

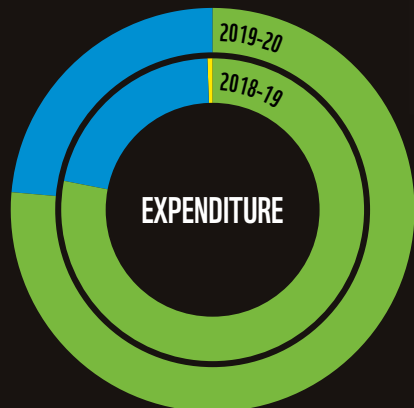
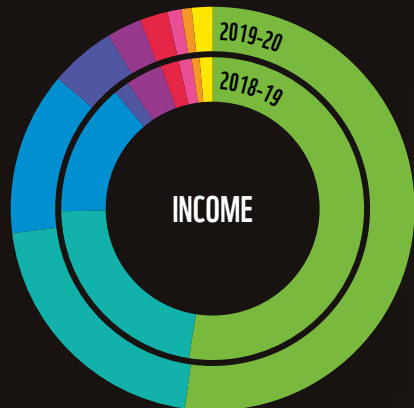
WWF-UK ANNUAL REPORT SUMMARY 2019-20



FOR
YOUR
WORLD

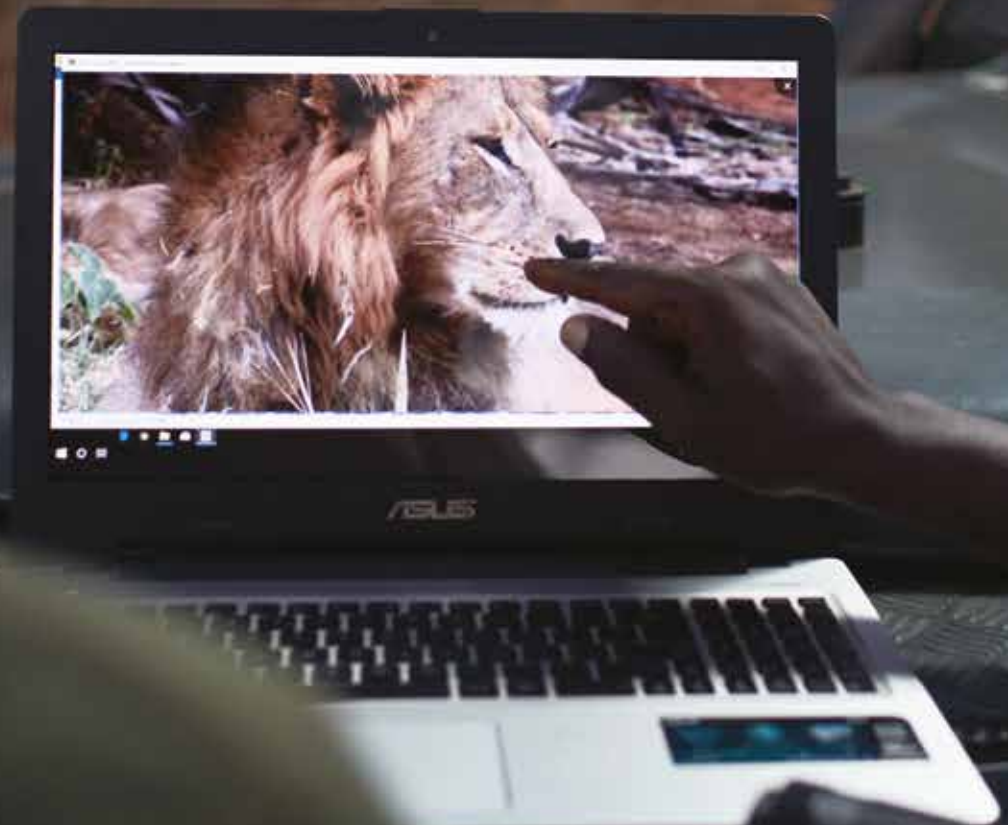
RAISING SUPPORT

Here's a quick summary of our income and expenditure for the year ending 30 June 2020, along with equivalent figures for the previous year. You'll find more details in our Annual Report and Financial Statements, at wwf.org.uk/annualreport



INCOME	2019-20	2018-19
MEMBERSHIP AND DONATIONS	£42.2M	£34.9M
LEGACIES	£17.0M	£14.8M
CORPORATE DONATIONS AND INCOME	£10.4M	£9.4M
LOTTERY PROMOTIONS	£4.3M	£1.1M
CHARITABLE TRUSTS	£2.2M	£2.6M
WWF NETWORK AND OTHER CHARITIES	£1.9M	£1.2M
INVESTMENT INCOME	£0.8M	£0.9M
AID AGENCIES AND GOVERNMENT GRANTS	£0.8M	£0.6M
OTHER	£1.2M	£0.8M
TOTAL	£80.8M	£66.3M

EXPENDITURE	2019-20	2018-19
CHARITABLE ACTIVITIES	£59.8M	£54.5M
COST OF RAISING FUNDS	£18.4M	£14.9M
OTHER	£0.0M	£0.2M
TOTAL	£78.2M	£69.6M



OUR SUCCESSES



© WWF / HENRY HARRISON

July 2019

PROTECTING THE LAST ICE AREA

We helped secure Inuit-led protection for *Tuvaijuittuq*, a marine area in the Canadian Arctic that WWF identified as part of the 'last ice area'. The thickness of ice here means it could become a final refuge for wildlife such as narwhals, polar bears and walruses which rely on sea ice, as well as the algae that fuels the entire Arctic food chain. The area is almost the size of Germany and will become one of the world's largest conservation areas. It will also support local food security, infrastructure and employment needs.

322,000 sq km

PROTECTED IN THE CANADIAN ARCTIC
THANKS TO OUR SUPPORTERS

August

PEDALLING FOR PANGOLINS

Twelve-year-old Izaak was congratulated by Sir David Attenborough after he and his dad, Greg, cycled 710 miles from our HQ in Woking to our global office in Switzerland to raise money for our work tackling the illegal wildlife trade. Izaak was inspired to help when he heard pangolins are the most trafficked mammals in the world. The duo were among many intrepid Team Panda participants who this year collectively raised almost £140,000 taking on some awesome challenges. Our special thanks also to 'marathon man' Craig Brewster who ran 52 marathons for us in as many weeks!



© SUZIE HUBBARD / WWF-UK

September

HELPING AMAZON COMMUNITIES RECOVER

Our Amazon emergency appeal raised £1 million to support efforts in Bolivia and Brazil to deal with the devastating forest fires. We provided medicine, food, water pumps and firefighting equipment to affected areas, as well as training and equipment to monitor deforestation and prepare for future fire seasons. We've also been working with indigenous communities who depend on the forest for their livelihoods and have been hit by the loss of fruit, nuts, timber and other products they harvest.

£1M

RAISED FOR OUR AMAZON EMERGENCY APPEAL



© SILAS ISMAEL / WWF-BRAZIL

2019



© LILY OMAHONY / WWF-SCOTLAND

October

LEADING THE WAY ON SCOTLAND'S CLIMATE LAWS

Thanks to more than two years of campaigning by WWF and others, the Scottish parliament was persuaded to pass one of the toughest climate laws in the world. The law sets a target for net-zero greenhouse gas emissions by 2045 at the latest – five years earlier than the UK overall. Crucially, it demands early action: by 2030, the aim is to cut emissions by 75% compared to 1990 levels. To keep things on track, it includes annual targets for different sectors and requires the government to report on its progress.

November

BUILDING AN ACCURATE PICTURE OF LION NUMBERS

With our partners in Kenya, we embarked on the biggest and most accurate survey of lion populations ever undertaken – in the first lion survey to apply the same methods across a whole country. It involves identifying individual lions by their unique whisker spot patterns. The survey will provide us with an accurate 'baseline' and will be repeated in future so we can monitor lion numbers over time, allowing us to evaluate and adapt our conservation efforts.



© JUOZAS CERNIUS / WWF-UK



© NATUREPL.COM / ANDY ROUSE / WWF

December

STRENGTHENING MOUNTAIN GORILLA NUMBERS

The results of a survey of the Bwindi-Sarambwe ecosystem, in Uganda and the Democratic Republic of the Congo, revealed that the mountain gorilla population here rose from an estimated 400 in 2011 to at least 459 in 2018. This brings the total number of wild mountain gorillas to a minimum of 1,063 when combined with results from the Virunga volcanoes survey of 2015-16. They're still endangered, but this increase is testament to the success of our long-term conservation efforts, including our work through the International Gorilla Conservation Programme.

January 2020

RESPONDING TO THE AUSTRALIAN BUSHFIRE CRISIS

Our Australia bushfire emergency appeal raised £3 million for rescuing and treating injured wildlife and restoring their habitat. We supported efforts to provide veterinary care and food and water for starving animals, and to use sniffer dogs to find surviving koalas. Money raised is also helping us to assess the damage, protect and replant forest habitat, and press the Australian government for better climate policies.

£3M RAISED FOR OUR AUSTRALIA BUSHFIRE EMERGENCY APPEAL



© NATUREPL.COM / JO-ANNE MCARTHUR / WE ANIMALS / WWF



© LEWIS JEFFERIES / WWF-UK

February

PLANTING SEEDS OF HOPE

We planted more than 750,000 seagrass seeds in Dale Bay, Pembrokeshire, as part of our pioneering partnership with Sky Ocean Rescue and Swansea University. Seagrass can absorb carbon at 35 times the rate of rainforests, so it has a crucial role in fighting the climate crisis – but this vital habitat has been decimated globally. It's also home to an incredible abundance of wildlife: within five years our two-hectare demonstration site will become a haven for an estimated 160,000 fish and 200 million invertebrates.



March

BRIGHTENING UP LOCKDOWN

We responded to the public mood during lockdown in ways that aimed to keep people upbeat and entertained, as well as informed about nature. For instance, we posted regular quizzes online – including ones about wildlife sounds and animal poo. We created popular wildlife-based social distancing tips. And we posted #OneSmileEachDay content on our social channels, which reached an estimated 4.86 million timelines. We were also delighted (and impressed) when the ‘nation’s PE teacher’ Joe Wicks did a daily workout wearing our giant panda suit.

April

TRACKING MARINE PREDATORS IN ANTARCTICA

We took part in a massive research study, using satellite and electronic tracking data to discover where predator species go to find food in Antarctica and help identify areas that need greater protection. Over several years, more than 70 scientists from 12 nations tracked over 4,000 individual animals from 17 species, including five types of penguin as well as whales, seals and other seabirds.



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© AARON GEKOSKI / WWF-US

May

CAMPAIGNING TO REDUCE OUR GLOBAL FOOTPRINT

Our *Riskier Business* report, published with the RSPB, revealed the UK relies on land overseas equivalent to 88% of the area of the UK to satisfy our demand for products such as palm oil, timber, soy and cocoa. Some 28% of the land used is in countries where there’s a high risk of deforestation, impacts on people, and other destruction of nature – increasing the risk of extinction for over 2,800 species. We’ve used the findings to support our calls for sustainable supply chains for these commodities, tougher trade regulation, and action to protect and restore key landscapes.

June

REACHING OUT TO NEW AUDIENCES

At the beginning of the year, we launched a new strategy for our YouTube channel, giving us more opportunities to engage with supporters online. We’ve since published a new video every week, providing deeper dives into our work, and content presented by WWF staff responding to current events. Our channel has reached 18,000 subscribers – connecting them with our work and updates.

18,000

SUBSCRIBED TO OUR YOUTUBE CHANNEL



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Subscribe at [wwf.org.uk/youtube](https://www.wwf.org.uk/youtube)

INDEPENDENT REVIEW INTO ALLEGED ABUSE – AND WWF'S RESPONSE

In 2019, WWF International commissioned an independent review – led by the former UN High Commissioner for Human Rights, Judge Navi Pillay – into allegations of human rights violations by government eco-guards in some areas where we work.

In November 2020 we published the independent panel's full report and recommendations into the issues, which you can find at panda.org/review

The reported abuses committed by some rangers are horrific and go against all the values we stand for. We feel deep and unreserved sorrow for those who have suffered, and we are determined to consistently advocate for governments to uphold their human rights obligations.

The panel was asked to investigate the allegations of abuses, and to look at the suitability and appropriateness of WWF's broader policies, procedures and assurances and risk management processes.

THE FINDINGS

The panel's report found:

- The rangers accused of abuses were employed and managed by governments, not WWF.
- No evidence that WWF staff directed, participated in or encouraged any alleged abuses.
- No evidence that WWF purchased or procured weapons for rangers.

The panel also recognised that WWF was one of the first conservation organisations to embrace human rights principles, that our commitments often set higher standards than the laws and



© MARTIN HARVEY / WWF

practices of the states in which we work, and that WWF took steps to support communities in the places it reviewed.

But the review also identified significant shortcomings in some of WWF's governance, in areas such as creating accessible grievance mechanisms, engaging governments to uphold human rights, and increasing transparency.

OUR COMMITMENT

We have made commitments in response to each of the panel's recommendations, including strengthening WWF's social and environmental safeguards, using our influence more firmly to support human rights, engaging better with

communities, and taking additional steps to help reduce conflicts between communities and government rangers.

We are determined to meet our own commitments to the people and communities we work with. We appreciate the panel's diligent work and will use its recommendations as important guidance as we work to ensure we operate to the very highest standards.

You can read more on pages 14-15 of our full annual report, at wwf.org.uk/annualreport



OUR FOCUS

There can be no let-up in the fight for our world: our *Living Planet Report 2020* shows global wildlife populations have plummeted on average by 68% in 50 years. We need more ambitious action now to tackle climate change, prevent the loss of natural habitats and species, and halve the footprint of production and consumption. Only by doing all these things together will the world halt nature's decline and begin to restore it by 2030.

Our focus is on tackling the problems that drive the loss of nature. We're determined to transform the way food is produced and traded, and to restore land degraded by agriculture. We're tackling food waste and promoting healthier diets. And we're campaigning for greater ambition to cut greenhouse gas emissions ahead of the vital climate summit in the UK in 2021. These system-level changes must go hand-in-hand with the scaled-up conservation efforts to ensure we don't lose the iconic species we hold so dear.

All our work is underpinned by science and evidence. Each of our reports – such as the *Living Planet Report*, *Riskier Business* and *Global Futures* – helps us shape the decisions governments and businesses are making.

The devastating Covid-19 pandemic has plunged the world into uncharted territory with untold impacts across our health, food, economic, political and social systems. It has also thrown up new challenges in areas where we work, such as a decline in ecotourism and, in some places, an increase in deforestation and poaching.

Amid the potential for a global green recovery from the pandemic, we'll work with even greater energy. In the UK, we'll call for new laws for nature. And for clear government and business pathways to net zero emissions – plans, not just pledges, with the UK leading the way. We'll also press for obligations on businesses to avoid damaging the natural world we all depend on for our future prosperity.

TANYA STEELE CHIEF EXECUTIVE

The coronavirus outbreak, and particularly how it started and spread so quickly, is one of the harshest reminders of the impacts humankind has on the balance of nature.

Against a testing backdrop we've made a real difference this year, including: equipping firefighters in the Amazon; helping mountain gorilla numbers to rise in central Africa; and securing the toughest climate laws in the world in Scotland.

There's no doubt we face a tough challenge if we're to put nature on a path to recovery by 2030. But we have a collective responsibility to do so. We must make everything we do in 2021 count. I'd like to thank everyone for all their support.



You can read the full messages from our chief executive and chair in our Annual Report and Financial Statements.

DAVE LEWIS CHAIR OF THE BOARD OF TRUSTEES

The next decade will be crucial in determining the future of the planet and WWF is committed to applying its expertise to ensure the best possible outcome. WWF's work is made possible thanks to its incredible supporters and the wonderful people who work for it.

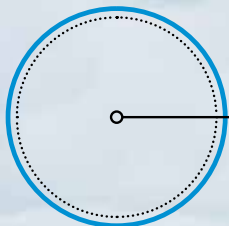
People ask me why I joined WWF and I can now simply point to *David Attenborough: A Life On Our Planet* – Sir David's moving witness statement, made in collaboration with WWF. The film is a poignant rallying cry for all of us to act now. It's time for us all to make some changes and I want to contribute to those changes actually happening.



OUR PERFORMANCE

We're focusing on five goals, outlined below, to help us achieve our 2030 vision. You'll find examples of our progress on the following pages.

Here's how much we invested in each of our five main goals during the past year, and the equivalent amount we spent the previous year.

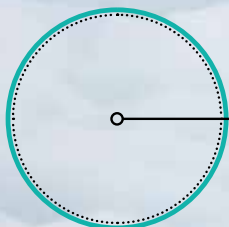


1. FIGHT FOR YOUR WORLD

2019-20: £11.4M

2018-19: £10.3M

To achieve the scale of change needed, we're harnessing people power, promoting behaviour change, and influencing political and economic systems to stop nature's decline.

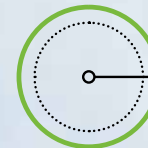


2. GROWING SUPPORT

2019-20: £11.5M

2018-19: £11.4M

We're substantially growing support for our work by making WWF as widely-known as possible – and by creating more opportunities for our supporters to be involved in what we do and have an impact on our mission.



3. FOOD FOR THE FUTURE

2019-20: £4.6M

2018-19: £3.1M

We're fighting to ensure the UK leads a global transformation to sustainable food systems, so it's easier to choose affordable and healthy food that won't cost the Earth.

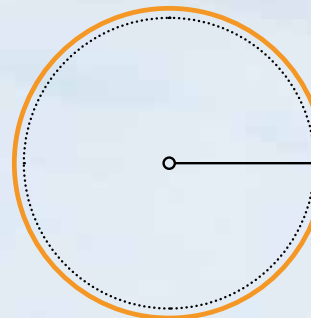


4. CLIMATE CHANGE AND THE POLAR REGIONS

2019-20: £1.5M

2018-19: £1.4M

We're pressing for the strongest climate and conservation action – ramping up ambition and action from the UK to tackle the climate emergency and to safeguard the vital polar regions.



5. THRIVING HABITATS AND SPECIES

2019-20: £23.5M

2018-19: £21.7M

We're working to halt the loss of habitats and rebuild natural life-support systems for people and species in some of the world's most special places, proving nature can be restored.



© WWF-UK / DAVID ATTENBOROUGH: A LIFE ON OUR PLANET

GOAL 1

FIGHT FOR YOUR WORLD

The world's economies and businesses depend on nature's services, so environmental decline is putting future prosperity and wellbeing in jeopardy. But among heads of state, ministries of finance, businesses and investors there's been a low level of understanding of how the nature crisis affects the economy.

That's where our Global Futures project comes in. In it, we've produced compelling new evidence that strengthens the economic case for making nature's recovery a priority during global policy discussions in 2020 and beyond.

Our cutting-edge approach links established economic and environmental models to calculate the costs of degrading nature in terms of gross domestic product, jobs, productivity and trade – the metrics decision-makers care most about. Our model covered 140 countries and all key industry sectors.

Our findings have been extensively shared with government, industry and influencers around the world – and the work has been widely cited as game changing by high-profile international institutions.

GOAL 2

GROWING SUPPORT

In these challenging times, more people than ever have shown how much they care about nature, and supported our efforts to change the world for the better – particularly in response to unfolding emergencies.

Prime examples included the huge public response to devastating fires in the Amazon and wildfires in Australia. People gave £1 million to support our efforts to help tackle the crisis in the Amazon. And we raised £3 million to care for injured wildlife in Australia and to restore their homes.

We responded to the public mood during lockdown, with popular wildlife-based social distancing tips, a #OneSmileEachDay storytelling campaign, and turning our science facts into online quizzes.

And, acting on insights about what supporters want, we've created regular films for our YouTube channel, featuring our staff explaining areas we work on. This fresh content is helping us deepen engagement and boost subscriber numbers.



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GOAL 3

FOOD FOR THE FUTURE

The way we produce and consume food is the biggest driver behind the global loss of nature. It's also responsible for up to 30% of global greenhouse gas emissions. This year we and Tesco have developed a 'basket metric' that allows us to track progress towards our ambitious target of halving the environmental impact of the average UK shopping basket. Our targets include reducing emissions from some of the most greenhouse gas-intensive agricultural systems like cattle, reducing the sales of high-impact proteins like meat and

dairy, and ending the deforestation and habitat conversion associated with soy for animal feed. One year into our partnership we've made 11% progress towards our overall goal.

At WWF, we've also made progress in pressing the UK government to take a stand against the destruction of nature by bringing in new laws that prevent companies from importing food commodities that have contributed to deforestation or land conversion.

GOAL 4

CLIMATE CHANGE AND THE POLAR REGIONS

Despite the delay until 2021 of the next UN climate summit, we've taken every opportunity to keep the climate high on the political, business and public agenda. A focus for us is increasing understanding of and commitment to the contribution nature-based solutions can make globally towards meeting the Paris Agreement's emissions goals – such as restoring peatlands, wetlands, seagrass and forests.

We gained strong public support when, as part of The Climate Coalition, we organised the first digital mass lobby of

Parliament, to which more than 14,000 people signed up.

We're also helping to establish a world-first network of marine protected areas across an entire ocean, to urgently protect places that are most critical for Arctic wildlife and communities.

And we made a substantial scientific contribution to a special UN report on the impact climate change will have on the world's oceans and places covered in snow and ice.



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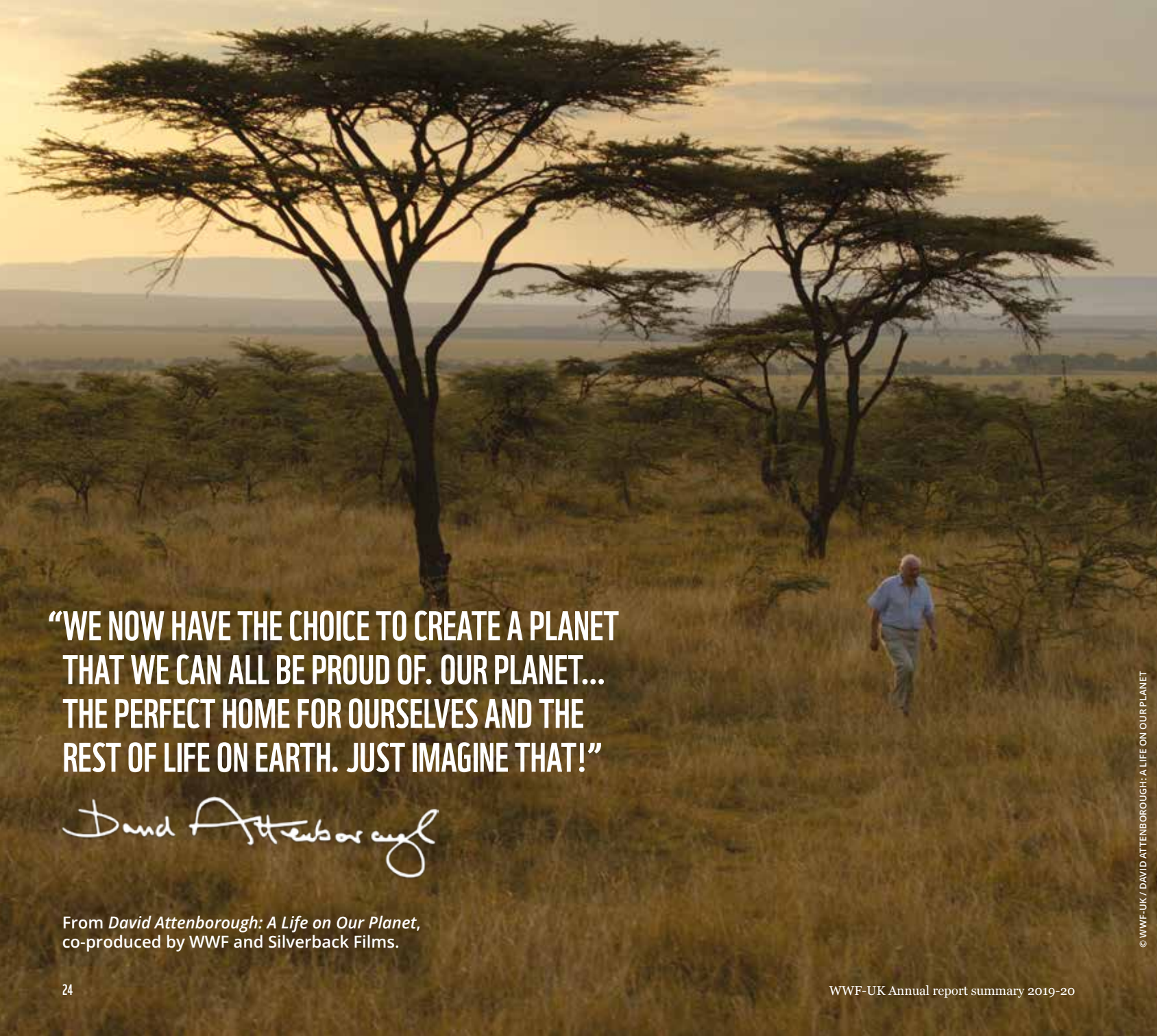
GOAL 5

THRIVING HABITATS AND SPECIES

We're supporting our colleagues in Kenya and Tanzania to help create an ambitious transboundary conservation programme covering 134,000 sq km along their shared border that's home to the annual migration of millions of wildebeest. This landscape is under immense pressure from land conversion, fragmentation and degradation. We aim to contribute to the two governments' efforts to implement strategies for wildlife corridors and dispersal areas while ensuring we enhance the livelihoods and wellbeing of people living in these areas.

A big focus this year has been ensuring all the right people were involved in the planning process. We held visits, meetings and workshops to gather insights across the landscape, to get the vision and strategy right. More than 100 county and district government officials were engaged, along with people from local communities and from conservation and development organisations. And we've secured initial commitment for the programme concept in both countries.





**"WE NOW HAVE THE CHOICE TO CREATE A PLANET
THAT WE CAN ALL BE PROUD OF. OUR PLANET...
THE PERFECT HOME FOR OURSELVES AND THE
REST OF LIFE ON EARTH. JUST IMAGINE THAT!"**

David Attenborough

From *David Attenborough: A Life on Our Planet*,
co-produced by WWF and Silverback Films.

A LIFE ON OUR PLANET

Our plans to make the most of opportunities in 2020 included our landmark film, *David Attenborough: A Life On Our Planet*, which we co-produced with Silverback Films to reach a global audience with an urgent message on how we can save our planet.

The feature-length film is Sir David's witness statement, a powerful first-hand account of how he's experienced humanity's impact on the natural world, in which he reflects on how fundamental nature is to our existence. Through the film, he shares a message of hope for the future and a call to action: solutions that will help us urgently heal our broken relationship with nature.

The film is streaming now on Netflix.

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OUR SUPPORTERS

Our sincere thanks to the huge numbers of supporters who have given so generously. You've helped fund our work on the ground, power our campaigns and elevate our mission. Your support provides the lifeblood of WWF.

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, The Rt Rev and Rt Hon Lord Chartres, Sir Ian Cheshire, Jeremy Darroch, Will Day, Bernard Donoghue, Prof Jonathan Drori, John Elkington, Princess Esméralda of Belgium, Alastair Fothergill, Diana Fox Carney, Anna Friel, Jack Harries, Nicola Howson, Sir Richard Kleinwort, Conor McDonnell, Guilda Navidi-Walker, Stephen Poliakovoff, Lord David Puttnam, Simon Reeve, Miranda Richardson, Prof Callum Roberts, Lord Stuart Rose, Keith Scholey, Ceallach Spellman, Lord Adair Turner

HIGH-PROFILE SUPPORTERS

We gain strong support from people who use their high profile and online influence to work with us to create a future where people and wildlife thrive together. We greatly appreciate their participation, which allows us to amplify our voice and reach even more people across the world.

Alice Aedy, Daze Aghaji, Alastair Aiken, Tom Aikens, Jade Anouka, Amazing Arabella, Margaret Atwood, Steve Backshall, Brooklyn Beckham, David Beckham, Héctor Bellerín, Flora Beverley, Liz Bonnin, Alfie Bowen, Julia Bradbury, Kate Bradbury, Thomas Brady, Kirstie Brittain, Gillian Burke, Asa Butterfield, Adam Buxton, Jim Chapman, Lily Cole, Sharron Davies, Judi Dench, Kelly Eastwood, Hugh Fearnley-Whittingstall, Jess Glynne, Ellie Goulding, Viv Groskop, Matt Haig, Lewis Hamilton, Ian Harper, Finn Harries, Kelly Hoppen, Niall Horan, Geri Horner, Konnie Huq, Georgia May Jagger, Jodie Kidd, David Lindo, Dua Lipa, Charlie Mackesy, Dara McNulty, James McVey, Sir Andy Murray, Arizona Muse, Tokio Myers, Jamie Oliver, Chris Packham, Sophie Pavelle, Nelson Piquet Jr, Dougie Poynter, Gwilym Pugh, Aaron Ramsey, Iwan Rheon, Rachel Riley, Manal Rostom, Clare Siobhán, Niomi Smart, James Stewart, Hannah Stiffall, Sophie Tea, Kae Tempest, Louis Theroux, Camilla Thurlow, Stephanie Tudgey, KT Tunstall, Zanna Van Dijk, Joe Wicks, Maisie Williams, Kedar Williams-Sterling, Shane Williams, Levison Wood, Benjamin Zephaniah

BUSINESSES THAT SUPPORT US

Our many partnerships with the business world help us to deliver high impact and innovative solutions to some of the world's biggest problems and promote sustainable business policy and practice. Thank you to our partners, including:

AB InBev, Coca-Cola Foundation and Coca-Cola European Partners, Heineken UK (Old Mout), HSBC, Hull City AFC, M&S, MBNA, Mondy, Next, Procter & Gamble (Aussie Haircare), Revolut, Selfridges, Sky, Sodexo, Tesco (including F&F), Unilever (Knorr)

We'd also like to thank the following companies for generously supporting our work this year:

Animal Friends Pet Insurance, Amazon Smile, Bunzl, Coinstar, Focus Multimedia, GoodLoop, Google, Investec, Pets at Home, PwC, Refinitiv

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

GLOBAL GAME-CHANGERS

Our Global Game-Changers donate significant funds towards our work to protect and restore our world. We offer sincere thanks to all those who generously supported us this year, including those who wish to remain anonymous:

Mr Michael Armstrong, Jolyon and Sam Barker, Brampton Charitable Trust, Marjorie Coote Animal Charity Trust, Keith Daley, Esmée Fairbairn Foundation (Prof David Hill), February Foundation, Global Returns Project, The Gninwood Trust, The Hawthorth Booth Charitable Trust, David and Eleanor Holloway, The Ingram Trust, Jamma International, Carol Kemm, Ernest Kleinwort Charitable Trust, The Herd Lawson and Muriel Lawson Charitable Trust, MAVA Foundation, The Pickwell Foundation, Quadrature Climate Foundation, Anne Reece, The Reed Foundation, Restore Our Planet, The Roden Family, The Rufford Foundation, Samworth Foundation, Mr Jake Shafran and Mrs Hélène Marie Shafran, Shears Foundation, The Hugh Symons Charitable Trust, Tibra Capital Foundation Europe, The Waterloo Foundation, Woodford Heating and Energy Ltd

*To find out more about becoming a Global Game-Changer please call **01483 412424** or email philanthropy@wwf.org.uk*

LEAVING A LASTING LEGACY

We would like to pay tribute to everyone who remembered us in their wills throughout 2019-20 and to friends and relatives who made donations in memory of loved ones. Every legacy is of great value to our work – we could not achieve nearly so much without such amazing support.

Legacies account for nearly a quarter of WWF-UK's total income, which is truly inspiring. We are so very grateful that these supporters considered our work worthy of such generous recognition.

*If you would 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 WOULD ALL BE LOST WITHOUT A HOME

LET'S PROTECT THEIRS

Watch our new film at
wwf.org.uk/elephant-trail



For a future where people and nature thrive | wwf.org.uk

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