



WWF-UK ANNUAL REPORT SUMMARY 2016-17



“THE FIGHT TO SAVE TIGERS IS OUR COLLECTIVE RESPONSIBILITY. YOU AND I ARE THE ANSWER”

Singye Wangmo, WWF tiger protector and senior forestry officer in Bhutan’s Royal Manas National Park

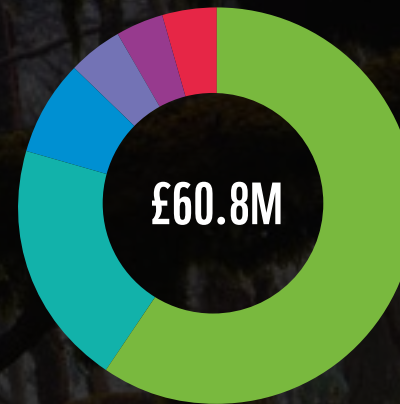


This year we challenged conservation photographer Emmanuel Rondeau to capture images of a wild tiger in Bhutan and shed light on the importance of the country’s wildlife corridors. As well as taking this evocative image, he created a series of engaging short films about his experience. You can watch them at wwf.org.uk/missiontiger

RAISING SUPPORT

Here’s a quick summary of our income and expenditure for the year ending 30 June 2017. You’ll find more details in our audited Annual Report and Financial Statements.

INCOME



MEMBERSHIP AND DONATIONS **£35.1M**

LEGACIES **£11.9M**

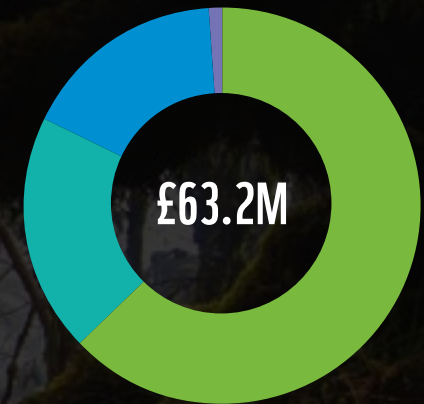
CORPORATE DONATIONS AND SPONSORSHIPS **£4.5M**

LOTTERY PROMOTIONS **£2.7M**

AID AGENCIES AND GOVERNMENT GRANTS **£2.3M**

OTHER **£4.3M**

EXPENDITURE



CONSERVATION **£39.7M**

COST OF RAISING FUNDS **£12.3M**

COMMUNICATING, INFLUENCING AND AWARENESS **£10.5M**

OTHER **£0.7M**

“FINDING WAYS TO MAKE A POSITIVE DIFFERENCE IS WHAT WWF HAS ALWAYS BEEN ABOUT. I BELIEVE RIGHT NOW EACH OF US SHOULD CONSIDER WHAT WE CAN DO TO CONSERVE OR REVITALISE NATURE.”



Sir Andrew Cahn KCMG
chair of the board of trustees

“IT’S TIME FOR ME AND YOU TO CHAMPION AND PROTECT OUR WORLD FOR FUTURE GENERATIONS OF PEOPLE AND WILDLIFE ALIKE. THIS WILL BE MY PRIORITY IN THE YEARS AHEAD. PLEASE JOIN ME.”



Tanya Steele
chief executive, WWF-UK

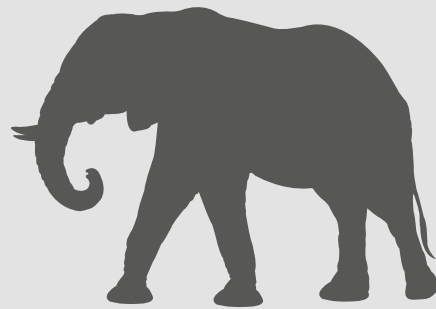
OUR FOCUS

We're focusing our efforts so we can rise to the scale of the challenges we seek to address and achieve truly transformational change. Our strategy commits us to responding to three important trends:

1 INCREASING PRESSURE ON THE NATURAL WORLD

During our financial year we published the latest of our regular updates on the state of our planet and its natural wonders – the *Living Planet Report*. Its findings are shocking; its forecasts are even bleaker. If humanity continues to plunder and pollute nature as it is currently doing, then by 2020 populations of the world's wildlife will have declined by two thirds since 1970.

We're focusing on interventions that have the greatest potential to reverse these threats. A priority is tackling the illegal wildlife trade, which is having devastating impacts on some of the world's most endangered species.



PLEASE HELP US END THE ILLEGAL
WILDLIFE TRADE. VISIT:
WWW.ORG.UK/ILLEGALWILDLIFETRADE

BRAZIL AND THE AMAZON



INDIA AND THE HIMALAYAS

EAST AFRICA



CHINA

2 THE GLOBAL SHIFT SOUTH AND EAST

The rapidly-growing economies of the global South and East are ever more significant to the challenges facing the natural world. So our international programmes are focusing particularly on **Brazil and the Amazon**, **China**, **east Africa**, and **India and the Himalayas**.

Our efforts are paying off. For example, this year we've helped to boost black rhino conservation in east Africa; we've reached agreements that will help address river flow problems in the Yangtze and the Mara; and we've managed great progress in the fight to tackle Amazon deforestation.

3 DIGITAL COMMUNICATIONS

The growth of digital communications is revolutionising the way organisations and people relate to each other. Online communications are transforming our audiences' expectations.

We continue to make the most of the opportunities this offers us to inspire and involve greater numbers of people with our mission.

We're learning from our supporters as well as finding many new ways to engage them and to increase their influence alongside ours.

RESTORING WILDLIFE

We're working to stabilise or increase populations of 10 of the world's most iconic and threatened species, and to tackle the illegal trade in wildlife.

LIVING SUSTAINABLY

We're addressing the drivers of environmental degradation and promoting a 'one planet' economy where people and nature thrive.

SUSTAINING FORESTS AND OCEANS

We're aiming for significant increases in the area of forests and oceans that are properly protected and well-managed in places we regard as particularly vital.

TRADING SUSTAINABLE SEAFOOD AND TIMBER

We're pressing for radical changes that will transform the timber and seafood sectors in the UK.

KEEPING RIVERS FLOWING

We're striving to secure or improve the flow of four or more of the world's great rivers. And we're helping to put measures in place to return UK rivers to good ecological health.

REDUCING CARBON EMISSIONS

We're developing coalitions that can shift energy policy and reduce carbon emissions in Europe, Brazil, China and India – sufficiently to avoid catastrophic climate change.

OUR ACHIEVEMENTS

We're determined to have the greatest possible positive impact on the natural world. We've set ourselves many challenging targets – to transform the future for the world's wildlife, as well as rivers, forests and seas in areas we regard as particular priorities. We're pushing for the reduction in carbon emissions needed to avoid catastrophic climate change. And we're pressing for the true value of natural resources to be reflected in political and economic decision-making.

In this section we outline a selection of our achievements during the year. You'll find more detail in our full report, at wwf.org.uk/annualreport

5,000

WE'VE HELPED PRODUCE
A NEW RHINO STRATEGY
FOR KENYA, HOME TO MOST
OF EAST AFRICA'S 5,000
BLACK RHINOS

RESTORING WILDLIFE

Only around 5,000 black rhinos survive in Africa, and they're facing renewed pressure from poaching. Rhino conservation in east Africa has been a priority – and challenge – for WWF ever since we were founded.

The main population in the region is in Kenya, where we provide vital equipment for rangers, as well as training for both rangers and prosecutors to help ensure poachers are successfully prosecuted. We've also been developing a new rhino strategy for the country. During the year we convened wildlife parks, private sanctuaries, government ministries and non-government organisations to review the current strategy, and to produce a new one.

1.55M SQ KM

OUR LOBBYING AND ADVICE
HELPED IN ESTABLISHING
THE WORLD'S BIGGEST
MARINE PROTECTED AREA,
IN THE ROSS SEA

SUSTAINING FORESTS AND OCEANS

In a huge step for the conservation of Antarctica's seas and wildlife, more than 1.5 million square kilometres of the Ross Sea is now protected following a landmark agreement. It's created the world's largest marine protected area. We've been lobbying for years to secure this protection – we identified the Ross Sea as a key area of the Southern Ocean to protect, and provided advice on draft management plans.

The current measures are great progress in safeguarding the whales, penguins, seals and thousands of other species found there. No fishing will be allowed in more than two-thirds of the protected area.

>1 MILLION

WE'VE HELPED IMPROVE THE
QUALITY AND QUANTITY OF WATER
REACHING NATURE IN THE YANGTZE
RIVER BASIN, INCLUDING
MORE THAN A MILLION
OVERWINTERING BIRDS

KEEPING RIVERS FLOWING

The Yangtze's Three Gorges Dam is the world's largest power station in terms of capacity, and has had huge detrimental impacts on the river's ecosystems. Critically-endangered species including Yangtze finless porpoises and Chinese sturgeon rely on the river basin, and more than a million birds overwinter there.

The Yangtze has been one focus of our freshwater partnership with HSBC since 2002. We've worked with the dam's operating company since 2011, and it has now added requirements to its operating rules to improve the quality and quantity of water released by the dam. This will ensure nature has enough water at critical times.

TRADING SUSTAINABLE TIMBER AND SEAFOOD

We're working urgently with others to transform tuna fishing into a sustainable business. This year we supported new memorandums of understanding that will hugely improve the way tuna in the Indian Ocean and the eastern Atlantic are caught. The projects bring together governments, fishing fleets and producer organisations.

Together they have agreed to help ensure that by 2021, purse seine tuna fisheries in these two oceans will meet sustainability standards of the Marine Stewardship Council. Together these fisheries represent more than 60% of the canned tuna sold in the UK.

60%

WE SUPPORTED AGREEMENTS
BY FISHERIES REPRESENTING
OVER 60% OF CANNED TUNA
SOLD IN THE UK TO MEET
SUSTAINABILITY
STANDARDS

REDUCING CARBON EMISSIONS

International aviation is among the world's fastest-growing sources of greenhouse gas emissions. But these emissions weren't included in the Paris Agreement because they happen above and between countries. That's why the new Carbon Offsetting and Reduction Scheme for International Aviation, agreed by 191 nations at the UN aviation agency ICAO assembly, is so important. It means airlines will have to pay for climate-warming pollution.

WWF built strong relationships with NGOs, governments and airlines to push for the best possible outcome. The final deal included some of our key asks – such as commitments to standards for high-quality carbon credits and biofuels.

191

MANY OF OUR ASKS WERE INCLUDED IN A NEW SCHEME TO TACKLE EMISSIONS FROM INTERNATIONAL AVIATION, AGREED BY 191 COUNTRIES

FUTURE-PROOF

WE'RE DISCUSSING WITH THE TREASURY AND DEFRA HOW TO CHANGE THE WAY THE NATURAL WORLD IS REGARDED, TO FUTURE-PROOF THE ECONOMY

LIVING SUSTAINABLY

The goods and services nature provides are worth an incredible US\$125 trillion a year globally. But in the UK, businesses and the government are giving too little consideration to the potential economic impacts of environmental decline when making decisions.

So we're highlighting the connection between environmental depletion and economic risk. We're outlining how businesses and government need to change the way they regard the natural world if we're to future-proof the economy. During the year we pilot-tested a new risk-mapping technique we've developed, which we call a 'natural capital stress test'. We're discussing the results with the Treasury and Defra.

CAMPAIGNING TOGETHER WITH THE GLOBAL WWF NETWORK

Natural World Heritage sites are some of our planet's most extraordinary places. As well as being home to incredible wildlife, they provide food, jobs, fresh water and more to millions of people. But our research shows that of 229 World Heritage sites listed for their natural values, around half are under threat from harmful industrial activities such as mining, oil and gas drilling, and construction of large-scale infrastructure. That's why boosting their protection is a global priority for WWF.

CAMPAIGNING

Through our campaigning, we inspired people in the UK to take more than 60,000 actions to support our global aims. One very effective example was when nearly 2,000 supporters sent us origami birds, which WWF displayed outside the Spanish parliament. This prompted the government to offer a meeting with WWF. Ten days later, the government cancelled plans for destructive river dredging that posed an immediate threat to Doñana national park, a World Heritage site.

We also launched an urgent outcry against seismic testing in pursuit of oil within 1km of Belize's spectacular and fragile barrier reef system – another World Heritage site. Within three days the Belize government suspended

its plans. Our efforts were backed by 250,000 people who called on Belize's prime minister to protect the reef.

And more than 200,000 people added their name to our successful call for Mexico's president to introduce emergency measures in the Gulf of California World Heritage site, to help protect the vaquita porpoise – the world's most endangered marine mammal.

CHANGING THE INVESTMENT LANDSCAPE

We've also worked with governments, businesses and investors to address the underlying threats to our shared natural heritage. We've led WWF's global efforts to motivate banks and investors to improve their lending policies and practices, to send a clear message to the extractive sector to respect World Heritage sites.

The International Council on Mining and Metals welcomed our guidance on World Heritage site policies, and called for action to stop any firms extracting resources from natural sites protected by the UN.

And our work with Aviva Investors and Investec Asset Management has led investors to call on large oil companies to adopt 'no-go' policies and lodge these with Unesco's World Heritage centre.



ENVIRONMENT FIRST

We hosted environment secretary Michael Gove when he gave his first major speech on the environment. He set out ambitious plans including a strong commitment to the UK's 25-year environment plan, a ban on microbeads, and a consultation on banning ivory trade in the UK.

OUR WORK IN THE UK

We're using our influence with government to tackle many global environmental threats at the national scale – from ending the illegal wildlife trade to improving protection of our threatened rivers and seas; and from implementing the Sustainable Development Goals to maintaining commitment to tackle climate change. We're also working with companies to become better stewards of our natural wonders. And we're inspiring the public, schools and youth groups – through initiatives from Earth Hour to Green Ambassadors – to engage them with our work. Here are a few of the ways we've made a difference in the UK during the year.

CLIMATE ACTION

We kept up pressure on the UK government for an ambitious clean growth strategy, and secured commitment for energy efficiency in homes. We encouraged people to speak up about the need for climate action through the Show the Love initiative and our successful #MakeClimateMatter Earth Hour message.

RENEWABLE SCOTLAND

The Scottish government's commitment to secure half the country's energy needs from renewables by 2030 was a huge campaign win for WWF in Scotland. We provided evidence showing this transformation was possible, and we helped generate strong public support.

A RIVER RUNS THROUGH IT

We created a dry river bed in the Houses of Parliament which gave us an eye-catching platform to highlight the protection that rivers in the UK need, especially as we prepare to leave the EU.

THE WWF EXPERIENCE

This year more than 4,500 young supporters in the UK visited us with their schools, youth groups or their family. They've explored our interactive WWF Experience and discovered more about the subjects we work on through our workshops, including Amazing Amazon and Wildlife Explorers.

SUSTAINABILITY GOALS

We led an initiative to publish a full-page letter in the *Times* Theresa May, in which 84 signatories including many of the biggest supermarkets, food companies and banks called on the government to show its commitment to delivering the Sustainable Development Goals in the UK.

OUR SUPPORTERS

The work we do to safeguard endangered species and threatened habitats, and address global environmental threats, wouldn't be possible without building strong and long-lasting relationships with our supporters and other partners.

INDIVIDUAL SUPPORTERS

We're truly grateful for the generosity of our loyal supporters, who help us in many ways. They may become a member or donor, adopt a wild animal, take part in one of our events, or give their backing to our online campaigns. Their ongoing support provides the lifeblood of the charity.

Please call us on **01483 426333** or email supportercare@wwf.org.uk

CONSERVATION CHAMPIONS

Our Conservation Champions donate significant funds to help us address the world's most serious environmental problems. We offer them our sincere thanks for their support this year:

Trusts and foundations

Afra Gent Memorial Trust, Ampelos Trust, Ernest Kleinwort Charitable Trust, Evening Primrose Foundation, First Names (Jersey) as Trustee of NET Trust, The Herd Lawson and Murriel Lawson Charitable Trust, The Hugh Symons Charitable Trust, The Ingram Trust, Jamma International, The Martin Laing Foundation, Late Miss Eileen M Tyler's Charitable Trust, Peter Smith Charitable Trust, players of People's Postcode Lottery, Restore UK, Size of Wales, The Utermann Charitable Trust, The Westnik Trust

Individuals

Roy Alderslade, Michael John Armstrong, Michiel Bakker, Mario Frering, Sarah Greaves and Nick Harrison, Eleanor Holloway, Carol Kemm, Anne Dorothy Reece, the Roden family

*To find out more about becoming a Conservation Champion or to donate through a trust or foundation please call **01483 412424** or email philanthropy@wwf.org.uk*

HIGH-PROFILE PEOPLE

We gain strong support from a number of people who use their high profile and online influence to promote us. We greatly appreciate their participation in our work, which allows us to reach even more people across the world.

Tom Aikens, Kirstie Allsopp, Amazing Arabella, Steve Backshall, Annie Bean, Raymond Blanc, Liz Bonnin, Lucy Campbell, Henry Cavill, Karen Edwards, Rebecca Fisher, Ellie Goulding, Finn and Jack Harries (JacksGap), Ken Hom, Ching He Huang, Conor McDonnell, Jo Middleton, Sir Andy Murray, Aaron Ramsey, Andy Rouse, Cel Spellman, Sue Timney, Frances Tophill, Andrew Triggs Hodge, George Turner

WWF AMBASSADORS

WWF ambassadors are distinguished and influential people who are committed to our mission. We greatly appreciate their efforts in support of our work.

Sir David Attenborough, Sir John Chapple, The Rt Rev & Rt Hon Richard Chartres, Sir Ian Cheshire, Jeremy Darroch, Jane Davidson, Will Day, Bernard Donoghue, Prof Jonathon Drori, John Elkington, Ben Fogle, Alistair Fothergill, Anna Friel, Sir Stelios Haji-Ioannou, Nicola Howson, Sir Richard Kleinwort, Graeme Le Saux, Guilda Navidi-Walker, Stephen Poliakoff, Jonathon Porritt, Lord David Puttnam, Simon Reeve, Miranda Richardson, Prof Callum Roberts, Lord Stuart Rose, Lord Adair Turner, Will Young

BUSINESSES THAT SUPPORT US

We have many rewarding partnerships with the business world. These help us to deliver our vital conservation programmes while promoting sustainable business policy and practice. We'd like to thank the following companies for generously supporting our work this year:

Alpro, Apple, Coca-Cola, H&M, HSBC, John West, MBNA, M&S, Next, Pentland, SABMiller, Sodexo, Sky

For information about getting your business involved, please email supportercare@wwf.org.uk

LEAVING A LASTING LEGACY

We would like to pay tribute to everyone who remembered us in their wills, and to friends and relatives who made donations in memory. Every legacy is of great value to our work. The following people left especially generous bequests during the year:

Mr JR Baker, Ms A M Bell, Mr DJ Bennett, Mrs PER Bentley, Mr MT Bishop, Mrs AD Blackburn, Dr RG Bunn, Mrs MRE Calder, Mr R Chamberlain, Mr CRA Clegg, Mrs S Cowan, Mrs MA Cox, Mr B Dodd, Mr GJ Drew, Mrs OE Edwards, Mr SJ Fleet, Mrs D Flint, Mrs BL Gauk-Roger, Mr EA Goode, Miss ME Gordon, Dr AM Grape, Miss CPS Griffiths, Mr ST Haynes, Mr DJ Hindley, Mr AP Hornett, Ms GM Hunt-Jones, Miss AM Hutchison, Mr DJ Kirkness, Ms G Limb, Mrs MM Lisle, Mr RA Lynch, Dr IM McCullough, Ms JEA Paler, Ms NA Parrish, Mr K Patel, Ms SE Pritchard, Mr MWJ Robertson, Mr VH Robinson, Mr DJ Rooke, Mr GS Salisbury, Mr BG Saunders, Mrs JD Sexton, Mr BE Shipp, Mr DS Smith, Mrs TP Stott, Miss SM Thom, Mrs E Walker, Mrs W Wilson, Mr MF Wise, Mr AR Zambra

*If you'd like to speak to us about leaving a gift in your will, please call our legacy supporter manager on **01483 412459** or email maria@wwf.org.uk*

WE DEPEND ON EVERY INDIVIDUAL AND ORGANISATION WHO GIVES US THEIR SUPPORT. MANY OF THEM DEMONSTRATE A VERY STRONG COMMITMENT TO THE BRIGHTER FUTURE WE STRIVE FOR, AND DEVELOP A CLOSE INVOLVEMENT IN OUR WORK. WE ARE TRULY GRATEFUL FOR THEIR GENEROSITY AND THEIR ONGOING CONNECTION WITH US.

"I was astonished to learn we are losing 10 billion trees a year. The consequences of this affect every one of us – with increasing carbon emissions; dwindling stores and quality of fresh water; shrinking habitat for wildlife; and even tougher lives for more than one billion people who depend on forests. That is why I initiated the Trillion Trees programme – a collaboration between WWF, BirdLife and Wildlife Conservation Society to double the number of trees on our planet. I've provided the seed-funding for this programme, which these three charities are using to generate innovative forest restoration projects. These have the potential to secure and sustain bigger investments in the long term. I believe passionately that philanthropy should generate social and environmental impact, alongside a financial return that is channelled back into conservation. This is the future of conservation and I am excited to be working alongside WWF and its partners."

Mike Edge, founder of Restore UK

"My grandfather, Ernest Kleinwort, was invited to become a trustee of the World Wildlife Fund in 1962 by Sir Peter Scott. He chaired the first ever City Appeal, to which he himself contributed substantial funds to 'lead by example'. Sir Peter Scott and others use to underline his importance to the fundraising cause with the phrase 'the importance of seeing Ernest'. Supporting the work of WWF is therefore in our DNA and today the Ernest Kleinwort Charitable Trust, run by myself and two more of Ernest and Joan's grandchildren, is proud to continue that close connection. This year we chose to support WWF's global initiative to double the number of wild tigers by 2022, as well as conservation of Javan rhinos and mountain gorillas."

Sir Richard Kleinwort, trustee
Ernest Kleinwort Charitable Trust

PLEASE GET IN TOUCH WITH OUR PHILANTHROPY TEAM

T: 01483 412424

E: philanthropy@wwf.org.uk

OUR PLANET

Our Planet is a landmark collaboration between WWF, Netflix and Silverback Films. It's a project that will centre on a global TV series, and will continue for several years. It's being made by the producers who brought you *Planet Earth*, *Blue Planet* and *Frozen Planet*, and will allow viewers to see the planet in a new light and understand it like never before.

We're helping to create compelling stories for *Our Planet*, and we're providing our expertise in science and conservation. The result will be much more than a TV series: it will change the way people all over the world, from all walks of life think about the natural world and the challenges ahead.

Our Planet will begin streaming globally on Netflix in 2019. The powerful message it conveys will dovetail with a unique opportunity to influence major global decisions, including three key UN processes in 2020. We're determined to make the most of this defining moment for people and nature.

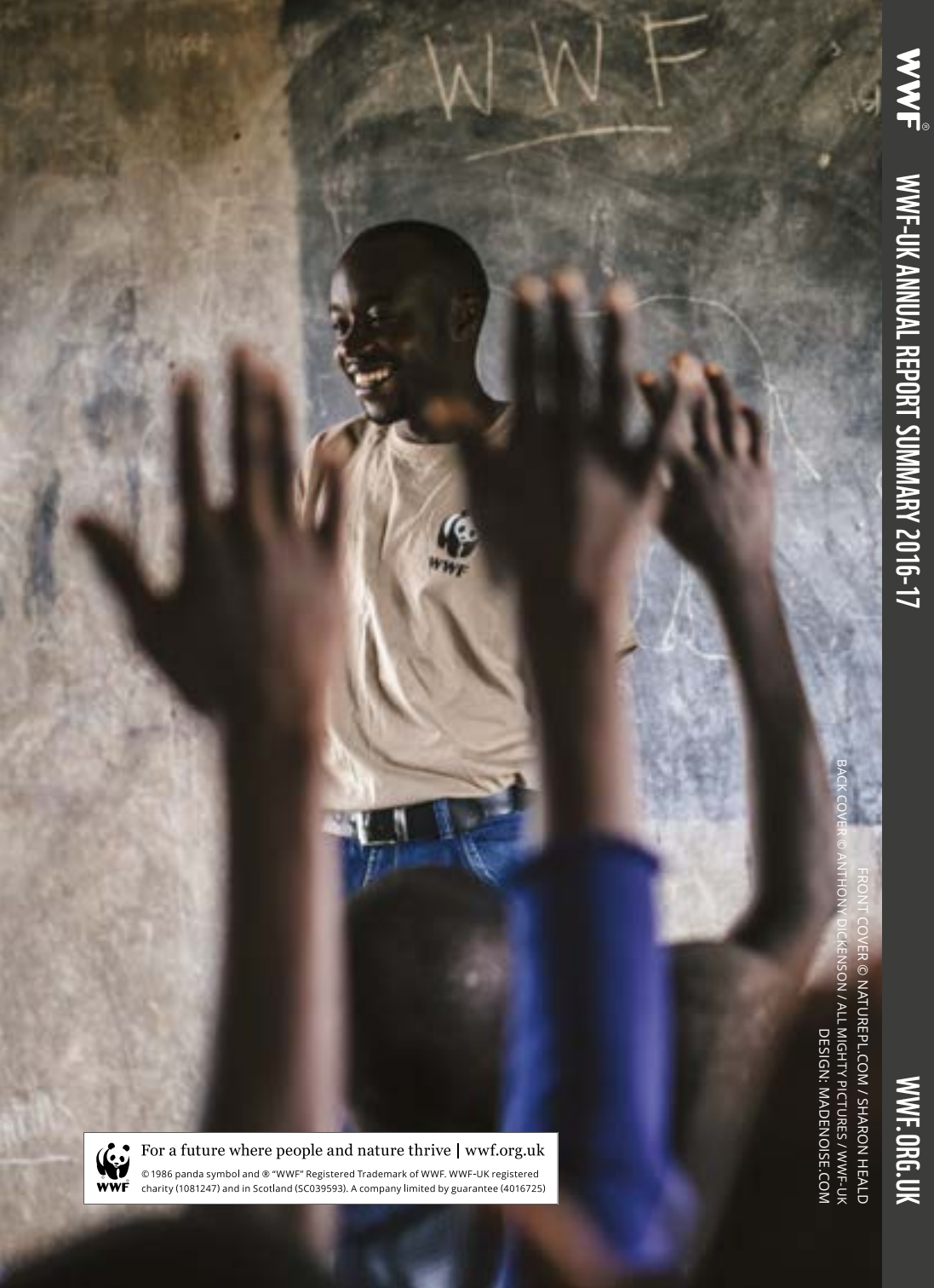


Watch many WWF films, including our powerful advert about the urgent need to prevent elephant poaching, at wwf.org.uk/youtube

**AROUND 55 ELEPHANTS A DAY
ARE KILLED FOR THEIR TUSKS**

**WE NEED YOUR HELP TO
STOP THE KILLING**

SEARCH 'WWF JOIN US'



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BACK COVER © ANTHONY DICKENSON / ALL MIGHTY PICTURES / WWF-UK
DESIGN: MADENOISE.COM



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