

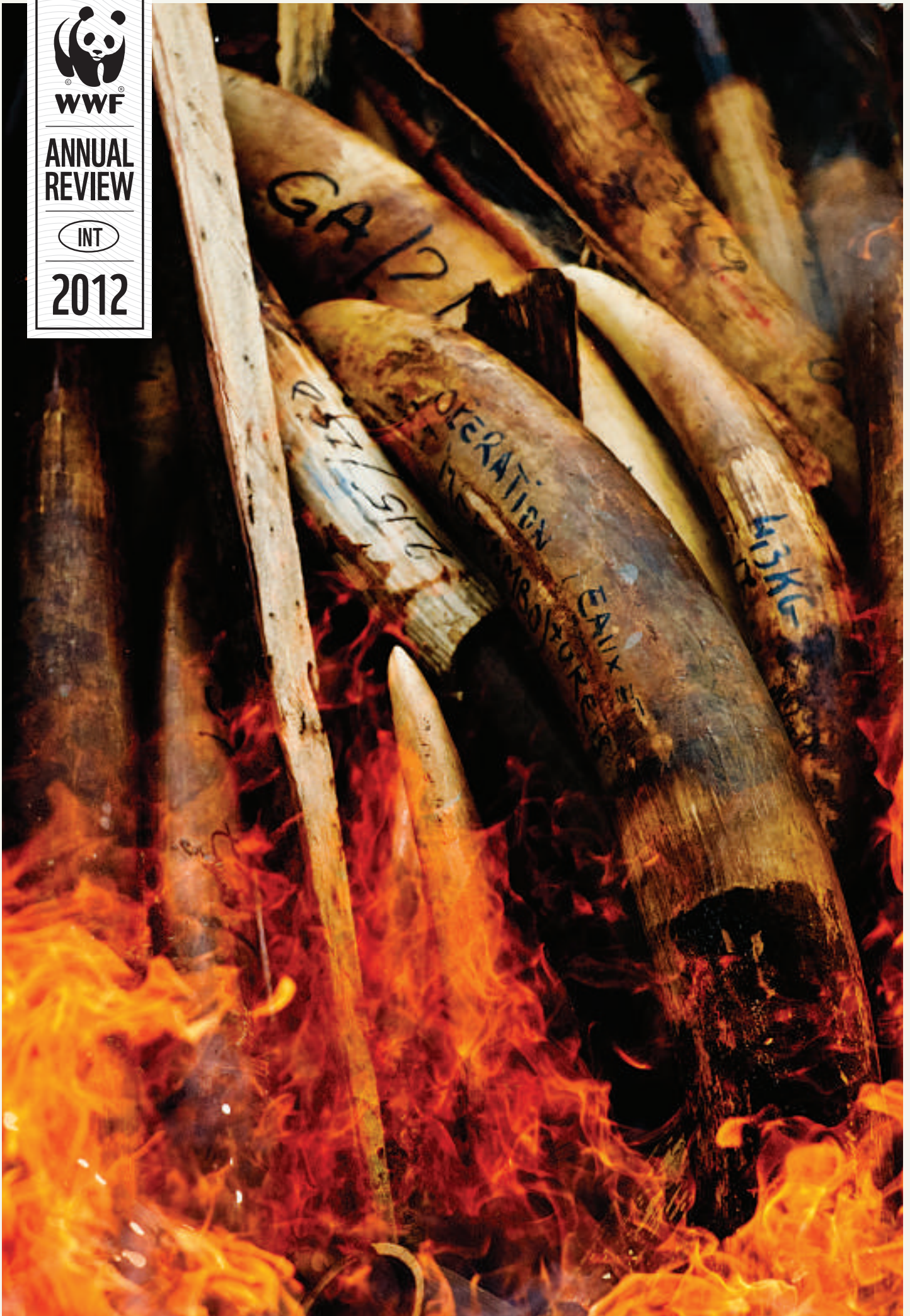


WWF

ANNUAL  
REVIEW

INT

2012



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

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

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### **About the photos**

This year, WWF launched a global campaign against the illegal wildlife trade. The photos in this review follow this deadly trade from the jungles of central Africa to the booming markets of Asia, and show what we're doing to combat it.

### **Front cover**

In June, Gabon burnt its entire ivory stockpile in a powerful display of its commitment to stamping out illegal wildlife trade. We're seeking similar high-level commitments from other countries where wildlife crime is a problem.

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Earth Hour 2012: The Great Wall of China was one landmark where hundreds of millions of people came together to affirm their support for protecting the planet we share.

# FOREWORD FROM YOLANDA KAKABADSE

## The President of WWF International on the future we really want

*The Future We Want*: that was the theme of this year's Rio+20 summit. Sadly, the environmentally, socially and economically sustainable future we need still seems a long way off.

The average North American or European lives as if we had three Earths at our disposal. The planet that has always provided for us can no longer sustain the lifestyles of a growing population that consumes ever more. Biodiversity, the web of life that supports us all, is suffering. Supplying the basic needs that so many of us take for granted – like water, food and energy – is becoming a serious concern.

We are squandering the natural resources that all should share. We live in a world where, incredibly, 43 per cent of all packaged food goes to waste unopened – and yet every six seconds a child dies of hunger. We use 20,000 litres of water to make a single pair of jeans, even as hundreds of millions of people lack access to clean water to drink. Our addiction to fossil fuels is pushing us towards catastrophe, but one in five people lives without electricity. Iconic species are being hunted towards extinction to provide trinkets, status symbols and remedies of no medical value.

Carrying on in this direction is no sort of option – which is why WWF is working so hard to find new pathways. And, as you will see on the following pages, we are making progress: with partners from all walks of life, we are taking decisive steps toward a fairer, greener future.

*“The planet that has always provided for us can no longer sustain the lifestyles of a growing population that consumes ever more – but we’re taking steps toward a fairer, greener future.”*



Yolanda Kakabadse  
President of  
WWF International

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© WWF-Canon / James Morgan

Rhinos, elephants and tigers are the face of our global conservation campaign, which is putting illegal wildlife trade higher on the global agenda.

# A MESSAGE FROM JIM LEAPE

## The Director General of WWF International on how we're rising to the big global challenges

© WWF-Canon / Richard Stonehouse



*“Local and national governments, companies, cities and civil society are taking matters into their own hands – and making real progress. And where progress is happening, WWF is often involved.”*

Jim Leape  
Director General of  
WWF International

This year's *Living Planet Report* confirmed once again the huge global crisis we're facing. We are using 50 per cent more resources than the Earth can provide, and our natural life support systems are showing the strain.

The Rio+20 summit conspicuously failed to rise to this challenge – but the picture that emerged was not hopeless. Away from the negotiating room, we saw how local and national governments, companies, cities and civil society are taking matters into their own hands – and making real progress. And where progress is happening, WWF is often involved: providing leadership, connecting people, putting forward solutions, linking issues, ideas and initiatives.

In the Coral Triangle, the Amazon and the Congo Basin for example, we've helped bring governments together to protect vital shared natural resources. In Mozambique, we've helped the country develop a pioneering action plan to lift people out of poverty through green economic development, and we're pushing forward a similar strategy in Borneo. Our Global Climate and Energy Initiative is working with countries like Mexico and Germany that have made genuinely ambitious commitments to tackle climate change. Success in these countries will lead others to raise their game.

An increasing number of companies are taking steps to make their businesses more sustainable, thanks in no small part to WWF's work to transform markets. And this year, hundreds of millions of citizens from around the world once again came together for Earth Hour to affirm their support for protecting the planet we share.

As our conservation director Lasse Gustavsson explains on page 10, this year we have begun to amplify our conservation efforts by running annual global conservation campaigns. In 2012 our focus has been on putting illegal wildlife trade higher on the global agenda. Next year our attention turns to climate change: specifically, to shifting investment away from fossil fuels into clean, renewable energy.

Challenges like these require urgent action: not endless discussions, vague aspirations and incremental advances. All of us need to step up. By supporting WWF, you are part of the solution. Thank you.

# A DEADLY TRADE 🐼

Auerlie Kombi and Tuburse Mouyamba came across this elephant skeleton in the forest in Gabon. It's just one of thousands of forest elephants killed in Central Africa over the last year. Ivory fetches a high price in Asia, and armed militias, drug syndicates and terrorist networks all profit from illegal trafficking. Poaching is out of control, and threatens to destabilize the region and wipe out entire elephant populations.

Governments haven't been doing enough to tackle illegal wildlife trade, but that's beginning to change. This year Gabon announced a policy of zero tolerance, and Cameroon deployed military helicopters and 600 soldiers to protect the Bouba Ndjida National Park after Sudanese Janjaweed gunmen massacred some 300 elephants. We're campaigning for governments in the region and internationally to make fighting wildlife crime a priority.







# CAMPAIGNING

At our 2011 annual conference, we agreed to run an annual global conservation campaign. Executive Director for Conservation Lasse Gustavsson explains why



© WWF-Canon / Richard Stonehouse

Lasse Gustavsson  
Executive Director for  
Conservation  
WWF International

## Why has WWF decided to start running global conservation campaigns?

The *Living Planet Report* shows that most environmental trends are still going in the wrong direction. As the world's leading conservation organization, we must address this. Our conservation programmes do impressive work on a day-to-day basis. But sometimes we need to escalate our efforts. That's where campaigns come in.

## How would you define campaigning?

Campaigning is about mobilizing a critical constituency to force or empower a decision-maker to make a decision they wouldn't have taken otherwise. A successful campaign changes the rules of the game – you do something you wouldn't normally do to achieve something extraordinary, because there's a threat or an opportunity that wasn't there before.

## The campaign launched this year is against illegal wildlife trade. Why was this chosen?

Illegal trade is a critical issue for species, and for society. We've seen a 4,000 per cent increase in poaching levels of rhinos in South Africa recently, and 2011 saw the largest ivory seizures since records began. This tells us that programmes which were effective in the past are no longer enough. Clearly something needs to change and change dramatically. Our campaign will push illegal wildlife trade up the political agenda so real action happens.

## What issues will WWF be campaigning on in the future?

Our next campaign will be on renewable energy. The next five years are critical for energy investment – we aim to shift investment away from old and dirty technologies into sustainable energy. That will be followed by an oceans campaign. We'll also use our global voice to speak out on specific issues – as we're doing at the moment against plans to drill for oil in Virunga, the oldest national park in Africa. I think the eagerness for campaigning within the network has helped to drive that campaign.

## In the long term, what do you hope WWF campaigns will achieve?

I hope our use of campaigning will make us a more effective conservation organization. Our challenges are huge and it will take something extraordinary to create a future where people live in harmony with nature. This will require the active engagement of hundreds of millions of people. We already communicate with vast numbers of people all over the world, and digital and social media provide a fantastic opportunity to expand on this. We also have an unparalleled network of scientific and practical knowledge. If we can put those together – if we get hundreds of millions of people behind solutions that work – we'll see conservation impact on an unprecedented scale.



© WWF-Canon / James Morgan

Illegal trade is a critical issue for species, and for society. Programmes that were effective in the past are no longer enough – which is where our campaign comes in.

# A DANGEROUS MISSION

Soho Jocelyn kisses his wife goodbye as he departs on a two-week anti-poaching patrol in Gabon. Behind the smiles, they both understand the dangers he faces. Every four days, a ranger is killed in the line of duty somewhere in the world. Combating the illegal wildlife trade starts with brave people like Soho who are dedicated to protecting animals in their natural habitat. But too often they find themselves outnumbered and outgunned by poachers supported by criminal syndicates.

We help to train and equip eco guards in many countries, including central and southern Africa and tiger-range states, so they're better able to defend wildlife – and themselves. This year, thousands of WWF supporters sent messages of thanks and solidarity to brave wildlife rangers through our website.





# KILL THE TRADE

In August 2012, we launched our global conservation campaign against the illegal wildlife trade under the banner “kill the trade”

The world’s wildlife is in crisis. Poaching has escalated dramatically, mainly to meet rising consumer demand in Asia, jeopardizing decades of conservation work. Illegal wildlife trade is now the greatest threat to many of WWF’s flagship species:



**>4000%**  
INCREASE IN RHINO  
POACHING IN SOUTH  
AFRICA, 2007-2012

- Rhino poaching in South Africa has risen more than 4,000 per cent since 2007.
- Tens of thousands of elephants are killed each year for their ivory.
- Only 3,200 tigers remain in the wild, yet poaching continues.

And this deadly trade doesn’t just affect wildlife. With an estimated global value of around US\$19 billion (including fish and timber), it’s one of the world’s most lucrative criminal activities. Illegal wildlife trade has ties to organized crime, including illicit arms, drugs, terrorism, human trafficking, corruption and money laundering. It destabilizes societies and funds violent conflicts. It kills people as well as animals.

Yet illegal wildlife trade isn’t given the priority it deserves. Laws exist to prevent trade in endangered species, but they’re all too easily flouted. As long as governments lack the will to take action, wildlife criminals will continue to profit as species and societies suffer.

Our campaign against the illegal wildlife trade aims to change this – fast. Along with our partner TRAFFIC, the wildlife trade monitoring network, we’re calling for effective deterrents against poaching, smuggling and illegal sales, and prominent efforts to reduce demand for endangered species products. By raising public outcry, we can spur governments and international institutions to treat illegal wildlife trade like the serious crime it is.

By July 2013, we want:

- Heads of state of key countries where threatened animals are being killed or consumed to make public declarations of action to improve enforcement, increase prosecution rates, reduce demand and reform legislation;
- Influential governments to state their own commitments to treating illegal wildlife trade as a serious crime, and hold other governments to account.

This year has already brought encouraging progress. The UN recognized wildlife trafficking as a form of transnational organized crime and a threat to the rule of law. US Secretary of State Hillary Clinton emphasized that it was a major foreign policy and security issue and called for a “concerted global response”. Gabon publically burned its ivory stockpile and announced a policy of zero tolerance for wildlife crime. Russia closed legal loopholes that had allowed tiger poachers to escape with small fines. And we recognized the achievements of anti-wildlife crime activist Ofir Drori, whose tireless efforts have resulted in hundreds of arrests and prosecutions of wildlife criminals across West and Central Africa, by awarding him our top honour, the WWF Duke of Edinburgh Conservation Medal.

We know we face a huge challenge. But we believe we can meet it.

## From the forests to Facebook, we're taking the fight to wildlife criminals: WWF staff explain their roles in the campaign

### Viet Nam – tackling demand for rhino horn

“In 2010, Viet Nam lost its last native rhinoceros – a victim of the illegal wildlife trade and the huge demand for rhino horn in our country, where it is seen as everything from a hangover remedy to a cure for cancer. We cannot bring our rhinos back – but we will do everything we can to stop Africa’s rhinos from suffering the same fate.

In 2012, a record 668 rhinos were killed by poachers in South Africa. We know that Viet Nam is the main destination for rhino horn, and WWF has been working hard to bring the two countries’ governments together to tackle the issue. In December, they signed a memorandum of understanding to promote collaboration on natural resource management, wildlife protection and law enforcement.

Now we need a public commitment at the highest political level to stamp out illegal trade and consumption of rhino horn in Viet Nam. If we can achieve this, it will strengthen all our efforts to improve law enforcement and reduce demand among consumers to help to save rhinos in South Africa and elsewhere in the world from extinction.”



Hien Tran Minh  
Country Director  
WWF-Viet Nam

### Action for elephants in Central Africa

“Elephant poaching in Central Africa, fuelled by the galloping international demand for ivory, is totally out of control. It has become a threat to national and regional stability, and if it is not stopped, we will lose our last elephant populations. We’re seeing poachers bringing AK47s from conflict zones into peaceful countries like Gabon and Cameroon, decimating entire herds and also killing wildlife protection personnel. The lucrative trade brings corruption too – if you want to export ivory you need to bribe a lot of officials along the way. And it’s also eroding the potential of developing ecotourism.

Preventing poaching and illegal wildlife trade can’t just be left to forestry or environment departments. It needs a proper coordinated response. We’re pushing for an official declaration from regional heads of state that will provide the political momentum needed to make this happen.

Communications provide another powerful tool. Governments are concerned about their international image, and will act quickly when they know the eyes of the world are upon them. So we’re keen to publicize good news stories, but we’re also ready to call governments to account. The illegal wildlife trade campaign is helping us do that.”



Bas Huijbregts  
Head of Policy  
Engagement,  
Central Africa  
Regional  
Programme Office  
Yaounde, Cameroon

### Mobilizing millions online

“Digital communications has been a crucial part of the illegal wildlife trade campaign – and we’re constantly experimenting with how to make the most of it as a campaigning tool.

With social media, we can reach a huge audience. Across the WWF network, we have more than 3.3 million fans on Facebook and more than 2 million followers on Twitter.

That’s impressive in itself – but if they then share things with their friends and followers, it means we have the potential to influence hundreds of millions.

The digital communications team has focused hard on the wildlife trade campaign. In the first two months of the campaign, visits to panda.org were up by 29 per cent on last year, and views of pages about wildlife trade doubled. WWF International’s digital materials are being used around the network – helping us to speak with one voice, but in a way that resonates with local audiences.

All this helps raise awareness of the issues and engage people with WWF. Then we can get them to become more actively involved – for example, to sign the petition we launched in early 2013 calling for an ivory ban in Thailand.”



David Drodge  
Head of Digital  
WWF International

# UNWANTED BAGGAGE

This tiger cub was one of 16 seized in Chaiyaphum, Thailand in October. Vets from the wildlife forensic unit are taking blood samples to trace its DNA, which can provide important evidence in prosecutions. The tiger cubs were being smuggled across the border from Thailand into Laos, packed two per crate in the back of a truck. They were probably reared in an illegal tiger farm in Thailand and destined for China. Demand for tiger body parts in traditional medicine is the biggest threat facing the 3,200 tigers that remain in the wild.

With an estimated value of US\$19 billion, the illegal wildlife trade is one of the world's most lucrative forms of international crime. By sharing up-to-the-minute intelligence, training customs officers and even deploying specialist sniffer dogs, WWF and our sister organization TRAFFIC have helped catch hundreds of wildlife smugglers. But keeping pace with the criminal networks that run the trade remains a major challenge.

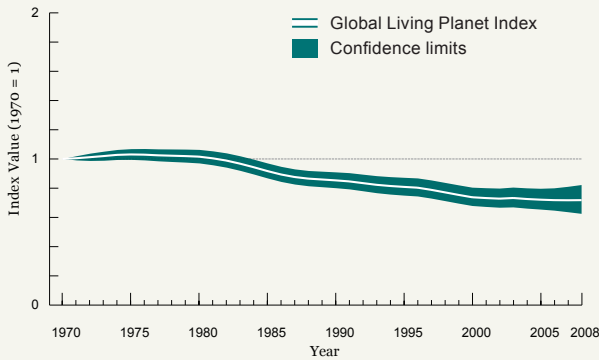






# SAVING SPECIAL PLACES

Through our Global Initiatives, we're working on large-scale solutions to conserve the integrity of the world's most outstanding natural places



**Global Living Planet Index (WWF / ZSL, 2012)**  
 Our Living Planet Index shows almost a 30% decline in species populations over the last four decades. In the tropics, the drop is more than 60%

## 1 Living Amazon

### HYDROPOWER TOOL

“So much life in the Amazon depends on healthy, free-flowing rivers. With 150 dams planned in the region, it’s essential to define priority areas for freshwater conservation to guarantee the connectivity and integrity of the hydrological system. As part of a framework for supporting decision-making, we’ve developed a tool to assess potential impacts from hydropower development. It’s already being used by Brazilian authorities in the Tapajos river basin. At the same time, we’re pushing regional governments to consider energy efficiency and other forms of renewable energy before advancing the hydropower frontier into the Amazon.”

Pedro Bara-Neto,  
 Infrastructure Strategy  
 Leader, Living Amazon  
 Initiative

**150**  
 HYDROPOWER DAMS  
 PLANNED IN AMAZON

## 2 Green Heart of Africa

### VIRUNGA CAMPAIGN

“The thought of oil exploitation in Virunga National Park, Africa’s richest natural treasure and a World Heritage Site, is outrageous. If foreign companies’ plans to drill for oil were realized, it would be a disaster for the park’s extraordinary range of species, including mountain gorillas, and the tens of thousands of people whose livelihoods depend on its natural resources. We’re campaigning to get the Congolese government and the companies involved to abandon all plans for oil exploitation in Virunga – which go against all we’re doing to protect the Congo Basin’s forests and promote sustainable development in the region.”

Zach Abraham, Head of  
 Global Campaigns



Mountain gorilla numbers rose from 786 in 2010 to 880 in 2012



**3 Tigers Alive**

**ZERO TIGER POACHING**

“Tiger range countries have backed the goal of doubling tiger numbers by 2022. But that will only happen if we crack down urgently on the most acute threat facing wild tigers – poaching. This year, our focus has been on mobilizing efforts to bring poaching of tigers and their prey as close to zero as possible, as soon as possible. Key to this are highly motivated, well-trained and well-resourced field staff – more, more committed and better boots on the ground. Much more needs to be done, but the progress we’ve made in reducing poaching in Nepal shows what can be achieved with strong government support.”

Anil Manandhar,  
Conservation Programme  
Director, WWF-Nepal

**ZERO**

**NO TIGERS WERE POACHED FROM NEPAL’S CHITWAN NATIONAL PARK IN 2011-12**

**4 Living Himalayas**

**SNOW LEOPARDS THRIVING**

“We’ve captured amazing camera-trap footage of endangered snow leopards and their prey in Bhutan’s newest national park. The Wangchuck Centennial Park, which we helped set up in 2008 and co-manage with the Bhutan government, connects two other important protected areas. It’s the first time snow leopards have been recorded in the area. This suggests the network of protected areas and corridors we’re working to establish right across the Eastern Himalayas is successfully helping to link local leopard populations and conserve the region’s rich wildlife.”

Vijay Moktan, Conservation  
Director, WWF-Bhutan

**>50%**

**PROTECTED AREAS COVER MORE THAN HALF OF BHUTAN**

**5 Heart of Borneo**

**GREEN ECONOMY REPORT**

“We presented our groundbreaking report *Heart of Borneo: Investing in nature for a green economy* to the Indonesian president, Susilo Bambang Yudhoyono, at the Rio +20 conference. The report shows how Borneo can achieve economic growth while protecting its incredible biodiversity and vital ecosystem services. Borneo has immense natural wealth, but its economic, social and environmental value isn’t fully recognized. We’re asking: is Borneo going to squander its natural capital? Or will it keep it “in the bank” so future generations can continue to live off the “interest” – the goods and services it provides?”

Chris Greenwood,  
International  
Communications Manager,  
Heart of Borneo Initiative



Three species discovered every month in Borneo over the last 15 years

**6 Arctic**

**SEA ICE LOSS**

“Sea ice in the Arctic receded to record low levels this summer. We need to plan now for an Arctic with virtually no summer ice, as that’s the situation we’ll soon be facing. One way we’re doing that is through our Rapid Assessment of Circum-Arctic Ecosystem Resilience (RACER) project, which identifies critical areas of habitat that will most benefit from protection. One place we’re focusing on is the Last Ice Area – a fringe of ice in northeast Canada and northern Greenland which is expected to remain when all other large areas of summer ice are gone. Our researchers made an expedition to the area this summer.”

Alexander Shestakov,  
Director, Global Arctic  
Programme



Arctic sea ice this summer covered 3.29 million km<sup>2</sup> less than the 1979-2000 average – that’s almost twice the area of Alaska





# DEMAND AND SUPPLY

Ivory jewellery is on sale openly in this market in Thailand. Ivory traders exploit a legal loophole – while ivory from domestic elephants can legally be sold, most of the ivory on the market has been imported illegally from Africa.

Rising wealth in Asia has fuelled an explosion in demand for products from endangered wildlife, easily available on the black market. Young Vietnamese take powdered rhino horn as a party drug. Chic Thai boutiques sell intricate ornaments made from elephant ivory. Business deals in China are agreed over tiger-bone wine.

Consumers don't see the true cost of the products they buy – which are often felt thousands of miles away. Similarly, their governments don't see animals being poached in other countries as their concern. Our campaign aims to get governments at both ends of the trade chain to take responsibility for cracking wildlife crime. And in all our work, we aim to educate people about how their lifestyles affect the planet, and help them take steps to reduce their impact.

# HARMONY WITH NATURE

Our Global Initiatives are helping to reduce the demands we make on nature, in the areas where it matters most

## China for a Global Shift

### INVESTING IN AFRICA

“China has a stated goal of green development and African countries are developing plans to go green: we aim to help both achieve this. At the Forum on China-Africa Cooperation (FOCAC) ministerial conference in July, we put forward 40 recommendations to ensure China’s ever-growing investments in Africa promote sustainable development – for example, through responsible sourcing of natural resources such as timber. Cooperation on forest protection and management has now explicitly become part of the FOCAC action plan. Besides FOCAC, China’s strong political commitment to ‘Ecological Civilization’ provides more openings to address Chinese overseas investment”

Li Lin, Leader, China for a Global Shift Initiative

## US\$2 TRILLION

CHINA’S OVERSEAS INVESTMENT IS SET TO REACH US\$2 TRILLION BY 2020

## Forest & Climate

### REDD RAVE REVIEWS

“REDD+ – reducing emissions from deforestation and forest degradation – has a vital role to play in combating climate change, as 20% of global carbon emissions are caused by forest loss. REDD+ also benefits biodiversity and local livelihoods, creating real conservation opportunities. We’re working on a growing number of REDD+ initiatives. In an evaluation published in September, the Norwegian government development agency Norad, one of the biggest investors in REDD+, highlighted the positive impacts of our projects in the key forest landscapes of Peru, the Democratic Republic of Congo and Indonesia.”

Bruce Cabarle, Leader, Forest and Climate Initiative

## 20%

DEFORESTATION IS RESPONSIBLE FOR UP TO 20% OF ALL CARBON EMISSIONS GLOBALLY

## Market Transformation 2050 CRITERIA

“Unless we fundamentally change the way we produce food and other commodities, we won’t be able to meet the needs of a growing global population in 2050 – or much sooner. Financial institutions are waking up to the risk of unsustainable production practices, but few fully understand the complex environmental and social issues involved. That’s why this year we distilled all our knowledge and experience in *The 2050 Criteria*, a first-of-its-kind guide to sustainable investment in agricultural, forest and seafood commodities. It gives investors the tools to sort the responsible from the risky, and to drive better production in the most crucial sectors.”

Andrew Murphy, Acting Director, Market Transformation Initiative

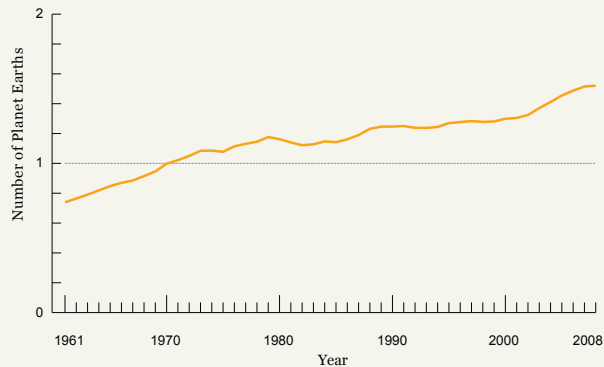


Humanity will need to produce more food in the next four decades that we have in the last 8,000 years

**Global Ecological Footprint**

(Global Footprint Network, 2012)

*Humanity's Ecological Footprint continues to rise: we need the resources of 1.5 planets to support our lifestyles.*



**Coastal East Africa**

**GREEN ROADMAP**

“Our goal of achieving sustainable economic development in Coastal East Africa came closer this year when Mozambique announced a national ‘green economy roadmap’ toward 2030. We worked closely with government ministries and other partners to help develop the roadmap, which outlines Mozambique’s bold plans for eradicating poverty by using its rich natural resources wisely and sustainably. A first step forward came in November when the country approved Africa’s second largest marine protected area around the Primeiras and Segundas archipelago – something we’ve been working toward for eight years.”

Florencio Marerua, Country Director, WWF-Mozambique

**1.05M HA**

**SIZE OF THE NEW PRIMEIRAS AND SEGUNDAS MARINE RESERVE – ONE OF THE WORLD’S LARGEST**

**Global Climate & Energy**

**MEXICO CLIMATE LAW**

“In April, Mexico passed a ground-breaking climate law, becoming only the second country (after the UK) to make a legal commitment to cutting carbon emissions. The country will halve its emissions by 2050, by which time it’s expected to be the world’s fifth largest economy. If Mexico can commit to growing a green economy while slashing its carbon emissions, why can’t other countries – like its North American neighbours, the USA and Canada? By working with climate leaders like Mexico, we’re aiming to inspire the global changes needed to build a fair and sustainable low-carbon future.”

Samantha Smith, Leader, Global Climate & Energy Initiative

**30%**

**MEXICO HAS PLEDGED TO CUT ITS CARBON EMISSIONS BY 30% BY 2020**

**Coral Triangle**

**COMBATING PIRATE FISHING**

“The waters of the Coral Triangle are home to the richest marine life and some of the most important fisheries on the planet. But illegal fishing is plundering these resources, putting millions of livelihoods at risk. The second Coral Triangle Fishers Forum, which we hosted this year in Fiji, brought together more than 100 fishing industry participants from 24 countries to look at practical ways of tackling the problem – for example, improving catch documentation and making it easier to trace the source of all seafood.”

Lida Pet Soede, Leader, Coral Triangle Programme



Tuna exports from the Coral Triangle are worth US\$1 billion per year

**Smart Fishing**

**SATELLITE TRACKING BREAKTHROUGH**

“We’ve developed a powerful new weapon in the battle against illegal, unregulated and unreported fishing – which accounts for around one-fifth of global fish catches, and is a major cause of the overfishing crisis. By analysing widely available satellite data used to help prevent collisions at sea, we have a much clearer understanding of formerly invisible fishing vessel movements. For example, we could show if illegal fishing may be taking place in marine protected areas. This tool has huge potential, and we’ll be pushing hard to see it used effectively.”

Alfred Schumm, Leader, Smart Fishing Initiative

**20%**

**ILLEGAL FISHING ACCOUNTS FOR AROUND ONE-FIFTH OF GLOBAL FISH CATCHES**



## WORKING TOGETHER

Mba Ndong Marius, an eco guard from the Gabon national parks service, displays elephant tusks and weapons seized from poachers. Government agencies are among the many partners we work with in our efforts to stamp out poaching and illegal wildlife trade.

On the ground, good relationships with local communities are vital. In Central Africa, poaching can be a tempting option for people with few economic opportunities. Our projects help people to develop alternative livelihoods and benefit from living around wildlife.

At the other end of the spectrum, we use our access to governments and international conventions to push for stronger laws and concerted international action against illegal wildlife trade.





# PUBLIC SECTOR PARTNERSHIPS

Our work with governments, development agencies and international finance institutions keeps sustainability high on the public agenda

From government policies to investment flows to large-scale development projects, public sector organizations – including national governments, bilateral and multilateral international development institutions, and national and regional development banks – have a major influence on our planet and its future. It's vital that sustainability is at the heart of their policies, planning and projects, particularly in areas of rapid change and strong economic growth in the South.

WWF works in partnership with more than 30 key public finance institutions across the globe at a strategic level, to pursue green development pathways and make sure environmental sustainability remains a priority.

## 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	Inter-American Development Bank
Asian Development Bank	UN Development Programme
European Commission – EuropeAid	UN Environment Programme
Global Environment Facility	The World Bank Group

## Partnerships in action – 2012 highlights



We published the first Ecological Footprint reports for Africa and Asia

### Building the knowledge base

This year we produced two ground-breaking regional Ecological Footprint reports for Asia and Africa, in partnership with the Asian and African Development Banks and our technical partners, the Global Footprint Network. The reports complement our global *Living Planet Report*, and reveal similar trends: increased consumption and ever-growing demand for resources are putting pressure on each region's hugely valuable natural capital. But they also outline concrete solutions for protecting vital ecosystems while supporting green economic growth. To coincide with our global campaign, the African report also focused on the effects of illegal wildlife trade and steps to combat it.

### Fostering exchange and dialogues

Increasingly, we're seeking ways to share knowledge, ideas, commitments and best practices between regions and countries, particularly among emerging economies, to promote green economic development. At the Rio+20 summit, we organized an event in partnership with the African, Asian and Inter-American Development Banks to showcase pioneering initiatives from Borneo, Coastal East Africa, Mexico and the Greater Mekong. These examples showed how coordinated management of large-scale ecosystems can maintain and enhance natural resources, improve livelihoods and provide massive public benefits.

### Green economies in action

In April 2012, we organized a green economy conference for Coastal East Africa in Maputo with Mozambique's Ministry for the Coordination of Environmental Action and other partners including UNEP, UNDP, ILO, IIED, Millennium Institute, World Bank and government departments from Mozambique, Kenya and Tanzania. Two months later, President Guebuza presented the country's pioneering "green economy roadmap" at the Rio+20 summit. Along with our partners at the African Development Bank (AfDB), we'll be assisting Mozambique in putting its plans into action. Our particular focus is on building the knowledge of ecosystem services and natural capital, while AfDB will concentrate on integrating their value in national economic planning and accounting.



WWF joins more than 100 governments, civil society groups, private companies and international organizations in the new Global Partnership for Oceans

### Partnerships for a living planet

Working with public sector partners has an impact well beyond our particular projects, as it helps to build new alliances for conservation – as seen in our work on oceans and marine natural resources. One notable breakthrough this year was the formation of the new Global Partnership for Oceans (GPO), of which WWF is a founding member. The initiative brings together more than 100 governments, civil society groups, private companies and international organizations to work together to restore the world's oceans. The World Bank has pledged US\$1.5 billion over the next five years to support commitments made at Rio+20 for protecting marine biodiversity, which hundreds of millions of people depend on for their food and livelihoods. WWF's work within the GPO will range from strengthening marine protected areas to improving aquaculture and seafood certification.

We've also joined the UN Food and Agriculture Organization, the International Sustainable Seafood Foundation, the Global Environment Facility and other partners in a US\$144 million programme to ensure the sustainable management of tuna fisheries, valued at US\$10 billion annually, and biodiversity conservation in international waters. This is a step toward turning around poorly managed fishing on the high seas, which can seriously undermine the viability of coastal fisheries.



© Brent Stilton / Getty Images / WWF

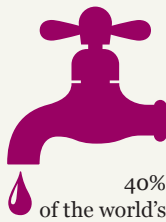
Lake Hong, China: reducing the impact of fish farming is one aspect of our work to keep rivers, lakes and water supplies healthy for people and nature

# CORPORATE PARTNERSHIPS

Corporations hold tremendous influence in today's world – and can be a powerful force for change

For a future where humans live in harmony with nature, we need business on board. From the natural resources they use to the waste they generate, companies have a major impact on our planet. If we're to make any real progress in tackling the big conservation challenges like climate change, biodiversity loss and water scarcity, business practices need to change.

The good news is that many of them are. WWF has a proud track record of challenging and enabling businesses to reduce their environmental footprint and develop positive solutions – from reducing greenhouse-gas emissions and investing in renewable energy, to supporting conservation initiatives. And the effect is magnified as these businesses create wider change along their supply chains, within their sectors and throughout society



40%  
of the world's  
population is at  
risk of water scarcity

## New tool helps businesses address water risks

Roughly 40 per cent of the world's population lives in river basins that experience severe water scarcity at least one month of the year. As well as threatening freshwater ecosystems, growing pressure on water resources is a major risk for businesses. This year we launched our Water Risk Filter, developed in collaboration with German finance institution DEG. Using the best available global data, the easy-to-use online tool helps companies and investors assess their specific water-related risks, and find out how they can support sustainable water management.

## Markets shifting towards sustainability

We need the things people consume to be produced in a way our planet can sustain. So we're developing standards that recognize responsible production for key commodities, and are pushing companies to commit to these standards so they become the market norm. This year there was particularly encouraging progress on seafood. Globally, 29 per cent of all whitefish (and 53 per cent for our priority whitefish species) is certified as responsibly sourced by the Marine Stewardship Council (MSC) – the first commodity to reach to reach such a high volume. This is good news for whitefish – and other fisheries – in the longer term. Meanwhile the proportion of MSC-certified tuna leapt from less than 1 per cent to nearly 11 per cent with the successful certification of a large Pacific skipjack tuna fishery. And the Maldives pole and line skipjack fishery became the first tuna fishery in the Indian Ocean to achieve MSC certification, benefiting the 20,000 fishers and their families whose livelihoods depend on it.

## Climate Savers slash emissions

Through our Climate Savers programme, we've worked with some of the world's leading companies to help reduce their carbon emissions. In 2012, their collective emissions savings to date passed 100 million tonnes – twice the annual emissions of Switzerland. But an individual company's emissions are only part of the story: Climate Savers members also provide leadership and innovation to drive wider change within their sectors. We estimate that, if other companies followed their lead, combined emissions savings could reach 500-1,000 million tonnes a year by 2020. Indirectly, Climate Savers could trigger even greater savings by driving emission reductions along their value chain, influencing policy and enabling people to adopt low-carbon lifestyles.

100M  
TONNES

CO<sub>2</sub> EMISSIONS SAVED  
TO DATE BY WWF  
CLIMATE SAVERS

We work with numerous businesses around the world, nationally and internationally. Here, we focus on a number of joint efforts at a global level. We're grateful to all our partners, some of which have worked with us for many years. Together we're making a real difference.

2000

VIET NAM'S TRAM CHIM NATIONAL PARK BECAME THE 2000TH WETLAND OF INTERNATIONAL IMPORTANCE AFTER OUR HABITAT RESTORATION WORK WITH COCA-COLA

#### **The Coca-Cola Company: a transformative partnership**

Because water is fundamental to both of our organizations, WWF and The Coca-Cola Company have worked together for more than five years to conserve the planet's freshwater resources, improve water and energy efficiency within Coca-Cola's manufacturing operations, and promote sustainable agriculture. We've achieved successes around the world, including this year's designation of Viet Nam's Tram Chim National Park as the world's 2000th Ramsar site (Wetland of International Importance) thanks to our habitat restoration work. In addition, we've partnered to support polar bear conservation: our Arctic Home campaign has reached millions of people and inspired more than US\$1.8 million in donations.

#### **Procter & Gamble: reducing the impact of consumer goods**

Working with Procter & Gamble (P&G), the world's largest consumer goods company, provides an opportunity to influence positive change on the ground, within the industry and throughout the company's supply chain. Our partnership focuses on making forestry and palm oil sourcing more sustainable, evaluating renewable materials in products and packaging, procuring renewable energy and supporting on-the-ground conservation projects. As part of our partnership, P&G has engaged more closely with its suppliers, and recently set ambitious new fibre sourcing goals to enable a new level of commitment to forest certification.

#### **IKEA: transforming markets and changing behaviour**

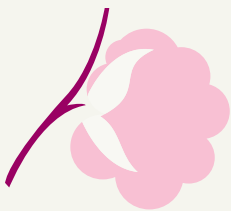
The WWF-IKEA partnership, which began 10 years ago, works to transform commodity markets, with a particular focus on responsible cotton production and forest management. It's contributed directly to a massive increase in the forest areas that are now FSC-certified, particularly in Eastern Europe. We've also helped around 45,000 cotton farmers in Pakistan and India to grow "Better Cotton", significantly reducing their water and chemical use and increasing their profit margins as a result. By creating sustainable business models that can be easily replicated in various markets, we aim to inspire others through action.

#### **Lafarge: new ambitions for the next decade**

Lafarge and WWF have been working in partnership for more than a decade on issues such as climate change, quarry rehabilitation and biodiversity, sustainable construction solutions, persistent pollutants, and water management and conservation. This year, Lafarge launched its Sustainability Ambitions 2020, its roadmap to make a net positive contribution to society, which includes new commitments on biodiversity, emissions, fossil fuel substitution and water stewardship.

#### **HSBC: meeting the water challenge**

In June 2012, HSBC launched the Water Programme, a five-year initiative to tackle water risks in river basins, bring safe water and improved sanitation to more than a million people, and raise awareness about the global water challenge. HSBC has long supported our freshwater conservation work, and WWF is a key partner in the programme. We'll be working together to secure healthy flowing rivers in five priority areas – the Yangtze, Ganges, Mekong, Pantanal and African Rift Valley.



WWF and IKEA have helped 45,000 farmers in India and Pakistan grow "Better Cotton"

**12M**  
**WE'VE CREATED**  
**CONTENT FOR 12**  
**MILLION NOKIA**  
**MOBILE USERS**

#### **Nokia: forest-friendly packaging**

Our partnership with Nokia last year focused on forest conservation. Nokia introduced FSC certification as one of its packaging requirements, and brought its first FSC-certified packaging onto the market. In 2012 this initiative was further developed as Nokia published its paper policy and goals, introduced new certified materials and requested its suppliers to get FSC accredited. We also continued creating downloadable content for Nokia's mobile devices, with more than 12 million users globally. We've renewed our global partnership for another two years, and will be focusing on rolling out Nokia's water strategy, as well as supporting WWF's conservation efforts in the Himalayas.

#### **Canon Europe: Arctic expeditions and photo support**

Canon Europe, a WWF partner since 1998, renewed its support this year for a further three years. Under the new agreement the sponsorship includes support for the Arctic expedition "Sailing to Siku – Voyage to the Last Ice Area". The expedition will collect new information and examine future management options for the area where summer sea ice is expected to last the longest. The partnership also includes continued sponsorship of the WWF-Canon Global Photo Network and photography training for WWF staff.

#### **Chopard: helping tigers to recover**

For the past two years Chopard has been supporting our Tigers Alive Initiative, which aims to double the number of tigers in the wild over the next decade. The initiative works with governments of tiger-range states, businesses and local communities to take action to conserve tigers and their prey. As part of our partnership, Chopard also became a member of the Responsible Jewellery Council, which promotes socially and environmentally responsible practices across the jewellery industry.

#### **Ecosia: Amazon awareness**

Social business Ecosia continues to support our Living Amazon Initiative. The green search engine generates awareness among its users and donates 80 per cent of its revenues to our work in the Tumucumaque Conservation Landscape in Brazil.

#### **ABB: renewable energy access**

ABB, the power and automation technology expert, is continuing its efforts to bring off-grid access to renewable energy to local communities in four countries in Africa and Asia.

**Read more: [wwf.panda.org/business](http://wwf.panda.org/business)**

# OUR DONORS

## Investing now for a sustainable future

From individual members who make a monthly donation to trusts and foundations pledging millions of dollars, WWF depends on the financial support of those who care about the planet. We're grateful to everyone who believes that stopping the degradation of the planet's natural environment and building a future in which humans live in harmony with nature is something worth investing in.

### Campaign for a Living Planet

The Campaign for a Living Planet, which helps fund our 13 Global Initiatives, 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 2012, pledges reached almost US\$40 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.

### Honorary Circle

The **Honorary Circle** recognizes WWF International's top philanthropists and their support. We would like to thank the following members of the Honorary Circle:

- **Miel de Botton** for her ongoing and growing commitment to support our leadership and innovation work in the Campaign for a Living Planet.
- **André Hoffmann** and MAVA for leadership gifts to the Campaign for a Living Planet and continued commitment to WWF.
- **Kristian Parker and Oak Foundation** for leadership in conservation philanthropy and commitment to protecting oceans and combating climate change.
- **Claudio and Anne Segré and Fondation Segré** for their ongoing support and new commitment towards global action against poaching and illegal wildlife trade.

### Conservation Leaders

Our partnerships with foundations and major donors are the bedrock of our work. We are grateful to the following **Conservation Leaders** for their generous support:

**Philippe Bertherat** is helping us achieve the ambitious targets of our Global Initiatives through his crucial support to the Campaign for a Living Planet Leadership and Innovation Fund.

**Sergi Ferrer-Salat** is supporting the Campaign for a Living Planet Leadership and Innovation Fund, enabling us to create transformational changes to protect biodiversity and reduce humanity's footprint on the Earth.

**GoodPlanet** along with Etc Terra association, continues to support and manage with WWF the Holistic Conservation Programme for Forests in Madagascar, which is closely linked to our Forest and Climate Initiative. By reducing deforestation and forest degradation, it aims to reduce greenhouse-gas emissions, improve the livelihoods of local communities and preserve Madagascar's unique biodiversity.

As part of our Tigers Alive Initiative, the **Hans-Wiltsdorf Foundation** is supporting our work in India and Nepal to protect the species' last remaining refuges, contributing towards our goal of doubling the number of wild tigers by 2022.

Our valued **MAVA** partnership has enabled us to make a significant difference to the long-term conservation of biodiversity in the Mediterranean and West Africa regions, along with other important conservation hotspots in Europe, Russia and Mongolia. One of the most important protected areas projects MAVA and WWF have ever undertaken ended this year with over 8.5 million hectares of protected areas



GoodPlanet and The Prince Albert II of Monaco Foundation both support our projects in Madagascar



## 8.5M HA

### MAVA HELPED US CREATE 8.5 MILLION HECTARES OF PROTECTED AREAS

established or expanded. MAVA also generously continues to invest in our Campaign for a Living Planet, allowing us to improve our engagement and effectiveness on a global scale as well as making a major investment in our fundraising to support our growth strategy. We also continue an important collaboration with MAVA for the innovative Luc Hoffmann Institute, enabling us to mobilize world-class thinking in conservation science, policy and practice.

**Fondation Montagu** is supporting our efforts in Chile to protect the blue whale and the exceptional biodiversity of the Chiloense Marine Ecoregion by reducing environmental threats, promoting sustainable environmental business and working towards the creation of new marine protected areas.

Our crucial partnership with **Oak Foundation** enables us to continue promoting sustainable fisheries management, advocate for a meaningful reform of the Common Fisheries Policy in Europe and stop harmful fishing subsidies in emerging economies. The Foundation also supports our climate and energy policy work in Europe and our global efforts to promote a low-carbon future. In the face of climate change, we are also working together to safeguard the Arctic environment and those dependent on its rich natural resources. By supporting our *Explore!* youth volunteer and internship programme, Oak Foundation gives aspiring conservationists the opportunity to gain formative experience by participating in WWF projects around the world.

**The Prince Albert II of Monaco Foundation** is helping us secure a future for the Amur tiger in northeast China by establishing a new network of protected areas. The Foundation has also joined us in our initiative to secure freshwater ecosystems in the Himalayan region, the water towers of Asia, and is continuing to be a crucial partner in our efforts to protect the Mediterranean bluefin tuna. We are working together in Madagascar for the establishment of the Toliara Reef Marine Protected Area and to implement our environmental education programme.

**Fondation Salvia** is a key supporter of our *Explore!* youth volunteer and internship programme. This enables a number of carefully selected, motivated students and graduates from different countries to participate in WWF projects in our field offices worldwide and at the WWF International Secretariat, providing them with valuable first-hand experience of environmental issues.

**Pierrette Schlettwein** is supporting our Tigers Alive Initiative and our work to secure a future for the Amur tiger in the Russian Far East, where we are protecting crucial habitat and fighting to stamp out poaching and illegal trade.

**Fondation Segré** has joined WWF International as a partner in our newly announced action plan to combat poaching and illegal wildlife trade. Fondation Segré continues to support our work to protect gorillas, chimpanzees and other wildlife in Cameroon's Campo Ma'an National Park. It is also a key partner for our Smart Gear competition to inspire innovative fishing gear designs that reduce bycatch.

**Ursula Streit** is supporting our Kikori River Programme in Papua New Guinea to conserve the area's unique biodiversity and help ensure the long-term sustainability of its rich natural resources.

**UEFA** is helping us tackle climate change by supporting our climate policy efforts as we push towards a global climate change agreement. UEFA also collaborates with WWF for the largest environmental event in history – Earth Hour.

**Fondazione Zegna** supports our programme in Qinling, China – home of the giant panda – to establish a model for nature reserves combining conservation and economic development.

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**Many thanks to  
all our major supporters**

We would also like to thank the following donors who support the Campaign for a Living Planet and our conservation programmes around the globe. Together we are creating transformational changes to protect our planet's biodiversity and reduce humanity's footprint.

- Rolf Abdon and family
- Mohammed Al Naki
- Audemars Piguet Foundation
- Kirsty Bertarelli
- Mr and Mrs Böckli
- Margot Bennett-Mathieson
- Kevin Click and family
- CONINCO Explorers in Finance
- Sophie Firmenich
- Georg Waechter Memorial Foundation, Vaduz
- Grupo Promociones Habitat
- Luc Hoffmann
- F. Hoffmann-La Roche Ltd.
- Chris and Tess James
- Yolanda Kakabadse
- HRH Prince Robert de Luxembourg
- Lombard Odier
- Manotel Hotel Group
- Pierre-André Maus
- Pierre Mirabaud
- Christopher and Coraline Mouravieff-Apostol
- Patrick Odier
- Christopher Parker
- The family of Jade Peduzzi
- Birgit Rausing
- Catherine Sabbe
- Christelle Siohan and Dames d'Ici
- Georg Thyssen
- André Van Gils
- Von Duhn Stiftung

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.

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**Campaign for a  
Living Planet  
Steering Committee**

We thank our Campaign for a Living Planet Steering Committee for their leadership and support:

**Chair**

André Hoffmann

**Members**

Philippe Bertherat

Kristian Parker

Alejandra Moore Mayorga

Guillaume Taylor

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**Leaving a  
lasting legacy**

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

Finally, thanks to all of you who support us in so many different ways.



© Jürgen Freund / WWF-Canon

As well as supporting countless species, coral reefs provide food and livelihoods for millions: healthy, productive oceans will be the focus of an upcoming global conservation campaign.

# FINANCIALS

WWF International: Income and Expenditure two-year summary 2011 and 2012	Financial year*	2011	2012	2012
		(CHF'000)	(CHF'000)	(EUR'000**)
	Operating income			
	WWF National Organizations <sup>(1)</sup>	91,959	86,243	71,881
	Individuals <sup>(1)</sup>	2,159	5,597	4,665
	Legacies and bequests	1	122	102
	Corporations <sup>(1)</sup>	8,979	6,139	5,117
	Trusts and foundations <sup>(1)</sup>	17,045	15,410	12,844
	Public sector	52,266	41,736	34,786
	Royalties	1,260	472	393
	Financial income / (loss) – net	1,825	(3,196)	(2,664)
	Other	1,542	1,417	1,181
	<b>Total</b>	<b>177,036</b>	<b>153,940</b>	<b>128,305</b>
	Operating expenditure			
	Conservation programmes***	134,533	131,890	109,927
	Conservation policy and awareness			
	– Conservation policy***	9,229	9,358	7,800
	– Awareness	6,417	7,222	6,019
	Network services and people development***	3,927	3,562	2,969
	Network fundraising capacity building <sup>(2)***</sup>	6,137	1,149	957
	Fundraising	3,961	5,006	4,172
	Finance and administration	5,870	6,407	5,340
	Fixed asset expenditure	501	625	521
	<b>Total</b>	<b>170,575</b>	<b>165,219</b>	<b>137,705</b>
	Operating surplus / (deficit)	6,461	(11,279)	(9,400)
<b>Non-operating items</b>	Donations to endowment funds	701	136	114
	Surplus / (deficit) after non-operating items	7,162	(11,143)	(9,286)

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

\*\*Average EUR exchange rate for the year: CHF 1.1998 = EUR 1

\*\*\*2011 figures reclassified

## Notes to the accounts

### 1. Joint fundraising

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

### 2. Network fundraising capacity building

Expenditure in 2011 includes CHF3.3 million of payments made in prior years, previously classified as long-term receivables.

WWF International: Balance Sheet two-year summary 2011 and 2012	Financial year*	2011	2012	2012
		(CHF'000)	(CHF'000)	(EUR'000**)
	Assets			
	Current assets			
	– Cash	55,188	48,484	40,360
	– Short-term bank deposits	2,535	3,174	2,642
	– Marketable securities <sup>(1)</sup>	26,136	25,954	21,605
	– Recoverable taxes and other items	9,550	7,211	6,002
	Fixed assets <sup>(2)</sup>	9,588	9,782	8,143
	<b>Total</b>	<b>102,997</b>	<b>94,605</b>	<b>78,752</b>
	Liabilities and funds			
	Accounts payable & accrued expenses	21,517	21,676	18,044
	Mortgage payable <sup>(3)</sup>	1,740	1,700	1,415
	Operating funds <sup>(4)</sup>	61,765	52,983	44,105
	Capital and endowment <sup>(5)</sup>	17,975	18,246	15,188
	<b>Total</b>	<b>102,997</b>	<b>94,605</b>	<b>78,752</b>

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

\*\*Exchange rate CHF 1.2013 = EUR 1, as at 30 June 2012

## 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 the pavilion in Gland.

### 4. Operating funds

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

### 5. Capital and endowment

Includes *The 1001: A Nature Trust*, a trust fund built up through individual membership contributions; the *Sigvaldason Fund*, a legacy from the late Mrs Gerda Sigvaldason; the *Endowment Fund* built up primarily from the proceeds of the WWF 25th Anniversary Coin Collection programme; the *Prince Bernhard Scholarship Fund for Nature Conservation*, the income from which will be used to achieve conservation worldwide, including to help build conservation capacity, 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 2011 and 2012	Financial year**	2011	2012
		(EUR'000)	(EUR'000)
Operating income			
Individuals			
– Individuals <sup>(1)</sup>		259,325	276,845
– Legacies and bequests		42,627	63,520
Other donated income			
– Corporations		59,284	61,674
– Trusts and foundations		35,170	48,611
– Public Sector		107,598	112,067
– Others		7,726	10,617
Earned income			
– Royalties		17,396	17,851
– Financial income / (loss) – net		43,097	(786)
– Trading net income		2,307	2,342
<b>Total</b>		<b>574,530</b>	<b>592,741</b>
Operating expenditure			
Conservation			
– Programme <sup>(2)</sup>		306,097	322,333
– Conservation policy		26,442	28,333
– Education		16,462	16,981
– Awareness		58,663	61,230
– TRAFFIC <sup>(3)</sup>		3,482	3,511
Fundraising		99,856	104,628
Finance and administration		44,582	49,121
<b>Total</b>		<b>555,584</b>	<b>586,137</b>
Surplus to support current and future projects		18,946	6,604

\*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

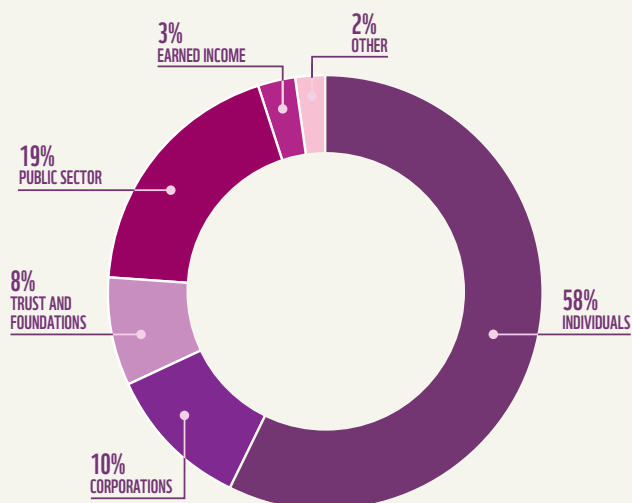
Costs of WWF Network global conservation programme.

##### 3. TRAFFIC

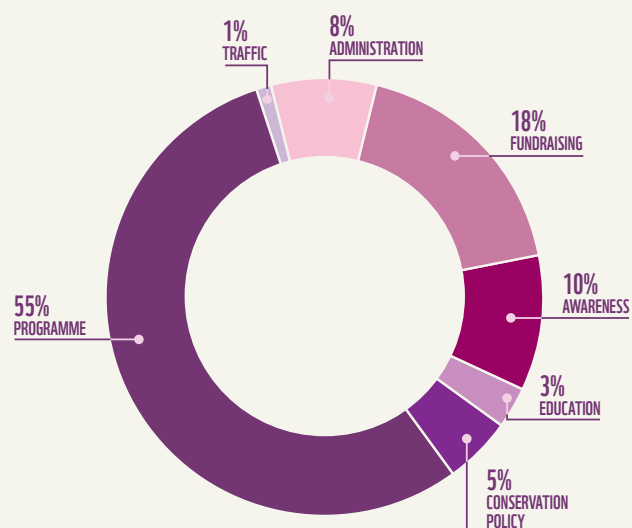
The TRAFFIC (Trade Record Analysis of Flora and Fauna In Commerce) Network is the world's largest wildlife trade monitoring programme and is a joint programme of WWF and IUCN – The World Conservation Union.

## WWF Network: Income and Expenditure 2012

### INCOME EUR593 MILLION



### EXPENDITURE EUR586 MILLION



### WWF International

Income decreased by 13 per cent, mainly due to a drop in income from the Public Sector (down 20 per cent) but also due to less income from the National Organizations (down 6 per cent) and a loss of financial income. Expenditure decreased by 3 per cent resulting in a deficit funded from previous years' surpluses.

### WWF Network

Total WWF Network income grew rising EUR18 million to EUR593 million, an increase of more than 3 per cent largely driven by increases in income from legacies (up 49 per cent) and from trusts & foundations (up 38 per cent). These increases were partially offset by a decrease in investment income of EUR44 million (102 per cent).

The Network's conservation activities grew during the year in line with income growth (increase of 5 per cent). The resulting surplus of EUR7 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



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Next year's global campaign is about investing in clean, renewable energy – like this solar thermal tower in Spain, which can power 94,000 households.



# WWF INTERNATIONAL DIRECTORS\*

\*As at March 2013

<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
	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	– Partnership/Development Africa
	Dr Peter James Stephenson	– Conservation Strategy and Performance
	Mr John Tanzer	– Marine
	Mr Rodney Taylor	– Forests
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	Ms Tiffany Becker	– Programme Office Performance and Development
	Dr Maarten Kappelle	– Programme Office Conservation Performance
	Mr Frederick Kumah	– Africa/Europe
	Dr Isabelle Louis	– Asia/Pacific
<b>Luc Hoffmann Institute</b>	Dr Joshua Tewksbury	– Director
<b>Communications and Marketing</b>	Mr Sudhanshu Sarronwala	– Executive Director
	Ms Danielle Chidlow (a.i. Ms Winnie De'Ath)	– Brand Strategy
	Mr Mitch Hinz	– Global Membership
	Mr Andy Ridley	– Executive Director Earth Hour
	Mr Oscar Soria	– External and Media Relations
<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 ICT
	Mr Christopher Hutton	– People and Organization Development
	Mr Jean-Paul Jeanrenaud	– One Planet Leaders
<b>Development</b>	Ms Carol Monoyios	– Development
	Mr Jean-Paul Paddock	– International Business Development
<b>Legal Advisor</b>	Mr Michael Rogers OBE	

## WWF INTERNATIONAL BOARD OF TRUSTEES 2012

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Georgia	Poland	
Germany	Romania	
Ghana	Russia	
Greece	Senegal	
Guatemala	Singapore	
Guyana	Solomon Islands	

# WWF in numbers

## 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

100%  
RECYCLED



## 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)



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