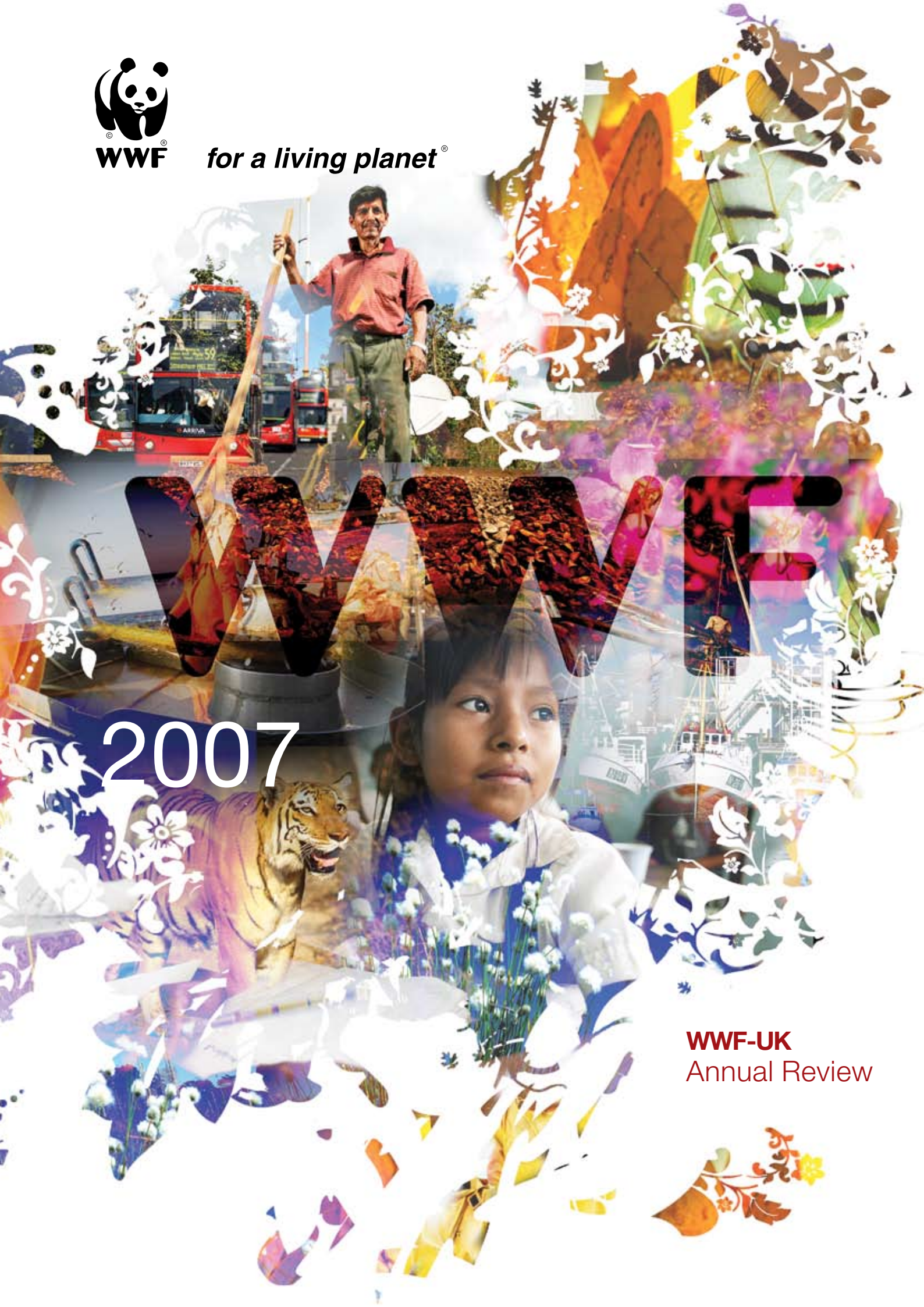




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2007

**WWF-UK**  
Annual Review



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as at 1 December 2007

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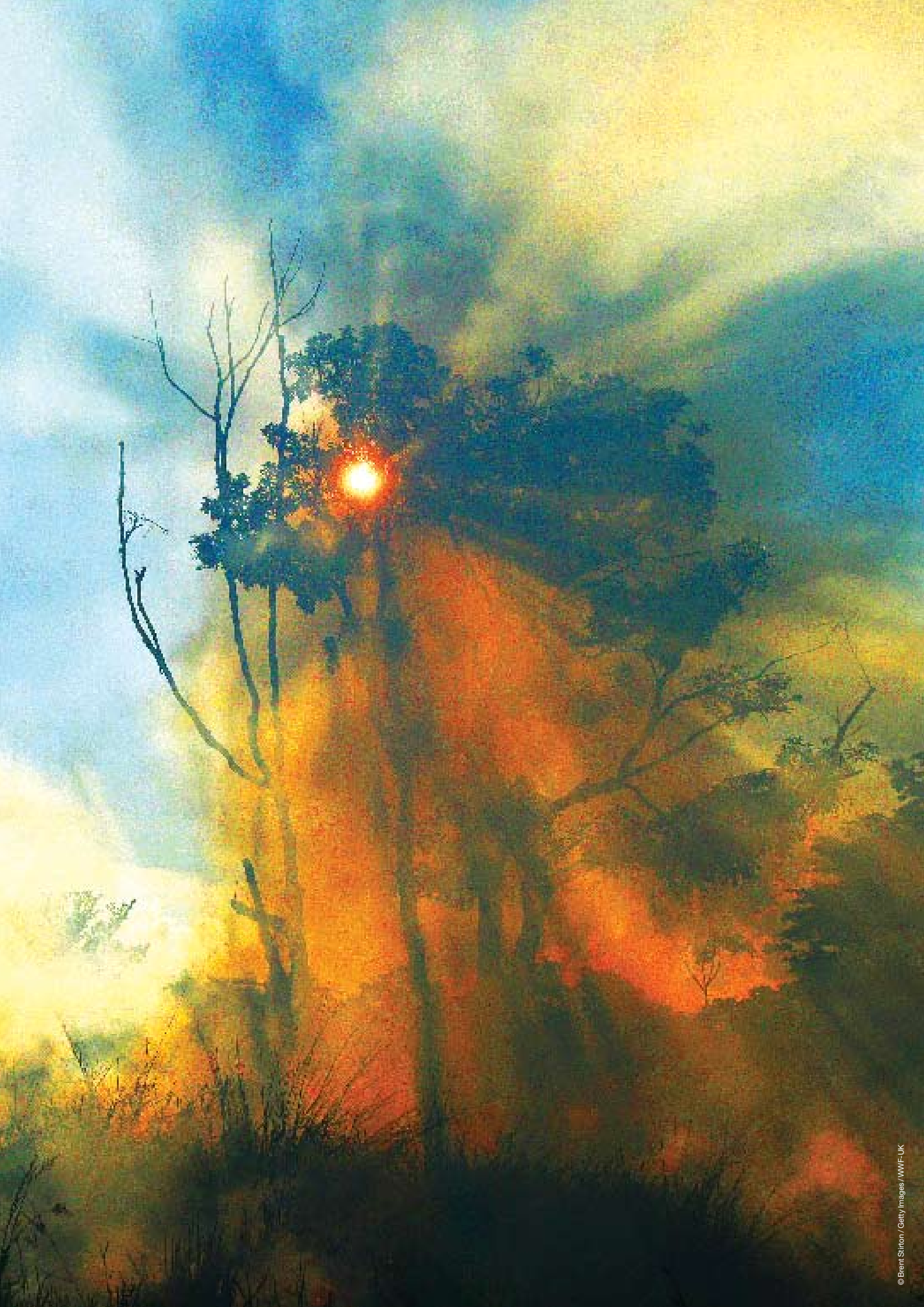
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# The Chairman

The dictionary definition of a tipping point is “the point at which a slow, reversible change becomes irreversible, often with dramatic consequences”. All the scientific evidence available to WWF suggests that the world is reaching its tipping point as humanity’s footprint stretches the Earth’s natural resources to their limit.

This was the chilling message from this year’s WWF annual conference which took place in Beijing – where nearly 50 years ago our founder, Sir Peter Scott, began the campaign to save the giant panda which is now protected in 55 reserves across China. Today, WWF’s work to protect the panda continues – but in the context of the rapid industrialisation of China and the attendant global threats of climate change.

In the Great Hall of the People in Tiananmen Square, Chinese Vice-Premier Zeng Peiyan told the conference about China’s commitment to develop a low-carbon economy through energy-efficient technology and his government’s efforts to control pollution.

Kofi Annan, the former Secretary General of the United Nations, spelled out the consequences of the world failing to take action to reduce consumption. Climate change, he said, was not just an environmental problem. It was “an all-encompassing threat”, imperilling fresh water sources and food supplies and triggering population migrations that would become a threat to peace. “This is not science fiction,” he said. “The planet is perilously close to the point of no return.”

Addressing the problems of climate change demands a global approach. The first phase of the Kyoto Protocol – the backbone of global climate change agreements and initiatives – expires in 2012 and negotiations on its successor are already under way. If a meaningful, workable treaty is to come into place, China’s full participation in its creation is essential.

As the pages of this annual review show, WWF has a clear global vision of the task ahead. The world is living beyond the capacity of the Earth’s natural resources and our all-encompassing campaign work now embraces not just the protection of species and habitats (including our seas), but also the reduction of consumption and the threats of climate change. The role and responsibility of each of us as individuals cannot be overestimated. We hold the world in trust for future generations and we have to act now if we are to avert the tipping point.

WWF’s important work could not happen without the generous help of our supporters, our individual donors, our corporate partners and both the European Commission and the British government who have helped fund our conservation programmes. Nor could we do it without the commitment and professionalism of our dedicated staff. My warmest thanks to them all for everything they are doing to address this delicate balance.

*Christopher Ward*

Christopher Ward





## In May, the Trustees appointed David Nussbaum as our new Chief Executive. Here, he writes about his first impressions... and the way ahead.

One of the things that attracted me to WWF was its mission – *to build a future in which people live in harmony with nature*. It's hard to imagine anything more challenging, demanding and motivating. And with environmental issues such as climate change and sustainable development climbing ever higher up the public and political agendas, the opportunity to make a real difference to people's lives and the state of the planet is greater now than ever.

Being part of an international network places WWF-UK in an important position because it gives us a range and influence we wouldn't otherwise have. I've seen this for myself in Nepal and in Tanzania, where I recently visited a number of UK-funded WWF projects that are making a real difference to entire communities and their environment.

The first thing that struck me about our work in Tanzania is that it's huge – the catchment area of the Ruaha river where we're operating is roughly twice the size of Switzerland. That brings its own challenges, not least the question of time and commitment: creating the kind of sustainable change that's needed there doesn't happen overnight.

I was also impressed to see how much of our work genuinely involves local people, their communities and associations. The result is positive and encouraging: with our expertise and support, those communities are enthusiastically embracing the natural world that surrounds them – sometimes the marine environment, sometimes the forests, and other times the vast rolling open

landscapes. Wherever they are, they are determinedly striving to make their future constructive and attractive without damaging the environment. And that goes right to the heart of what WWF has been since our foundation nearly 50 years ago.

As well as our international programme in Africa and around the world, we do of course work here in the UK. If we are to bring climate change under control, it's essential that all of us learn to change our lifestyles. That's why our One Planet Campaign (see page 25) is of such importance, because it demonstrates how this can be done, and how each of us fits in. Sometimes, it seems that protecting the environment means giving things up – but in reality it's far more about thinking creatively, which leads to doing things in our daily lives differently and more effectively.

In that respect, one of our main tasks is engaging with Gordon Brown's government so that we can influence its own thinking. We are seizing similar opportunities with the new administrations in Northern Ireland, Scotland and Wales, as well. Not least on our agenda is pressing for strong climate change and badly-needed marine legislation.


Meanwhile, we continue to develop our relations with business and industry. At a time when the commercial world is increasingly recognising its role in mitigating the effects of climate change, our influence on business – and the funding our conservation work receives in return – is of growing importance.

These are challenging and exciting times for WWF. As we develop our policies and campaigns to bring about changes that are at the very heart of our mission, I look forward to leading a creative and effective staff in our quest to create a sustainable One Planet future.



David Nussbaum





The Antarctic is one of the world's most delicately balanced barometers of environmental change, so what happens there is of crucial importance to the rest of the world. We already know that the sea is warming, pollution levels are rising and Antarctic ice is melting at the fastest rate so far recorded, so all is not well in the once pristine wilderness. WWF is closely monitoring climatic events in the polar regions as part of its work on climate change and species protection.

## Highlights of the year

WWF works around the world for the benefit of people, nature and the environment. Here, we report on just a few of our successes during the year.



### Vietnam

A team of WWF scientists discovered the world's largest known population of grey-shanked doucs in the forests of Vietnam, increasing the chances that this endangered monkey can be saved from extinction. The animal has a dappled grey body, speckled grey legs and orange face markings.

### Papua New Guinea

Expeditions by WWF scientists into unexplored areas of tropical rainforest in Papua New Guinea have found eight new species of orchid previously unknown to science, and more than 20 species still to be verified. The discoveries were made in the Kikori region, recognised for its biological importance.

### United Kingdom

The UK government published two guides to sustainable schools, both written by WWF. We were commissioned by the Department for Children, Schools and Families to develop a governors' guide as a follow-up to our work over the past three years helping government create a Sustainable Schools national framework. WWF has also been commissioned by the National College of School Leadership – the organisation responsible for training all school leaders – to look at environmental leadership in schools.

### Global

People looking for information about WWF's work around the world will now be able to find it on the Google Earth™ mapping service. More than 150 WWF projects have been added to the satellite imagery-based product. Among the highlights are giant panda habitats in China, polar bears in the Arctic, and a virtual tour of the Amazon.

### United Kingdom

In Northern Ireland WWF led a project involving 48 organisations and government bodies from the Province and the Republic to run a public participation week on freshwater. This included a week-long tour of the border with events aimed at schools, businesses, farmers, anglers, decision-makers and the public. The year also saw the launch of a review of environmental governance, which recommends the establishment of an Environmental Protection Agency in Northern Ireland – something that WWF has long campaigned for. Meanwhile, in partnership with local and central government, WWF launched a community project to help 100 households reduce their ecological footprint.





### **Indonesia**

WWF staff have reported the birth of four Javan rhinos in Indonesia – a welcome “baby boom” for a species that may number no more than 60 animals worldwide. Three calves were seen, and signs of the fourth observed, in Indonesia’s Ujung Kulon National Park, a World Heritage Site. Javan rhinos are the rarest of the world’s five rhino species and are critically endangered. The only other known population is in Cat Tien National Park in Vietnam, where no more than eight rhinos are thought to survive.

### **United Kingdom**

WWF, as part of the Corporate Responsibility Coalition, helped influence the new Companies Act, which became law during the year. This legislation updates the governance of companies and their directors, and will mean that top managers have greater responsibilities for the environmental and social performance of their businesses. Not only does the new Act apply to the UK, but it will also make a meaningful difference to overseas locations where British companies operate.

### **Russia**

WWF, together with more than 50 other organisations, nature reserves, newspapers and thousands of teachers, students and volunteers, are participating in the *Cedar, the Tree of Life* campaign throughout Russia. Children’s art exhibitions have been held in three cities, hundreds of saplings planted, and internet petitions sent to President Putin protesting at logging and other deforestation activities.

### **United Kingdom**

WWF worked with the Scottish Fishermen’s Federation to persuade the EU to stop all fishing off Rockall Bank in order to protect this fragile habitat for the future. Rockall Bank’s ancient coldwater corals, which support hundreds of species such as sponges, starfish, sea urchins, crabs and many young fish, are being destroyed by trawling.

### **Bulgaria and Romania**

As Bulgaria and Romania adjust to the demands of EU membership, WWF is working in both countries to help ensure the highest possible environmental standards are set. In Bulgaria we are training farmers and providing technical support so that farm work and infrastructure development are sensitive to nature and aid people’s prosperity. And in Romania we are helping with rural development plans so that they improve the environment and land management.



### **United Kingdom**

In Wales, WWF Cymru anticipated the election of a coalition government and worked with the main parties to ensure WWF policies were reflected in their manifestos. As a direct result, the new Labour/Plaid Cymru government included an annual 3% CO<sub>2</sub> reduction target in its programme.

# Our work around the world

## Asia

A WWF-inspired historic declaration to conserve the extraordinary natural resources of Borneo was signed during the year by the three Bornean governments of Brunei Darussalam, Indonesia and Malaysia. The agreement will lead to the conservation and sustainable management of one of the most important centres of biological diversity in the world, covering some 240,000 square kilometres of equatorial rainforests.

“The idea, conceived by WWF four years ago, places Borneo at the heart of world conservation priorities,” declared Stuart Chapman, who coordinates WWF’s Heart of Borneo programme and has spent the last three years working to bring about the agreement. “It’s a lifeline for Borneo’s rainforests that are still threatened by unsustainable logging, forest fires and destruction for plantations.”

Borneo is home to the orang-utan and 12 other species of primates, 150 reptile and amphibian species, more than 350 bird species, and as many as 15,000 plant species. In the past year alone, more than 50 new animal and plant species have been discovered here – notably the Bornean clouded leopard, reclassified as an entirely new species of cat.

The Heart of Borneo Declaration has also ended plans to create the world’s largest palm oil plantation in the mountainous area of Kalimantan. The scheme, supported by Chinese investment, would have covered 1.8 million hectares and caused immeasurable damage to the last expanse of forest on Borneo.

For further information about WWF’s Heart of Borneo programme, go online to [wwf.org.uk/heartofborneo](http://wwf.org.uk/heartofborneo)



© Brent Stirton / Getty Images / WWF-UK

## Africa

Despite Tanzania enduring one of the worst droughts in recent history, and after decades of unsustainable irrigation, WWF has helped restore year-round flow to the Great Ruaha River in critical sections of its catchment area.

In a significant success for WWF’s Ruaha programme, the river continued to flow downstream of large-scale rice farming areas and, for the first time in 15 years, it flowed there in the peak of the November dry season.

Data from the Nyaluhanga gauging station – a critical point of the river before it reaches the Ruaha National Park – shows that a minimum flow rate of 1 cubic metre (cumec) per second was maintained. This is up from 0.6 cumecs last year.

“It’s early days yet, but this is an indication that things are heading in the right direction,” said David Tickner, Head of WWF’s Freshwater team. “It shows that action being taken on unsustainable irrigation is starting to have a positive effect. Even so, this isn’t enough to keep the river flowing in the Ruaha National Park itself, which is why we’re continuing our work with vigour.”

Meanwhile, we are working with experts and local people on options for saving or storing water in different parts of the Ruaha with a view to managing the whole catchment area. We also continue to support Water User Associations – groups from local communities who take measures to improve both their livelihoods and the efficiency with which they use water. And we support the government’s Rufiji Basin Water Office to enforce measures for the wiser use of this vital resource.

For further information about WWF’s work in Tanzania, go online to [wwf.org.uk/tanzania](http://wwf.org.uk/tanzania)

This programme is funded by the European Union



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© WWF-Canon / Vladimir FILONOV

## Russian Far East

The longest free-flowing river in the east... the world's largest and rarest big cats... a vast watershed roughly the size of Alaska... and aquatic life that includes the kaluga sturgeon and the largest salmon on Earth. These are just some of the extraordinary natural attributes of the Amur-Heilong area of the Russian Far East, where WWF has a major conservation programme.

The big cats are the Amur tiger and the Amur leopard. Habitat availability for the tiger has greatly improved, and so have the numbers – there are now some 500 adults and as many as 100 cubs. But the status of the leopard is critical, not least because of the unbalanced sex ratio of three males to one female. We believe there are fewer than 40 Amur leopards left in the wild.

The habitat improvement is largely thanks to two new National Parks being established after seven years of lobbying by WWF. This will extend the tiger's protected range by more than 170,000 hectares.

Meanwhile, WWF and other organisations achieved a major success during the year when we convinced the Russian authorities to re-route the East Siberia-Pacific Ocean oil pipeline that was scheduled to cut through the heart of leopard territory. "We produced an alternative plan that was logical, cost-effective and more benign," explained Diane Walkington, Head of WWF's Species Programme, "and as a result the pipeline and terminal location were shifted. This is a victory indeed."

WWF is also working on programmes to combat unsustainable and illegal logging activities in many parts of the Amur-Heilong area, which straddles the border between Russia and China. Progress has been substantial: two large timber companies and four production operations have joined the WWF Forest & Trade Network, which aims to eliminate illegal logging and improve the management of valuable and threatened forests.

For further information about WWF's work in the Russian Far East, go online to [wwf.org.uk/amurheilong](http://wwf.org.uk/amurheilong)



© Steve Morgan / WWF-UK

## North-east Atlantic

WWF's North-east Atlantic marine programme covers a vast sea area ranging from the southern tip of Norway, west beyond Ireland and south to the far corner of the Bay of Biscay. It is rich in marine life which includes whales, dolphins, coldwater corals and huge numbers of fish species – but it is also bordered by industrialised countries and includes some of the busiest shipping areas in the world.

All the UK's territorial waters fall within the North-east Atlantic area, but are poorly managed. WWF is continuing to press the UK and devolved governments to implement UK Marine Acts that will set up a national network of protected areas to aid species recovery, safeguard marine life from human impacts, and help wildlife and habitats adapt to climate change.

During the year, *Invest in Fish South West*, a three-year initiative involving WWF, the fishing industry, retailers, processors, restaurateurs and other partners, released its final recommendations and a unique model to assess sustainable fisheries management options for the future of fisheries in the UK and in Europe.

WWF also works with the Marine Stewardship Council and leading industry players to promote the MSC accreditation scheme, which the consumer can trust to mean that products bearing the MSC logo come from sustainably managed fish stocks. With seven fisheries already certified in the North-east Atlantic and others under consideration, the opportunity to buy local, independently certified sustainable fish is fast becoming a reality for UK consumers.

After intense lobbying by WWF, climate change is to be placed on the agenda of all future discussions and negotiations involving OSPAR – the Oslo/Paris convention on managing the seas and hazardous substances throughout the wider North-east Atlantic. This is important because the effects of climate change on the sea can be as dramatic as on land. An increase in temperature, for example, can seriously affect fish stocks and other species in the marine food chain.

For further information about our marine work, go online to [wwf.org.uk/marine](http://wwf.org.uk/marine) and [wwf.org.uk/marineact](http://wwf.org.uk/marineact)



This fishing boat is harvesting cod in the waters off the Lofoten Islands in Norway. The Lofoten fishery relies on an abundance of spawning Arctic cod that arrive from the Barents Sea every winter. Over the years, fishing practices in the area have changed dramatically, but today fish are still hung out to dry on traditional racks scattered throughout the islands' rocky bays.

# Reducing poverty through improved environmental management

WWF has long insisted that tackling the world's poverty is impossible without managing and caring for the environment. The British government also recognises this link, particularly in the context of climate change, which will disproportionately hit the poorest and the disadvantaged.

That is why the Department for International Development (DFID) is contributing nearly £11 million over three years to WWF's portfolio of overseas work. This funding is helping to ensure that the people suffering most from the effects of poverty can build a meaningful future for themselves, their families and their communities.

In five Latin American countries, for example, we are working with 31 forest-based indigenous communities to set best practice in reducing poverty through responsible environmental forest management. As a result, forest product sales totalling more than £500,000 have been achieved in Bolivia, while in Peru some 35,000 hectares of FSC-certified forests have been established under ownership and management by indigenous people.

"This opens the door to many other owners who can now manage their forests sustainably," said Dominic White, WWF's government aid agency manager. "Peru has the second largest tropical forest in Latin America, and as a result of our work with DFID, it can now offer the world wood-based products without damaging the Amazon region."

In Peru, five concessionary companies, five indigenous communities and one association of Brazil-nut growers now hold Forest Stewardship Council certificates, which enable them to enter lucrative European markets where the trend is to purchase only certified wood products. "This will make a real difference to their incomes because they rely entirely on the forests for their livelihoods," Dominic White explained.

Meanwhile, we have also secured €1.5 million from the European Commission for our work in Papua New Guinea and India. In both countries we are aiming to reduce the impact of polluted water, thereby improving the social and economic lives of some 90,000 people who rely on rivers and river basins for their basic needs.

"This is continued recognition that WWF is a legitimate and successful player in international development initiatives," declared Dominic White. "The work we are doing is at the very heart of our mission to build a future in which humans live in harmony with nature."

For further information about WWF's partnership with DFID, go online to [wwf.org.uk/internationaldevelopment](http://wwf.org.uk/internationaldevelopment)

## The Forest Stewardship Council

The FSC is an international organisation that lays down strict standards for forest management. Its members are drawn from environmental and social groups, the timber and forestry profession, indigenous people's organisations, responsible corporations, community forestry groups and forest product certification organisations.

It accredits independent third party organisations to certify products and processes to FSC standards, and its "tick-tree" product label enables consumers worldwide to recognise products that support the growth of responsible forest management worldwide.

Over the past 14 years, more than 90 million hectares of forest around the world have been certified to FSC standards.





For the past 15 years, WWF has helped local communities in Latin America to discover new, sustainable ways of harvesting fruit. Agostine lives and farms in Peru's Pacaya Samira National Reserve, where sustainable farming now guarantees him a regular income.



## Our friends and colleagues

On 23 September 2006, 24 people lost their lives in a helicopter crash in Nepal. Among them were seven WWF staff from around the world, including Dr Jillian Bowling Schlaepfer and Jennifer Headley from WWF-UK.

In honour of their memory, WWF set up a memorial fund to secure the future of the Eastern Himalayan programme, in which they were deeply involved, and to establish university scholarships for promising students from rural communities in the Himalayas.

The first scholarships have now been awarded. The recipient of the Jillian Bowling Schlaepfer Memorial Scholarship 2007 is Sher Bahadur Pariyar, who has studied with the Institute of Forestry and is a volunteer in community development. And the Jennifer Headley Memorial Scholarship 2007 has been awarded to Maryada Shrestha, who has also studied at the Institute of Forestry and is active in community forestry projects.



Both students will now pursue Bachelor of Forestry studies in preparation for their careers in conservation.

To commemorate the first anniversary of the helicopter crash, four sites in Nepal have been designated by the Ramsar Convention as wetlands of international importance. They are Gokyo in Sagarmatha National Park, Phoksundo in the Shey Phoksundo National Park, Gosaikunda in Langtang National Park and Rara Lake.

“We dedicate these high-altitude wetland sites to our conservation heroes, which will always remind us of their dedication and their selfless contributions to conserve biodiversity and natural resources,” said Anil Manandhar, Country Representative of WWF Nepal.

## Species on the brink

Sir Trevor McDonald, a host of celebrities and a million television viewers helped raise £775,000 in a single week for WWF's global conservation work.

Close cooperation between WWF and ITV led to *Extinct*, a week of prime-time programmes that highlighted the plight of some of the most endangered animal species on Earth. Among the celebrities filming for WWF were Pauline Collins, Graeme Le Saux, Miranda Richardson (a WWF ambassador) and David Suchet.

More than a million people voted for the species they most wanted to help. Of the £775,000 raised, over £347,000 was generated through viewers' confirmed and verified votes.

The Bengal tiger, championed by Pauline Collins, was the overall winner, and WWF's projects in its support are directly benefiting by just over £173,000. A further £296,000 is being divided equally between the seven runners-up – the polar bear, hyacinth macaw, mountain gorilla, Asian elephant, orang-utan, giant panda and Pacific leatherback turtle. The remaining £306,000 is going to our broader conservation, communications and education work.

"*Extinct* gave us an outstanding opportunity to reach a huge audience," said Winnie De'Ath, WWF Director of Communications. "The programmes enabled us not only to highlight the threats faced by endangered species – for example, climate change and natural resource loss – but also to show our work with local communities on solutions. And the response was fantastic."



**Thanks to our collaboration with ITV, we were able to highlight the plight of eight endangered or threatened species.**

### **Bengal tiger**

The world's population of wild tigers is now no more than 7,000 – and declining. Bengal tigers are being hunted towards extinction for their skins and body parts, which are used in traditional Asian medicine. The civil war in Nepal allowed poaching to resurface, but WWF is again working with the government and local communities to stamp out these practices.

### **Mountain gorilla**

Just over 700 mountain gorillas exist in two pockets of forest that straddle the borders of Rwanda, Uganda and the Democratic Republic of Congo.

“The population is so small that it could easily be wiped out by one serious disease outbreak,” warned Maryke Gray from the International Gorilla Conservation Programme, a collaboration of WWF, Fauna and Flora International and the African Wildlife Foundation.

### **Hyacinth macaw**

Over the past 100 years, numbers of this charismatic bird have plummeted due to deforestation and the illegal wildlife trade. Macaws can live up to 60 years, which is why they are widely sought as pets. Thanks to conservation efforts, numbers have increased to nearly 6,500 in the wild – but their situation is still precarious.

### **Asian elephant**

In many parts of its range, deforestation has forced the Asian elephant out of its natural habitat and into agricultural areas, leading to conflict with humans. “Brick walls don't stop elephants,” explained WWF's Dr Anupam Sarmah, “but by showing local communities that there's an effective, non-lethal way to protect their crops from elephants, we're rebuilding goodwill towards this amazing species.”

### **Pacific leatherback turtle**

The Pacific leatherback is the rarest of the world's seven marine turtle species. Estimates suggest there are fewer than 2,000 adult females left in the eastern Pacific.

A WWF-led project in Playa Junquillal, Costa Rica, has set up local patrols that walk the beach to protect the turtles and monitor their nests. As a result, poaching has all but stopped – a standard we hope will be followed throughout Central America.

### **Giant panda**

China's increased prosperity and growing population are placing huge burdens on its natural resources, including forests vital to the panda.

“We're trying to protect the habitat by linking pockets of forest that have been separated by human development, so that isolated pandas can meet and breed,” explained WWF's Dermot O'Gorman. “One problem is that many people still rely on panda forests for fuel – so we're helping to improve their lives and protect the forests by swapping their wood-burning stoves for biogas ones that use waste products instead of the trees.”

### **Orang-utan**

WWF's Heart of Borneo project (see page 10) is helping to create one of the world's largest areas of protected forest, thereby contributing to the survival prospects of the orang-utan and thousands of other plant and animal species. The forest is under threat from logging and palm oil plantations, the spoils of which end up in markets all over the world, including the UK. While the value to mankind of Borneo's forests is considerable, they are absolutely vital to the survival of the orang-utan.

### **Polar bear**

For the first time, the polar bear has been classed as “vulnerable to extinction” on the World Conservation Union's Red List – and the principal reason is habitat loss due to the effects of climate change.

WWF's projects in the Arctic are helping the world to understand the impacts of climate change on polar bears and other Arctic species, and to safeguard their important breeding areas. We are also campaigning to reduce global carbon emissions to enable these awesome predators to survive.

For further information about how to donate to WWF's work, go online to [wwf.org.uk/endangeredspecies](http://wwf.org.uk/endangeredspecies)

Sadie Frost



Funds generated from ITV's *Extinct* programmes are contributing towards replanting 5,000 hectares of forest in the Heart of Borneo, which will provide food and shelter for the endangered orang-utan (above, with the actor and fashion designer Sadie Frost). Over the years, this primate has fallen victim to forest destruction, fire, habitat degradation and poaching.

WWF's Heart of Borneo programme is working to protect other forest areas that are still threatened by the spread of palm oil plantations and illegal logging activities. These forests are vital to the orang-utan's survival.

Borneo's tallest tree is the tualang (right), which typically grows to 75 metres and towers above all other species in the rainforest. Tualangs attract Asian rock bees, which create scores of honeycombs among their high branches. As a result, a single tree is more valuable for its honey products than if it were felled for its timber.

For further information about the Heart of Borneo programme, go online to [wwf.org.uk/heartofborneo](http://wwf.org.uk/heartofborneo)







**“The water was black**



In one of the most extraordinary feats of human endurance, WWF ambassador Lewis Gordon Pugh has become the first man to swim at the Geographic North Pole. His 1km swim took 18 minutes and 50 seconds in sea temperatures of minus 1.8°C – the coldest waters in which a human has ever swum and survived.

Lewis' feat, in July, was intended to inspire world leaders to take climate change seriously. "The decisions they'll make over the next few years will determine the biodiversity of our world," he explained. "I'm ecstatic to have succeeded, but it's a triumph and a tragedy – a triumph that I could swim in such ferocious conditions, but a tragedy that it's possible to swim at the North Pole at all."

To demonstrate the impacts of climate change on the planet, Lewis swum in an area that should be totally frozen over. He described it as his most challenging swim yet: "The water was absolutely black. The pain was intense and it felt as though my body was on fire."

Over the last century, the average air temperature in the Arctic has warmed at twice the global rate. Now, huge areas of open sea are appearing and WWF experts believe that if current trends remain unchecked, within 40 years the Arctic could be largely ice-free in the summer months. This could mark the demise of species such as the polar bear and have serious impacts on others such as the ringed seal, walrus and Arctic cod.

For further information about WWF's work on climate change, go online to [wwf.org.uk/climatechange](http://wwf.org.uk/climatechange)



and the pain intense”

## Campaigns

Campaigning and communicating with the public are central parts of WWF's strategy to protect the environment and combat the effects of climate change. This year, our campaigning work has brought about an important change in UK law, and tighter regulations across Europe.

### One Million Sustainable Homes

WWF's One Million Sustainable Homes Campaign (OMSH) ended during the year with news that its principal objective – the introduction of a strong code for sustainable homes – was being adopted by government. "This has met most of our demands," declared Colin Butfield, Head of Campaigns, "and is proof that our work has had a lasting, significant influence on the housing sector."

For the past five years we have been campaigning to move sustainable homes from the fringes to the mainstream of UK housing. Then in December, the Secretary of State for Communities and Local Government chose a WWF event to launch the Code for Sustainable Homes, as well as a consultation for the forthcoming planning policy statement on climate change, and a consultation on moving towards zero-carbon development. "All these have been central lobbying activities for the campaign," added Colin Butfield. "Together, this package of measures means the development of thousands more sustainable homes."

To see the achievements of the OMSH campaign, go online to [wwf.org.uk/sustainablehomes](http://wwf.org.uk/sustainablehomes)



### Chemicals and Health

WWF has also been campaigning for new EU chemicals legislation to ensure that hazardous chemicals are substituted with safer alternatives wherever possible. Working with other organisations including the National Federation of Women's Institutes, the Co-operative Bank and Boots the Chemist, we lobbied members of the European Parliament to toughen up the legislation, known as REACH (Registration, Evaluation and Authorisation of Chemicals).

We succeeded. As a result, chemicals that build up in living organisms, and those which linger in the environment for a long time, will have to be replaced whenever safer alternatives are available. Even so, there are still some chemicals that will not be properly controlled and will remain on the market. However, the REACH legislation will be reviewed in six years, so there is much work to be done between now and then.

This will be carried out by a new WWF-funded charity, CHEM Trust. Its aim is to prevent man-made chemicals from causing long-term damage to wildlife and humans by ensuring that such chemicals are substituted with safer alternatives. CHEM Trust is headed by Elizabeth Salter Green and Gwynne Lyons, both formerly of WWF, who between them have more than 30 years experience in the chemicals, health and environment field.



© Benjamin Ealovega / WWF-UK

## One Planet

If everyone lived as we do in the UK, we would need three planets to support us. Central to WWF's new One Planet Campaign is the fact that everyone – individuals, schools, communities, business and government – has their part to play in ensuring that we all live within the capacity of Earth's natural resources.

It is possible to save the planet from a climate change catastrophe – but the world has just five years to put the first big changes in place. That is why we launched our One Planet Campaign in front of 150 leaders from the worlds of politics, industry and civil society.

The campaign is already addressing those areas of the UK's lifestyle that have the biggest environmental impact – our homes, transport, food and the power sector. "It's the biggest campaign WWF has launched so far," said Chief Executive David Nussbaum. "We can't solve environmental problems such as climate change and deforestation without addressing our own consumption and lifestyles. We are all responsible."

Part of that responsibility concerns our homes. "Over a quarter of the UK's carbon emissions comes from our homes," said Head of Campaigns Colin Butfield, "and 55% of the timber we use in this country goes into house-building – so making the housing stock more sustainable will have a significant effect on the world's natural resources."

The One Planet Campaign will show how individuals, government and business all have their part to play in making sure that we live within the limits of the planet's resources.

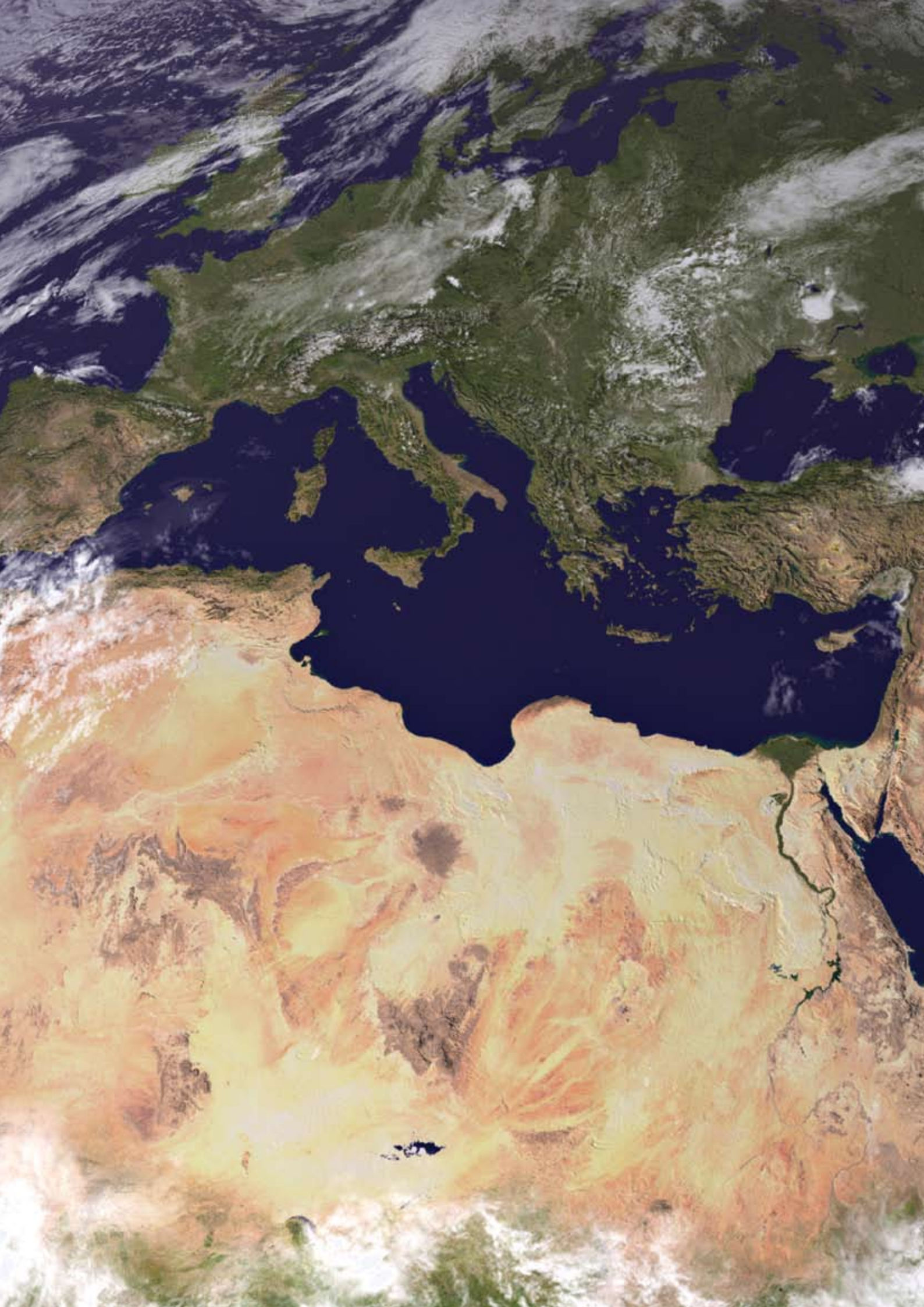
For further information about WWF's One Planet Campaign, go online to [wwf.org.uk/oneplanetfuture](http://wwf.org.uk/oneplanetfuture)

### Measure your impact on the planet!

Everything we do in life creates an ecological footprint and has an impact on the planet. Yet for some people, it's difficult to understand how one person's actions can make a difference – particularly in the face of global environmental problems such as climate change.

Actions such as turning down the central heating thermostat by 1°C, using energy-efficient lightbulbs, insulating our homes and using public transport more often really do make a difference – as WWF's simple, online Footprint Calculator demonstrates.

Measure your footprint now. It will take less than five minutes... and the results might surprise (or even inspire) you. WWF's Footprint Calculator can be found at [wwf.org.uk/footprint](http://wwf.org.uk/footprint)



David Nussbaum (left), Chief Executive of WWF-UK, with Gordon Brown



© Lynne Hilton / WWF-UK

**“For over 40 years WWF has led the way to a greater public understanding of the beauty and diversity of the natural world we inhabit. Your campaigns have saved habitats and species across the globe. Your practical work has shown how nature conservation can also provide sustainable livelihoods for local communities. And you are now in the forefront of the global campaign against climate change.**

**“Indeed, from long before it became fashionable, you reminded us of our obligations – and you demanded of us that we take care of the Earth which belongs not just to ourselves but to future generations” –**

The Prime Minister, Gordon Brown, who used a WWF One Planet Future seminar in November to deliver his first major speech on climate change and the environment.

**Alistair McGowan** is used to making a big impression – he’s been doing it on stage and screen for years, with huge success. But in his role as a WWF ambassador, he’s also campaigning for the major passion in his life... the environment.

It’s the smaller things in life that sometimes bring the most pleasure. In Alistair McGowan’s case, it’s a tiny solar charger for his mobile phone. “I put it on yesterday for the first time and it was an absolute thrill,” he enthused. “I could see the thing charging – there were the bars going up and down – and to know it was being powered by the sun was extraordinary and exciting.”

It’s a modest contribution towards combating the huge issue of climate change, he says. Despite the news headlines and television pictures, people are still failing to make the connection between the global menace and their own individual lifestyles – which is just one reason why he supports, endorses and campaigns for WWF.

“I don’t think people yet realise that what they’re doing in their office, their home, their work – perhaps by having lights on during the day, by using things carelessly, by leaving electrical equipment plugged in – is directly affecting the health of the planet. And that, in essence, is the biggest problem of all: changing people’s habits.”

He recognises that his own profession has a part to play and is impressed that *24*, the Emmy award-winning series, is striving to become the first television production to reduce its energy and carbon emissions over the course of filming to render the programme carbon neutral. It’s the kind of action he wants emulated in Britain – “which is why I’ve tried, through the Arts Council and Equity and the Mayor of London’s office, to put something in place whereby every production is bound to certain restrictions and has to fulfil certain obligations in terms of its environmental impact.” He’s also urging the producers of *EastEnders* to introduce an occasional environmental storyline into the long-running Walford soap.

In the early days of his career, Alistair McGowan provided some of the voices for *Spitting Image*. “In those days there were lots of jokes about Sting saving the rainforests, because he’d stood up and made a big statement about them,” he recalled. “And today? We now know that if we continue to damage the rainforests as we’re doing, you can forget the planet.” Sting was right, and the actor believes it’s the responsibility of those in the know, and those who are well-known, to speak out. “That’s the thing I have to keep doing, and all the time I remind myself that the message is beginning to filter through now.”

Like WWF, Alistair sees climate change as the biggest threat to the planet: “I think there’s enough evidence to suggest that it’s more than likely that all these meteorological events that are happening now – the hottest years, the hottest summers, the wettest years, the big weather events – are all connected,” he asserts. “And even if they’re not, I still think we have to bring down our wastefulness because we’re going to run out of landfill space, out of resources, out of energy, and the recent declaration that the Russians are going to start drilling for oil in the Arctic is an absolute disaster. We cannot go on like this, and we have to embrace new technologies.”

Which brings us back to his solar phone charger. “Yes, and my wind-up radio that Trevor Bayliss designed years ago. I have them both in my theatre dressing room – new and old technology! Sadly, however, we’re still in a society that pushes desire, consumerism and capitalism constantly.”

As a WWF ambassador, Alistair McGowan sees his role as “helping to spread the word”. Climate change, he acknowledges, could be seen as a gloomy issue, so what matters is that campaigners don’t get downhearted about progress – it will take time. “But the upside of it is the excitement, the vision. If we really work for it, we can have almost that Elysian future on Earth.”

*Alistair McGowan was talking to Peter Denton*









**Robert Napier, WWF-UK's Chief Executive for the past eight years, retired in 2007. Christopher Ward, our Chairman, pays tribute to him.**

When Robert Napier joined WWF-UK in 1999 he was a successful businessman who also happened to be a committed conservationist. By the time he left us earlier this year, he had become a passionate environmentalist who used his business skills to help WWF make an important contribution to the survival of the planet: not just by boosting its income but also by managing its conservation work more efficiently.

It was on Robert's watch that climate change became widely accepted as the important issue it is today. He was one of the first to recognise this, understanding the delicate relationship between species and their surroundings. And thanks to his experience in business, he saw industry as an opportunity rather than a threat and found a way to develop ethical partnerships that brought not just financial benefits but changes in working practices and attitudes, too.



Robert understood that humanity's footprint on the planet demanded a global approach and he worked hard within the WWF international network to leverage the power and experience of the whole organisation. He continues to have boundless energy, matched only by his fierce integrity to do the right thing. He leaves WWF-UK in better shape than when he joined, and I wish him well in his retirement.

## Doing business with business

Today's business world has a growing and far-reaching impact on the natural world – so much so that its role in finding solutions to today's environmental challenges is more important than ever.

Because WWF engages constructively with business and industry, we are able to stimulate innovation and challenge bad practice. Over the years – and this year is no exception – we have developed an outstanding track record and reputation for practical partnerships with business.

During the year, we embarked on a new five-year partnership with HSBC Holdings Plc and we have signed a major agreement with Marks & Spencer plc. In addition, Canon UK, already a conservation partner via Canon Europa, has run a number of promotions and is involved in our work with schools to help raise awareness of climate change. It also sponsors the WWF-Canon polar bear tracker, through which we receive frequent satellite updates about the movements and behaviour of bears and how they may be affected by climate change.

We have also begun a three-year relationship with SCA Tissue Europe, manufacturer of Velvet toilet tissue, in support of our forestry and education work. Already a member of WWF's Global Forest & Trade Network, SCA will work with us on further improving its environmental impact.

MBNA Europe Bank Ltd and WWF have shared a successful, long-standing partnership for the past 13 years. The bank continues to be our exclusive affinity credit card partner and the card has been PVC-free since 2004.

MBNA is now a progressive member of the WWF-UK Forest & Trade Network and is committed to using paper from sustainable sources across parts of its business.

To see the WWF-Canon polar bear tracker in action, log on to [www.panda.org](http://www.panda.org)

### **WWF takes this opportunity to thank the following companies for generously supporting our work across the world:**

American Express Services Europe Ltd  
 African Dawn Wines  
 Bradford and Bingley Building Society  
 Calypso Soft Drinks Ltd  
 Canon Europa NV  
 Clean and Green  
 Coinstar  
 Crowley Esmonde Ltd  
 Direct Line Insurance (staff)  
 Ecotricity  
 Europa Components plc  
 Fellowes Ltd  
 HSBC Holdings Plc  
 ING  
 International Bon Ton Toys BV  
 Lloyds TSB Bank plc  
 MBNA Europe Bank Ltd  
 Royal Bank of Scotland plc (staff)  
 SCA Tissue Europe  
 SHP Solutions  
 Simmons and Simmons  
 Sony Europe  
 The Body Shop UK/ROI  
 The Co-operative Bank Plc  
 Uniross Batteries

For further information about our work with business and industry, contact: Edwina Silvester, Head of Corporate Partnerships. t: 01483 412365, e: [esilvester@wwf.org.uk](mailto:esilvester@wwf.org.uk) or Dax Lovegrove, Business Relations Manager. t: 01483 412395, e: [dlovegrove@wwf.org.uk](mailto:dlovegrove@wwf.org.uk)



## WWF and HSBC to combat global climate change

In collaboration with WWF and other environmental charities, HSBC has launched an important new partnership that will help tackle the urgent threat of climate change.



© Brent Stirton / Getty Images / WWF-UK

The HSBC Climate Partnership combines the expertise of HSBC, WWF, The Climate Group, Earthwatch Institute and the Smithsonian Tropical Research Institute. The entire package is worth some US\$100 million (around £50m) over five years.

### The HSBC Climate Partnership will:

- help protect four of the world's major rivers – the Thames, Amazon, Ganges and Yangtze – from the impacts of climate change, benefiting the 450 million people who rely on them;
- make some of the world's leading cities – London, Hong Kong, Mumbai, New York and Shanghai – cleaner and greener, which the partners will promote as models for the world;
- create “climate champions” worldwide who will undertake field research and bring back knowledge and experience to their communities; and
- conduct the largest field experiment on the world's forests to measure carbon dioxide and the effects of climate change.

Speaking at the launch of the partnership, Sir David Attenborough spoke of the “very real prospect” of causing irreversible damage to the Earth's more fragile ecosystems. “But we are not powerless if we act now, collectively and decisively,” he said. “We can significantly reduce the causes of climate change and greatly improve the chances of safeguarding for future generations the spectacular diversity of life on Earth.”

The HSBC Climate Partnership will help WWF work towards better management of global water supplies, improve water security for about 450 million people, and reduce the impact of climate change on some of the world's most important rivers. “It will also help us expand our work across new research sites and reach more people than ever before,” added David Nussbaum, WWF's Chief Executive.

For further information about our major freshwater projects in the UK, Brazil, China and India, go online to [wwf.org.uk/business/hsbc](http://wwf.org.uk/business/hsbc)

## Marks & Spencer's Plan A for the environment

WWF and Marks & Spencer have launched a new partnership that will help the retailer achieve its ambitious five-year "Plan A" eco-plan.



The much-publicised plan includes commitments to make M&S' operations in the UK and Ireland carbon neutral, send no waste to landfill and extend sustainable sourcing by 2012. Marks & Spencer will work with WWF on environmental projects in its supply chain as it looks to increase its sourcing of sustainable raw materials. Particular focus will be on agriculture, marine and freshwater issues. Through its Footprint Calculator, WWF will also support M&S in its efforts to help customers and staff reduce their individual carbon footprint. In turn, the retailer will fund WWF projects in Borneo and the North-east Atlantic marine ecoregion.

"This partnership will address some of the most significant environmental challenges on the high street today," said David Nussbaum, WWF's Chief Executive. "Marks & Spencer is once again showing itself to be at the cutting edge of environmental retailing."

For further information, go online to [marksandspencer.com/PlanA](http://marksandspencer.com/PlanA)  
To access WWF's Footprint Calculator, go online to [wwf.org.uk/footprint](http://wwf.org.uk/footprint)

## One Planet Business – a new sustainability forum

Because the threat of climate change is so great, the business world has a growing responsibility to transform the systems governing markets so that they work for, rather than against, sustainability.

In direct response to this challenge, WWF launched its One Planet Business programme during the year. This will provide a forum for change that will help drive down carbon emissions and resource use. One Planet Business projects will focus on areas of demand starting with personal mobility, followed by food and housing.

More than 30 organisations are already involved in One Planet Business, including investment banks, transport and fuel companies, government, the City, EU organisations and consumer groups.

For further information, go online to [wwf.org.uk/oneplanetbusiness](http://wwf.org.uk/oneplanetbusiness)





## Trusts and major individual support

The success of many of our projects around the world is made possible by the generous support of trusts, foundations and major individual supporters. In addition to financial backing, this special group also give us their time and expertise.

WWF's Guardians programme was launched in 1994. This group of committed supporters, who each donate a minimum of £1,000 a year to a specially selected programme, have so far raised more than £2.6 million. They have helped secure critical panda, tiger and snow leopard habitats, assisted in the protection of vital freshwater sources in east Africa and thrown their considerable weight behind the continuing struggle to save the Arctic wilderness.

This year the Guardians have turned their attention to the Heart of Borneo – the one remaining place in South-east Asia where tropical rainforests can still be conserved on a large scale (see also pages 10 and 20). Borneo enjoys a distinct and varied animal and plant life, but the island is under serious threat from illegal logging, conversion to palm oil plantations and an increasing illegal wildlife trade. The Guardians' support will contribute to species conservation, and to the wellbeing of the Bornean people.

Meanwhile, WWF's Conservation Champions Club – individuals who donate £5,000-plus to WWF – goes from strength to strength. In addition to their financial contributions, members champion our cause within their own business and political networks. This year the Conservation Champions Club helped ensure the continuation of a number of crucial programmes including our freshwater work in Ruaha (see page 10).

Once again this year we have received essential support from trusts and foundations. Their generosity has contributed to many projects including our work in Borneo and Bhutan. In addition, donations towards our Nepal Memorial Fund will secure the future of the Eastern Himalayan programme and establish university scholarships for people from rural communities in the Himalayas (see page 16).

In return for their commitment, trusts and major individual supporters are invited to special WWF events where our conservation experts and other specialists provide details on our latest project work. We also offer the opportunity to book a *Seeing is Believing* trip to observe at first hand our conservation work in action. In the year ahead we are offering trips to Nepal and Rwanda.

For further information about the Guardians or the Conservation Champions Club, contact Anna Morling t: 01483 412371 e: [amorling@wwf.org.uk](mailto:amorling@wwf.org.uk)

For further information about *Seeing is Believing*, contact Monica Dolan t: 01483 412360 e: [mdolan@wwf.org.uk](mailto:mdolan@wwf.org.uk)

**WWF receives generous support from many trusts, foundations and individuals, to whom we express our gratitude. A selection of these supporters is listed here:**

A & R Woolf Charitable Trust  
Alan Evans Memorial Trust  
Allan & Nesta Ferguson Charitable Trust  
Ampelos Trust  
Barbour Paton Charitable Trust  
Cadogan Charity  
Chapman Charitable Trust  
David & Elaine Potter Foundation  
Dischma Trust  
Dolly Knowles Charitable Trust  
ENTRUST (Regulator of the Landfill Tax Credit Scheme)  
Ernest Cook Trust  
Ernest Kleinwort Charitable Trust  
Esmée Fairbairn Foundation  
Facet Trust  
HB Allen Charitable Trust





Herd & Muriel Lawson Charitable Trust  
Iris Darnton Foundation  
JK Reynell Charitable Trust  
Jordan Foundation  
Kirby Laing Foundation  
Lady Tangye Charitable Trust  
Miss EM Sage Charitable Trust  
Miss VH Dixon Charitable Trust  
Mr & Mrs JA Pye's Charitable Settlement  
Philip and Sarah Howard Charitable Trust  
Restore UK  
Rufford Maurice Laing Foundation  
Serve All Trust  
Sharegift  
Shears Foundation  
SMB Trust  
St Katherine's Fund  
The Tolkien Trust  
WH & A Hawkins Charitable Trust

Ms Lucy Alexander  
Mr Sebastian Barrack  
Mr & Mrs James and Pia Best  
Mr & Mrs Cox  
Ms Juliet Erickson  
Mr David Forster  
Mr & Mrs Derek & Susan Francis  
Miss Joan Halbert  
Mr Jonathan Hancock  
Mr & Mrs Oliver and Pat Heathcote  
Mr Samuel Joab  
Mr Fred Johnston  
Ms Carol Kemm  
Sir Martin Laing  
Mr Peter Lockyer  
Ms Elizabeth Ludick  
Mr Mikhail Muratov  
Ms Anne Reece  
Mr James Richardson  
Mr & Mrs HD Walmsley  
Ms Olga White  
Mr Charles Williams

# The WWF Council of ambassadors

The WWF Council of ambassadors is a distinguished and influential group of people who have significantly contributed to their profession and/or field of interest or expertise, and who are committed to WWF's mission.

We greatly appreciate our ambassadors' continuing interest in, and support of, our work. Their valued role as ambassadors is to promote WWF's work and to assist us in specific areas where we would benefit from their advice or participation.



Sir David Attenborough OM, CH, CVO, CBE, FRS  
Mr Richard Aylard CVO  
Mr Simon Burall  
The Hon James Buxton  
Field Marshal Sir John Chapple GCB, CBE, DL  
(Chairman)  
Mr John Elkington  
Mr Ben Fogle  
Baroness Goudie  
The Rt Rev James Jones DD, DL, BA, PGCE,  
Lord Bishop of Liverpool  
Mr Peter Jones  
Ms Clare Kerr  
Sir Richard Kleinwort Bt  
Mr John H Laing  
Mr Kevin McCloud  
Mr Alistair McGowan  
Professor Norman Myers CMG  
Sir Mervyn Pedelty  
Mr Simon Pepper OBE

Mr Stephen Poliakoff CBE  
Mr Jonathon Porritt CBE  
Dr David Potter CBE  
Professor Sir Ghilleen Prance FRS, VMH  
Mr Lewis Gordon Pugh  
Ms Miranda Richardson  
Mr Nick Ross  
Ms Tessa Tennant  
Mr Terry Waite CBE



# Practising what we preach

WWF's mission is to conserve the natural world by building a future in which people live in harmony with nature. As we work to achieve this, there is some inevitable environmental impact caused by our activities. Very mindful of this, we strive to reduce that impact to a minimum. Since 1999 we have employed an Environmental Management System that covers such aspects as energy consumption, purchasing, waste, CO<sub>2</sub> emissions from travel, and our corporate investment policies.

Our membership of the WWF Global Forest & Trade Network (FTN) requires us to eliminate all unknown or unwanted timber sources from our supply chain, so that any timber we use comes from an FSC-certified source if new, or from a recycled or reused source otherwise. Our first full report to the FTN showed that only 0.15% of what we used was from unknown or unwanted sources.

We continued with our programme of installing energy-saving or renewable energy technologies at our headquarters in Godalming, and are continually looking at further ways of reducing our CO<sub>2</sub> emissions from energy. Overall electricity consumption in all our UK offices reduced by 4% and emissions from gas by 2.7 tonnes.

Much of our global conservation work involves international air travel. The past year saw a small increase in the overall amount of CO<sub>2</sub> emitted from staff flights, but this did include three exceptional events. The first, in September 2006, was the tragic helicopter crash in Nepal which resulted in the untimely death of two UK colleagues and required several senior members of staff to fly to Nepal.

The second was a happier event: setting up our new HSBC-funded conservation programme (see page 34) involved several trips to China. And the third event was our involvement in the global production of the ITV *Extinct* series (which, as reported on page 18, raised more than £775,000 for our conservation work with the tiger and other endangered species). Even so, overall emissions from travel reduced by a further 10% to 399 tonnes, which puts us well on course to meet our declared objective of a 25% reduction in travel-generated emissions by 2010.

We continue to place emphasis on how we influence and work with our suppliers and service providers, so that they can achieve higher standards in their own corporate environmental behaviour. This year we have focused on our print and paper activities in line with the FTN requirement: a new and more efficient method of procuring these will be introduced in the coming year.

It was agreed by our management team that we should seek to become certified to ISO14001, the international environmental standard. We hope that this certification will be achieved during the coming year.

Our full Environmental Report for 2007 can be downloaded from [wwf.org.uk/aboutwwf](http://wwf.org.uk/aboutwwf)

NETWORK ONLY. TRAIN OPERATIONS  
 COMPROMISED AND BRITISH TRANSPORT  
 POLICE REQUEST CUSTOMERS TO  
 REMAIN WITH THEIR LUGGAGE  
 AT ALL TIMES.

UNATTENDED LUGGAGE WILL BE  
 REMOVED AND POSSIBLY DESTROYED.  
 THIS STATION WILL BE 24 HOUR CLOSED  
 CIRCUIT TELEVISION COVERAGE.

1402 Bournemouth - On line  
 1398 Dunblane - On line  
 1405 Glasgow Queen St - On line  
 1415 Southampton Central - Expt 1405  
 1417 Bournemouth - Expt 1412  
 1429 Dunblane - On line

Page 2 of 2

**Departures**  
 12:55 Platform 20  
 Newcastle  
 Calling at: Page 1 of 2  
 Newcastle  
 & Newcastle

**Departures**  
 13:00 Platform 17  
 Glasgow Queen St  
 Calling at: Page 1 of 2  
 Glasgow  
 & Glasgow

**Departures**  
 13:00 On time  
 London Kings X  
 Calling at: Page 1 of 3  
 London Kings X  
 & London Kings X

**Departures**  
 13:03 Platform 20  
 Dunblane  
 Calling at: Page 1 of 2  
 Dunblane  
 & Dunblane

**Departures**  
 13:05 Platform 11  
 Bournemouth  
 Calling at: Page 1 of 2  
 Bournemouth  
 & Bournemouth

**Departures**  
 13:10 On time  
 Aberdeen  
 Calling at: Page 1 of 2  
 Aberdeen  
 & Aberdeen

**Departures**  
 13:15 On time  
 Manchester  
 Calling at: Page 1 of 2  
 Manchester  
 & Manchester



## A world worth living in... for future generations

Every year, thousands of people leave gifts in their wills to their favourite charities and organisations – and for many who want to leave the next generation a world worth living in, WWF is a natural choice.

A glance through the pages of this annual review will leave the reader in little doubt as to the scale and effectiveness of WWF's programmes throughout the world – but such work involves not only substantial expenditure, but also advance planning.

Legacies are vital to WWF because they enable us to plan ahead and take a long-term view of our conservation, education and communications programmes for the benefit of people and nature. This forward planning also helps us to ensure that the legacies themselves are put to the best possible use for future generations and the natural world.

What is of particular benefit is when the income we receive from legacies is unrestricted. This means that these funds may be used to support all of WWF's work, and we can put your gift to the best use where it is most urgently needed at the time.

For more information about how you can help WWF with a legacy, go online to [wwf.org.uk/legacies](http://wwf.org.uk/legacies) Alternatively, call Supporter Relations on 01483 426333 or e-mail [supporterrelations@wwf.org.uk](mailto:supporterrelations@wwf.org.uk)

We are indebted to everyone who has remembered us in their wills, and to friends and relatives who have made memorial donations. While every legacy is of great value, we take this opportunity to pay tribute to some of the people who have remembered WWF with bequests of £25,000 or more during the year.

Miss DA Adams  
Mrs MM Adams  
Mrs WJ Allen  
Mr H Anderson  
Mrs EVE Bennett  
Mrs AEE Bindon  
Mrs IP Booth  
Mr ME Bower  
Mr JDH Boyd  
Miss L Broomhead  
Miss JS Brown  
Mrs EMW Burgin  
Mrs M Burnett  
Mrs BM Butler  
Miss L Carr  
Sir RC Catling  
Miss PM Cavalier  
Miss CE Chipchase  
Mr FN Clay  
Miss IL Clayton Parrott  
Miss PR Cook  
Mrs BE Cordery  
Mrs MD Crabb  
Dr EM Cran  
Miss D La Motte Darley  
Miss NR Dashwood  
Mrs DB Davies  
Mr JSR Davies  
Miss MEL Doust  
Mrs PM Douthwaite  
Mr AM Ede

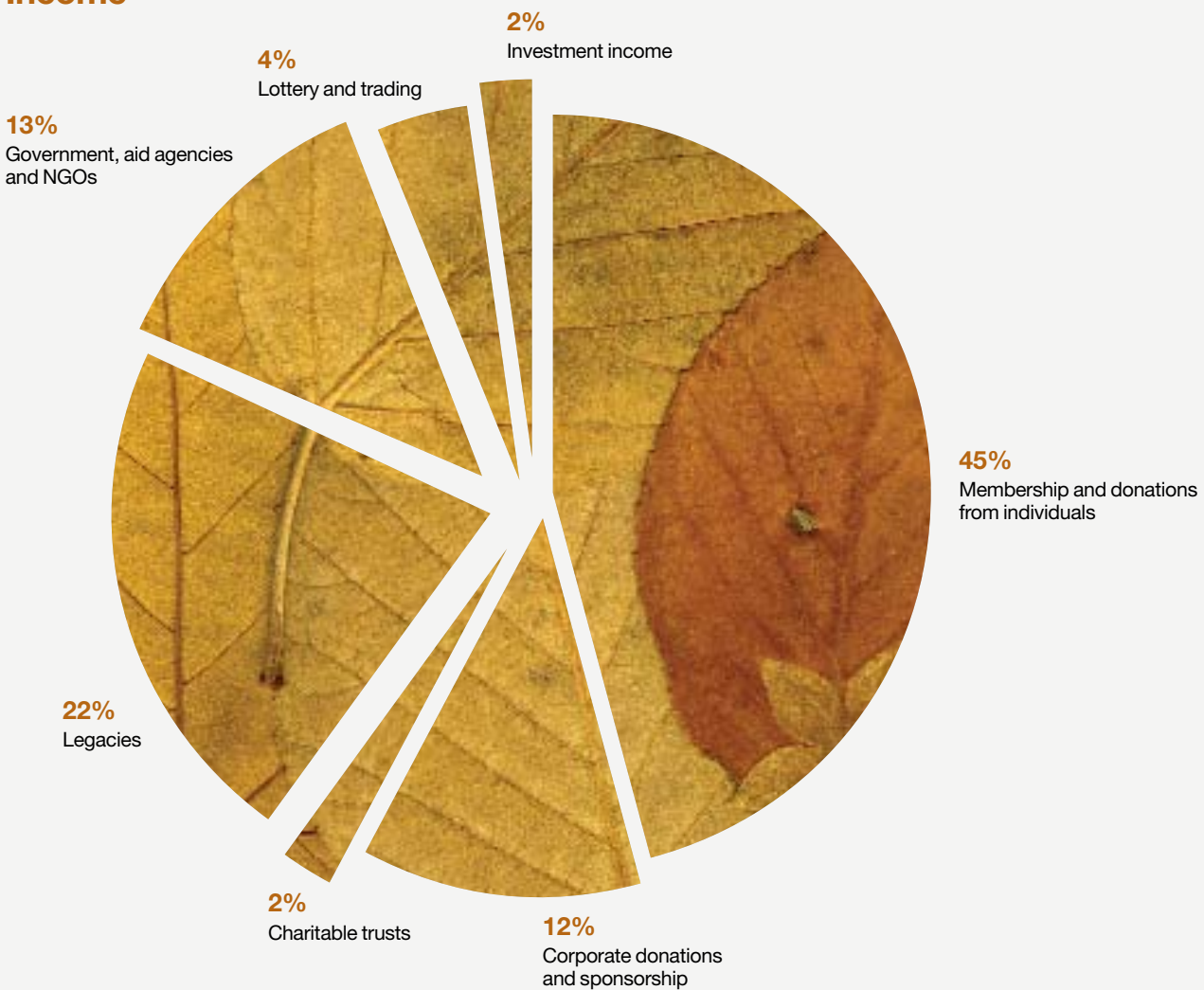
Ms E Elliott  
Mr FW Ellis  
Mrs S Fardoonji  
Mr DW Fielding  
Mr MGF Foley  
Ms E George  
Mr FG Gibbs  
Mrs HD Glynn Jones  
Mrs MG Grant  
Mrs EM Griffin  
Mr RB Gumbrell  
Mr JM Hall  
Miss ME Hamlyn  
Miss PT Hammon  
Miss MMC Harrison  
Mr AJ Heapy  
Mrs IM Hickman  
Miss JMF Hollebhone  
Mrs P Holmes  
Mrs AH Hope  
Mr CS Hughes  
Mr WE Hughes  
Dr JH Hughes  
Miss SI Johnson  
Mrs BM Jones  
Mrs MB Kulvietis  
Mrs L Lamb  
Mrs HGD Low

Ms M MacDonald  
Mr W Makin  
Miss RR Martin  
Mrs PEM McMillan  
Miss JD Melville  
Dr IHM Muir  
Miss CM Newnham  
Miss PM Nix  
Mr CH Parfitt  
Miss LE Pattison  
Miss AM Poole  
Miss DG Powell  
Mr OHW Richards  
Mrs HK Robinson  
Mrs A Rolt  
Mr KF Rowland  
Mrs M Shaw  
Mr PA Sherwood  
Mr IG Smith  
Mr SD Stanley  
Miss D Taylor  
Miss EST Thenen  
Commodore DA Trotman  
Miss JL Tucknott  
Mrs ME Waugh  
Miss MF Webb  
Mrs HZ Weir  
Mrs MW Whitefield  
Miss MM Whitehouse  
Mrs M Willis  
Mrs JL Woodruffe  
Miss PA Wright

## Income and expenditure

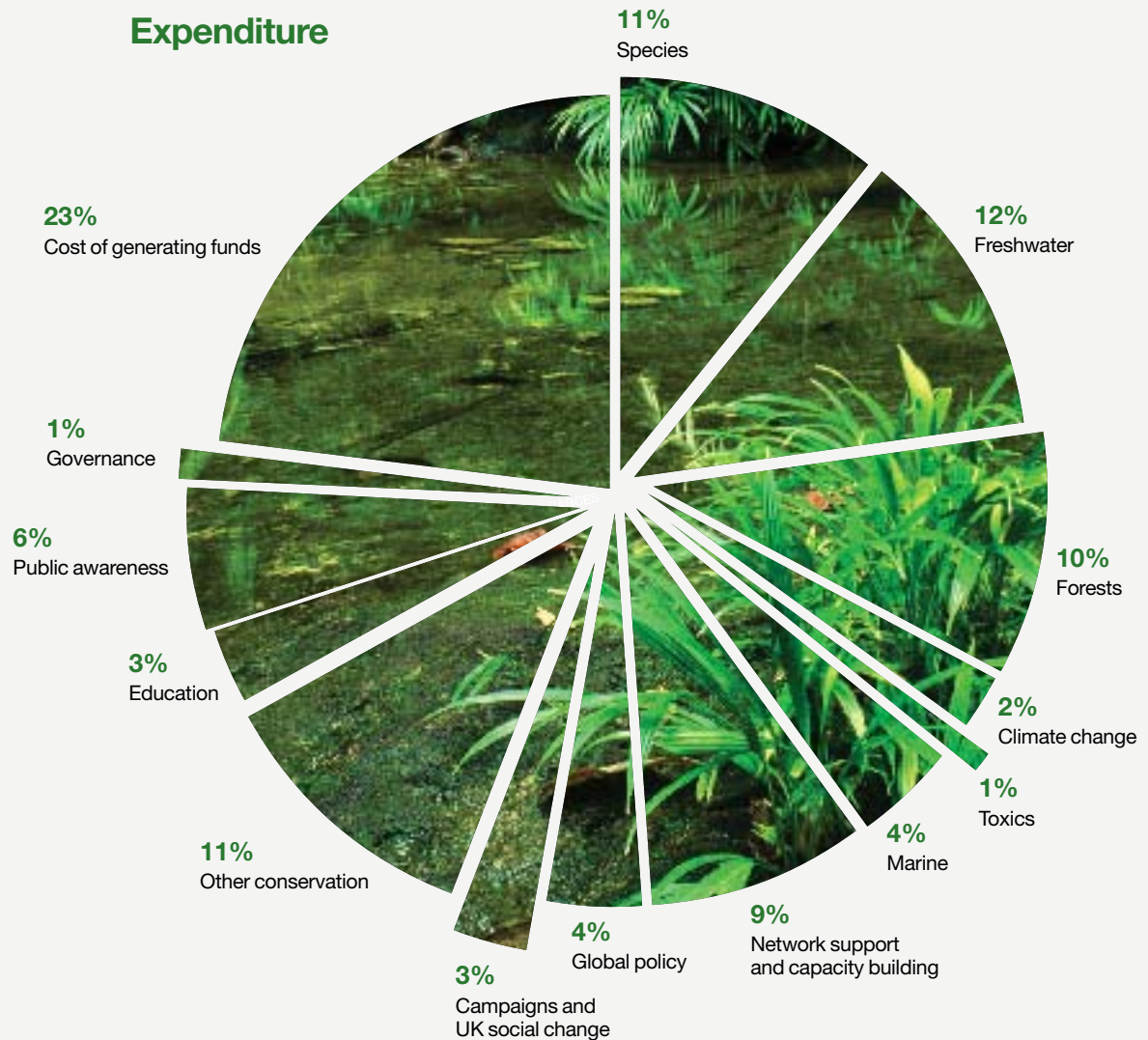
These diagrams illustrate WWF-UK's income and expenditure for the year ending 30 June 2007. A copy of the full audited accounts which contain the detailed information required by law can be downloaded from our website – [wwf.org.uk](http://wwf.org.uk) – or obtained by writing to WWF-UK Supporter Relations (see opposite).

### Income





## Expenditure



## How to contact us

If you have any enquiries about WWF and its work, visit our comprehensive website – [wwf.org.uk](http://wwf.org.uk) – or contact our Supporter Relations team.

Write to:  
Supporter Relations,  
Panda House, Weyside Park,  
Godalming GU7 1XR

t: 01483 426333  
e: [supporterrelations@wwf.org.uk](mailto:supporterrelations@wwf.org.uk)

### The WWF-UK Annual Review 2007

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The mission of WWF 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
- reducing pollution and wasteful consumption



[wwf.org.uk](http://wwf.org.uk)

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