almost 99 per cent of its target with the inclusion of six new protected areas. We worked with the government of Brazil and other partners including the World Bank, GEF and German Development Bank to launch ARPA in 2002.



FORESTS AND CLIMATE

The Paris climate agreement echoed WWF's position by highlighting the importance of ending deforestation, with tropical forest countries, donor countries, private sector companies and civil society promising new efforts to conserve and restore forests and the carbon they contain.



WATER

**FRESHWATER ECOSYSTEMS AND FLOW REGIMES IN KEY RIVER BASINS
PROVIDE WATER FOR PEOPLE AND NATURE**

A fisherman casts his net in the shallow lakes of the Várzea, a seasonal floodplain forest in the Brazilian Amazon. Wetlands and freshwater ecosystems provide food, clean water and other vital services that people and nature depend on.



20 MILLION HECTARES

At the Ramsar conference in June, the governments of Bolivia, Brazil and Paraguay made a joint commitment to conserve and sustainably manage the Pantanal, the world's largest wetland. The 20-million hectare ecosystem — almost the size of Great Britain — is a priority for WWF.



120,000 +

Companies and financial institutions have used our Water Risk Filter to assess more than 120,000 facilities in river basins all over the world. The tool, newly updated in 2015 to cover all industries and more than 120 commodities, enables users to easily understand their specific water risks and take action to mitigate them (waterriskfilter.org).



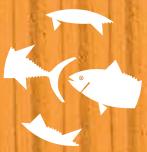
10

The International Hydropower Association outlined 10 commitments to make the industry more sustainable. This included calling on the industry to use the Hydropower Sustainability Assessment Protocol, which WWF helped develop. Using the tool will minimize the negative impacts of dams on communities and freshwater ecosystems.

FOOD

**SUSTAINABLE FOOD SYSTEMS CONSERVE NATURE AND MAINTAIN
FOOD SECURITY**

A field ready for planting sugarcane in Queensland, Australia. WWF has been working with cane farmers in the region to reduce the run-off of water and chemicals onto the Great Barrier Reef.



9 BILLION

By 2050, more than 9 billion people will share the planet, and the UN's Food and Agriculture Organization forecasts that demand for food could increase by up to 70 per cent. The way we produce our food has a huge impact on the natural world, and is a leading driver of deforestation, water scarcity, climate change and biodiversity loss.



20%

A fifth of all palm oil is now certified to the standards of the Roundtable on Sustainable Palm Oil (RSPO), meaning it doesn't contribute to deforestation. The RSPO is one of several certification schemes WWF has helped set up to promote sustainable food commodities. Others include the Marine Stewardship Council, the Aquaculture Stewardship Council, the Round Table on Sustainable Soy and Bonsucro for sugarcane.



30%

Livestock production has a huge impact on the planet, occupying around 30 per cent of all land and emitting 18 per cent of global greenhouse gases. We're promoting responsible production and changes in consumption of beef and dairy products. One recent success was the approval of principles and criteria for the Global Roundtable on Sustainable Beef.

PARTNERSHIPS

What we do is only possible thanks to the support of many partners in the public sector, private sector and civil society, including our donors and those who campaign and act with us. We're grateful to all those who have worked with us over the past year.

PUBLIC SECTOR PARTNERSHIPS

During 2015, all nations on Earth committed to a shared agenda for sustainable development and action on climate change. The commitment and leadership of WWF's public sector partners have been crucial. Now the focus is on bringing together governments, development partners, private sector and civil society to build partnerships, develop solutions and turn commitments into reality.

“We will advance fully towards an equitable global economic system in which no country or person is left behind, enabling decent work and productive livelihoods for all, while preserving the planet for our children and future generations.”

– From the Addis Ababa Action Agenda, adopted by the world's governments on 15 July 2015, which will guide public finance, trade and private investment toward sustainable development. WWF was closely involved in the process, and we were pleased to see our environmental priorities figured highly.

“The Addis Ababa Action Agenda is a significant achievement toward financing a sustainable development agenda in a holistic manner, one that recognizes the connection between economic prosperity, social development and environmental protection,” said Céline Beaulieu, WWF's Head of Delegation at the conference. “This is an important step forward in securing the resources needed to eradicate poverty and help countries develop sustainably. Ultimately, success will be determined by mobilization by all toward action and implementation.”

Bilateral agencies

Australia – AusAID

Austria – ADA

Canada – CIDA

Denmark – Danida

Finland – MoFA

France – AFD, FFEM

Germany – BMZ, BMU, KfW, GIZ, DEG

Japan – JICA

Netherlands – DGIS

New Zealand – NZAid

Norway – Norad

Sweden – Sida

Switzerland – SDC, SECO

United Kingdom – DFID, Defra

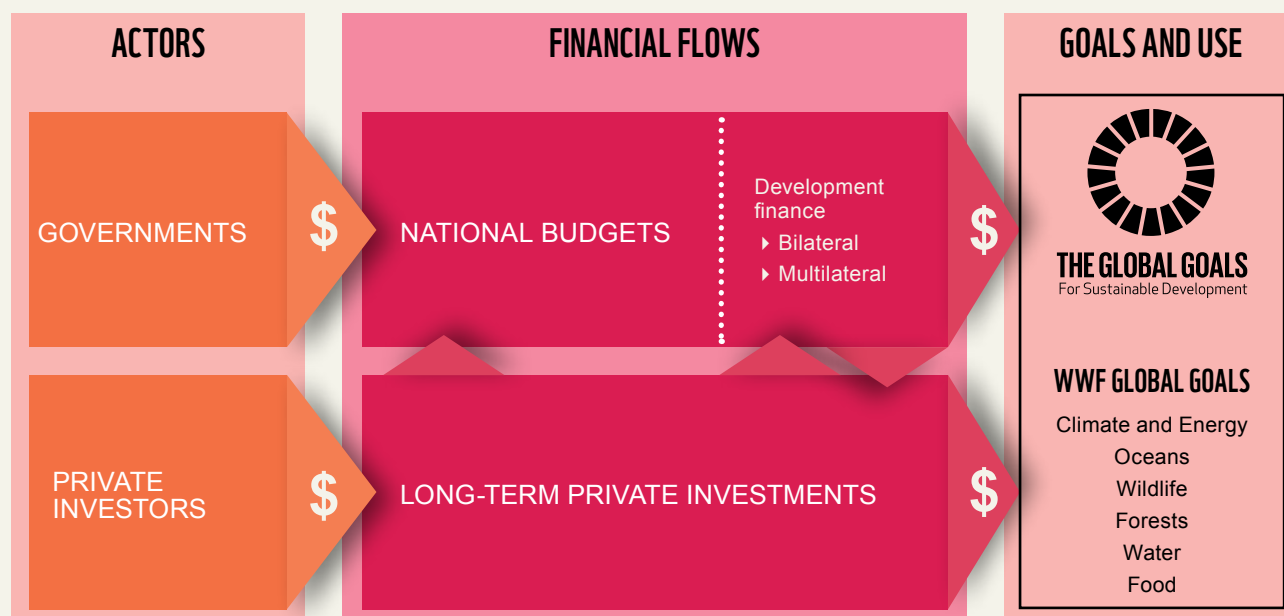
United States of America – USAID, USDA, DOS, USFWS, NOAA

Following the Addis Ababa conference, governments endorsed the Post-2015 Agenda and Sustainable Development Goals in September, and reconvened to reach an accord on climate change in Paris in December.

We'll work with our public sector partners to influence national plans and budgets to implement these goals, and set clear and measurable targets that can mobilize the billions required to leverage further trillions of capital investment toward sustainable, low-carbon and resilient development.

“Resilient economies can only be created by supporting people and ecosystems through a change in mindset. New finance for development and climate must be delivered transparently. Funding mechanisms need to prioritize low-carbon, climate-resilient and environmentally sound development solutions that respect human rights.”

Tim Geer, Director, Public Sector Partnerships
WWF International



Multilateral agencies

African Development Bank – AfDB

Asian Development Bank – ADB

European Investment Bank – EIB

European Bank for Reconstruction and Development – EBRD

European Commission – EuropeAid

Global Environment Facility – GEF

Inter-American Development Bank – IADB

UN Development Programme – UNDP

UN Environment Programme – UNEP

The World Bank Group – IDA, IFC

TOGETHER WITH BUSINESS

Business has a huge impact on the natural world – but also has the potential to be a major part of the solution. Only by engaging with responsible business we can tackle issues like climate change, water scarcity, overfishing and deforestation.

Key areas we work on:



Better production and responsible sourcing of raw materials



Renewable energy



Water stewardship



Influencing public policy



Equitable sharing of natural resources



Redirecting financial flows to support conservation



Raising awareness of the need to consume more wisely



Protecting special places

Transparency around who we work with is important to WWF. We publish an annual *Global Corporate Partnerships Report* on our largest international partnerships, and report on an office basis on our local/national partnerships. Jointly, these tell the story of all our partnerships with companies, large or small.

Please see wwf.panda.org/business

CLIMATE CHANGE

Our corporate partners have already made significant cuts in their greenhouse-gas emissions, and have made bold commitments to embrace renewable energy and cut emissions on an unprecedented scale.

Business leaders were among the strongest voices urging governments to agree an ambitious climate deal. Among the many announcements made by leading companies as part of WWF-backed initiatives during the Paris conference:

114 committed to reduce emissions in line with the scientific advice.

117 agreed to report on their climate advocacy and influencing activities.

61 pledged to buy 100 per cent renewable energy.

COMMODITIES

Unsustainable production of commodities like palm oil, paper, soy and seafood drives deforestation, water scarcity, biodiversity loss, climate change and other threats to the natural world. But a relatively small number of companies have it in their power to transform global markets and make sustainable production the norm.

Of our “top 100” priority companies:

66 have made credible, time-bound commitments to source at least one key certified sustainable commodity.

76 are members of a multi-stakeholder roundtable, which is a first step toward sustainable sourcing.

25 have strategic partnerships with WWF that aim to transform their supply chain.

WATER STEWARDSHIP

Water stewardship is about committing to sustainable management of shared water resources in the public interest. We support our business partners to progressively improve their water use, reduce their water-related impacts and take collective action to secure freshwater supplies for people and nature.

1 The World Economic Forum ranks water crises as the number 1 risk to business for the next 10 years.

130 WWF has 130 corporate partners working on freshwater issues – our fastest growing conservation topic.

7 Last year we engaged with seven global industry associations and many other multilateral organizations on water issues.

OUR DONORS

US\$100 million raised thanks to the commitment and generosity of our many partners and donors.

We are delighted to announce that we have reached our fundraising target of US\$100 million for our **Campaign for a Living Planet**. Over the past five years, this campaign has been our worldwide call to action to protect the planet's most remarkable species and places and tackle humanity's footprint on Earth. We are grateful to all of our donors – from individuals to foundations to corporate partners – who have supported the campaign and are helping us build a future in which people live in harmony with nature.

As ever we are thankful for the inspiring leadership and support of the chair of the Campaign for a Living Planet Steering Committee, **André Hoffmann**, and to other committee members for their active involvement. Together, our efforts have been rewarded with this inspirational sum raised.

WWF International has four levels of partnership and engagement: the Honorary Circle, Conservation Leaders, Conservation Champions and Conservation Partners. We would like to thank and recognize all of our donors who have provided leadership and generous funding support for our conservation work.

Honorary Circle

We thank the **Hoffmann family** who, through the **MAVA Foundation**, have generously supported many global programmes, such as our marine, climate, protected areas and freshwater work, specifically in the Mediterranean, Greater Mekong, China, Mongolia, Europe and West Africa. MAVA has also supported the development of our core fundraising team and the closing stages of our Campaign for a Living Planet, and renewed their support for the **Luc Hoffmann Institute**.

Miel de Botton provides ongoing support to our Campaign for a Living Planet Leadership Fund as well as WWF's marine work and our global climate and policy work, with a particular focus on China.

Nomis Stiftung has generously supported the Luc Hoffmann Institute's LIVES project, which is conducting basic research to develop risk-analysis metrics for complex systems involving food, energy, water and the economy. A full-scale pilot project for this innovative approach is currently being tested in the Mekong river basin in Cambodia.

Kristian Parker and **Oak Foundation** is a critical funder of our global campaign to secure some of the planet's most treasured places by eliminating or transforming threats to World Heritage sites and the communities that depend on them. Oak Foundation also continues its long-standing commitment to our youth volunteer programme Explore!

Through **Fondation Segré**, **Dr Claudio Segré** has generously supported WWF and TRAFFIC's global action plan against poaching and illegal wildlife trade to enhance protection for threatened species, address demand reduction and elevate the profile of wildlife crime at the highest levels. Fondation Segré is also supporting WWF to implement an ambitious model of

marine protected area management in Indonesia and the Philippines to address the loss of marine biodiversity, enhance food security and reverse the declining food sources and livelihoods in the Coral Triangle.

Pierrette Schlettwein continues to generously support WWF and TRAFFIC's work to combat wildlife crime by tackling poaching, stopping illegal trafficking and reducing demand for wildlife products to secure a future for endangered species.

One Honorary Circle member who wishes to remain anonymous continues to generously support our Tigers Alive Initiative. Throughout

the Terai Arc landscape in India and Nepal we have managed to increase protection in some priority tiger sites. Together we aim to create the largest connected tiger population in the world and ensure the Conservation Assured Tiger Standard (CA/TS) is adopted worldwide and wild tigers double by 2022.

Another Honorary Circle member who prefers to remain anonymous has provided WWF with the core funding to develop and grow the Living Himalayas Initiative to conserve the rich biodiversity and sensitive mountain landscapes across Bhutan, India and Nepal.

Conservation Leaders

We are very grateful for the generous support of our Conservation Leaders, who help us achieve conservation impact through funding their programmes of interest, and who also reach out to their personal, business and philanthropic networks to increase awareness of WWF's work.

Anonymous Conservation Leader	Renewable energy work in Madagascar
Anonymous Conservation Leader	Living Amazon Initiative
Philippe Bertherat	Campaign for a Living Planet Leadership Fund
Sergi Ferrer-Salat	Campaign for a Living Planet Leadership Fund
F. Hoffmann-La Roche Ltd.	Campaign for a Living Planet Leadership Fund
Fondation Montagu	Protection of the blue whale and marine biodiversity in Chile
Fondation Philanthropia (Carlo Fund)	Reducing demand for endangered species
Fondazione Zegna	Giant panda and habitat conservation in Qinling, China
Players of People's Postcode Lottery	Coastal East Africa Initiative
Anne Reece	Living Himalayas Initiative
Stelios Philanthropic Foundation	Safeguarding the world's most precious species and habitats
Jaqui Safra	Species conservation and the illegal wildlife trade campaign
Ursula Streit	Biodiversity conservation in Papua New Guinea's Kikori river basin
The Prince Albert II of Monaco Foundation	Conservation of the Atlantic bluefin tuna; securing freshwater ecosystems in the Himalayas
UEFA	Global campaign on renewable energy to help tackle climate change

Conservation Champions

Mohammed Al Naki	Fondation Salvia
Kasia and Julien Barbotin-Larrieu	Christian Lüthi
Lennart Blecher and family	HRH Prince Robert of Luxembourg
Kevin Click and family	Patrick Odier
Renaud de Planta	Maria Reig Moles
Ernest Kleinwort Charitable Trust	Irene Reynolds Schier
Patrick and Valentine Firmenich	Magnus Roth
Sophie Firmenich	Size of Wales
First Names (Jersey) Limited – Trustee of the Net Trust	Stichting Gillès
Fondation Audemars Piguet	The Hugh Symons Charitable Trust
Fondation Cordama	The Ingram Trust
Fondation Indosuez en Suisse	The Waterloo Foundation
	Utermann Charitable Trust

Conservation Partners

Moiz Benkohen	Pierre-André Maus
Brown + Hudson	Pierre Mirabaud
Robert de Balkany	The family of Jade Peduzzi
Muriel and Manoël Dekeyser	Michael & Rachel Rudge
Fondation de bienfaisance du groupe Pictet	The Thistledown Trust
Quincy and Carolyn Hunsicker	The Tolkien Trust
Richard M. Ivey	Victoria Park Charitable Trust
Alicia Koplowitz Romero de Juseu	Von Duhn Stiftung
Joerg Liebing	WWF Switzerland Leaders for Nature
Manotel Hotel Group	

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.

Campaign for a Living Planet Steering Committee

Chair

André Hoffmann

Members

Philippe Bertherat	Kristian Parker
Alejandra Moore Mayorga	Guillaume Taylor



With as few as 4,000 snow leopards left, we launched our first global action plan for the endangered species in 2015. In Mongolia, WWF teams collared four of the elusive big cats, while in India we provided livestock pens to farmers to reduce human-leopard conflict and retaliatory killings.

TOGETHER WITH PEOPLE

WWF connects with millions of people all over the world. Whether through reports and stories in the media, or web campaigns and Twitter hashtags, we raise awareness and interest around the issues that matter for the planet, and inspire people to act. Their support makes our voice powerful and our work possible.

INSPIRE

EARTH HOUR

Earth Hour, the world's largest grassroots movement for the environment, went from strength to strength to shine a light on climate action. Millions of people across seven continents, and even the crew aboard the International Space Station, turned out their lights for an hour in a show of solidarity to tackle our planet's biggest environmental challenge yet – climate change. Many individuals, governments, cities, businesses, schools and institutions went further, supporting local campaigns, fundraising initiatives and actions initiated by WWF teams to change climate change.



178 countries and territories

+1800 landmarks and monuments switched off

+133,000 events

Over 1.45 million individual actions taken to help change climate change between Jan and Mar 2016

+25 MILLION

There are over 25 million people following WWF on social media and messaging apps.



INFORM

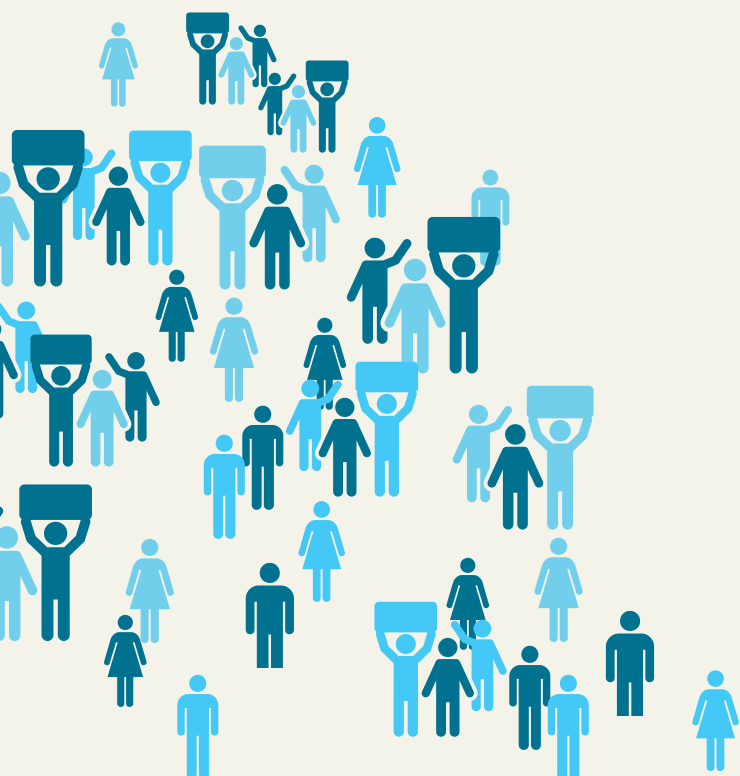
70,000+

WWF was featured in more than **70,000 media stories** worldwide.



WAVES OF SUPPORT

Our global ocean campaign really took off on digital media. We reached **500,000 people each day** on average and up to 10 million a day during major launches. Influential institutions and leaders consistently promoted our ocean infographics and messages – there were more than **53,000 mentions** on Twitter alone.



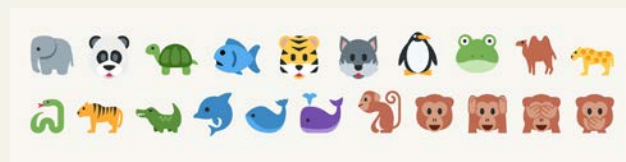
ACT

ENDANGERED EMOJI

Emoji is becoming a universal language, used millions of times every day. In May we launched a unique emoji-based campaign after discovering that 17 characters in the emoji alphabet represent endangered species. Twitter users who signed up to the #EndangeredEmoji campaign made a small donation each time they used one of the endangered emoji in a Tweet. As well as raising funds, it was a fun and simple way of taking our message to a new audience.

62,900 sign-ups

815,000 mentions



#CHANGECLIMATECHANGE

We helped bring the voice of the people to the Paris climate talks. Our Tweet Your Leader campaign enabled people from any country to send a Tweet directly to their head of government, urging action on climate change.

800 million impressions for the campaign hashtag #ChangeClimateChange

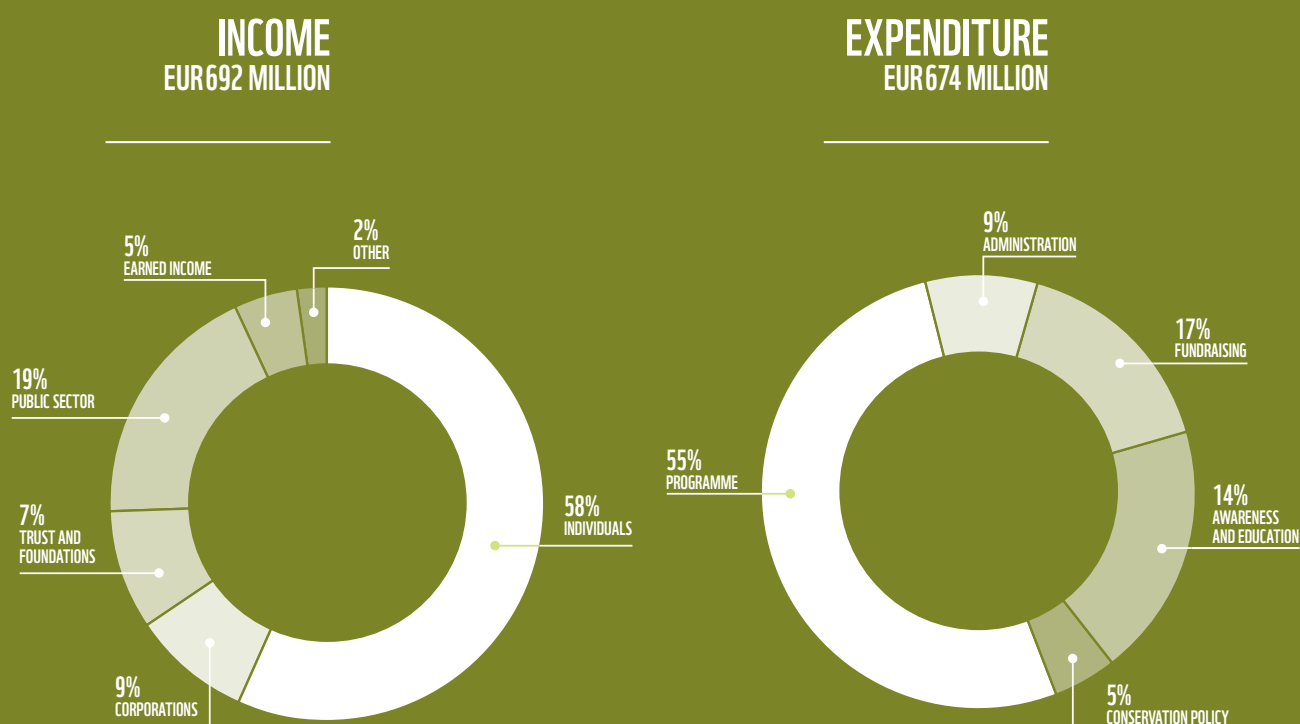


The Rufiji River runs through Tanzania's Selous Game Reserve, one of the world's largest wildlife sanctuaries. This World Heritage site is threatened by more than 50 oil, gas and mining concessions as well as hydropower and infrastructure development. During 2016, we're campaigning for stronger support for natural World Heritage sites, which make a crucial contribution to sustainable development.



FINANCIALS

WWF Network: Income and Expenditure 2015



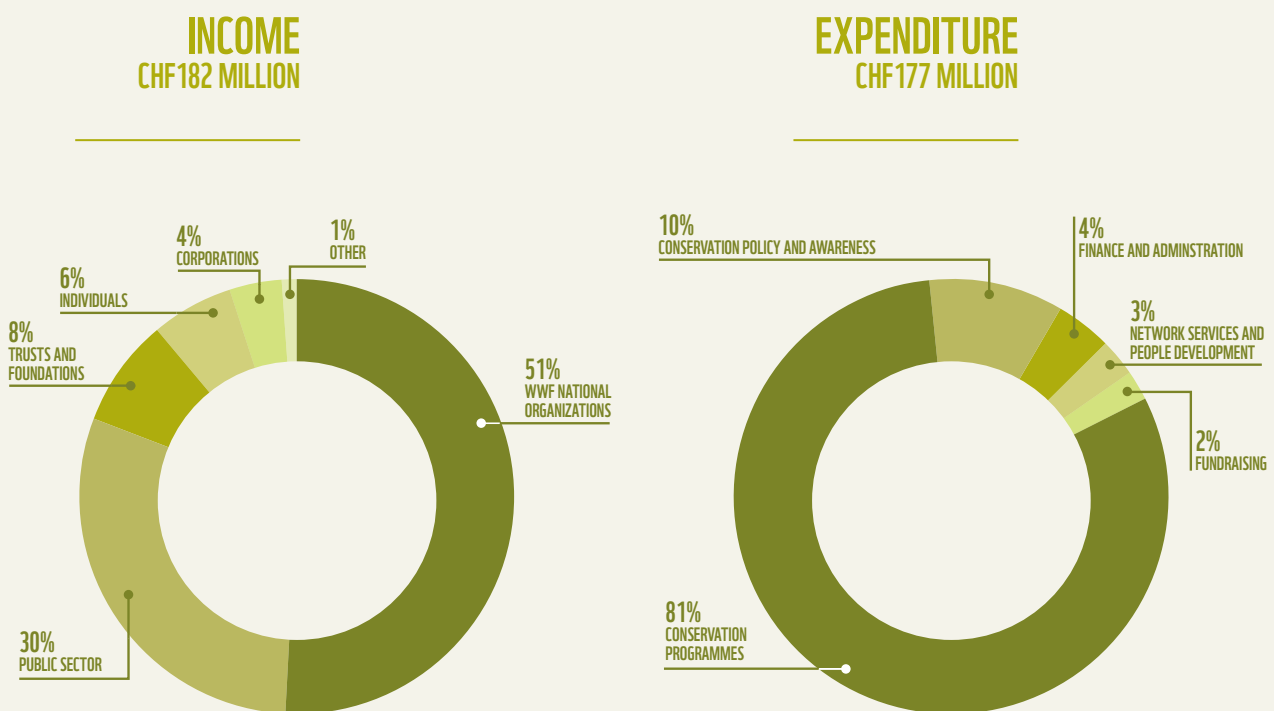
WWF Network

Total WWF Network income increased by 5 per cent, with an increase of EUR35 million to EUR692 million. Expenditure grew by 7 per cent (EUR46 million), mainly due to increased spending in conservation programmes (up 9 per cent).

The resulting surplus of EUR18 million will be used to fund our ongoing projects and programmes, and help us to reach our conservation targets.

The figures given show total WWF Network income and expenditure but do not represent consolidated accounts. The Network includes WWF International, Programme Offices and National Organizations.

WWF International: Income and Expenditure 2015



WWF International

Income was stable overall compared to 2014, mainly due to an increase in income from National Organizations (up 3 per cent), offset by a decrease in income from trusts and foundations (down 19 per cent). Expenditure decreased by 1 per cent, mainly due to decreased spending in Network services and people development (down 15 per cent) and fundraising (down 16 per cent).

The figures given show the consolidated income and expenditure for WWF International, its Programme Offices, and the other entities for which it is responsible.

Financial years cover the period 1 July to 30 June. Detailed financial information is given in the on-line version of the Annual Review at www.panda.org, and WWF International's audited statements are available on request.

Peter Dickinson, Director of Finance and Administration, WWF International



LAVRAU CAFE
Cafe & Bar

LAVRAU CAFE
Cafe & Bar

60+
EARTH HOUR

THIS EARTH HOUR,
SHINE A LIGHT ON CLIMATE ACTION.



Thanks to the efforts of WWF offices and supporters, Earth Hour has become a worldwide movement uniting those who care about the future of the planet. It fosters local action and global solidarity.

WWF INTERNATIONAL BOARD OF TRUSTEES*

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Sara Morrison (United Kingdom)

*As of March 2016

WWF NETWORK EXECUTIVE TEAM*

Marco Lambertini (Chair)	WWF International
Eberhard Brandes	WWF-Germany
Mary Lou Higgins	WWF-Colombia
Hammad Naqi Khan	WWF-Pakistan
Andreas Lehnhoff	WWF-Central America
Sze Ping Lo	WWF-China
David Nussbaum	WWF-UK
Nanie Ratsifandrihamanana	WWF-Madagascar
Carter Roberts	WWF-US
Johan van de Gronden	WWF-Netherlands

WWF INTERNATIONAL SENIOR MANAGEMENT TEAM*

Marco Lambertini	Director General
Maria Boulos	Chief Operating Officer
Frederick Kumah	Director Africa
Pascale Moehrle	Director Executive Affairs
Carol Monoyios	Director Development
Deon Nel	Global Conservation Director
Jean-Paul Paddack	Director, PO Management
Sudhanshu Sarronwala	Executive Director, Communications and Marketing

*As of March 2016

WWF in numbers

1961

WWF was founded in 1961

+5M

WWF has over 5 million supporters

+100

WWF is in over 100 countries on 6 continents

+25M

WWF has over 25 million followers on social media and messaging apps



Working to sustain the natural world for people and wildlife

together possible™ panda.org

