

OUR SUCCESSES

2021

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KEEPING AMAZON RIVER DOLPHINS FROM HARM

With all six river dolphin species threatened with extinction globally, we trialled an innovative project to prevent dolphins being accidentally caught in fishing nets in the Amazon. We attached electronic ‘pingers’ (devices that emit sounds) to the nets to help to deter dolphins from approaching too close, protecting the animals from potentially fatal entanglements – and benefiting local fishers. The project in Caballococha lake in Peru uses similar technology to a pilot we ran in Indonesia’s Mahakam river, which saw impressive results. Monitoring studies showed that river dolphins steer clear of nets that are fitted with these devices, and fishers said dolphins no longer try to catch fish in nets with pingers.

UNLOCKING THE POWER OF SEAWEED

Through our work to find innovative ways to tackle climate change while restoring nature and benefiting people, we began support for Câr-y-Môr, a regenerative seaweed farm in Pembrokeshire. We helped them increase acceptance of the farm by working alongside the community, raising awareness about regenerative ocean farming, and supporting the running of the farm. Our support helped the farm secure a £300,000 grant from the Welsh government. Growing seaweed produces feed for animals, food for people, and helps regenerate the ocean. This farm, and others like it, improve water quality by removing nitrogen and phosphorus, they remove carbon, and they support marine life by mimicking wild kelp forests.



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SHARING GREENER VISIONS IN SCOTLAND

In the run-up to the UN climate summit in Glasgow (COP26), WWF Scotland asked the public to share their visions for a greener, fairer country. From the 200 creative responses that were submitted, 48 artworks and texts were selected to be featured in the Great Scottish Canvas virtual exhibition, which was supported by players of People’s Postcode Lottery. We teamed up with National Galleries of Scotland to create the project, which featured contributions from prominent Scottish voices such as writer Alexander McCall Smith and former Makar Jackie Kay. Through this project we made connections with communities all over Scotland and established close relationships with supporters who took part. We published a book to accompany the exhibition, copies of which were presented to international delegates during the climate change conference.

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LAUNCHING WALRUS FROM SPACE

Alongside British Antarctic Survey, we called on the public to become citizen scientists by searching for walrus in thousands of satellite images taken from space. With the aim of spotting changes to the populations over a period of five years, 544,885 images have each been reviewed 13 times by our 11,000 ‘walrus detectives’. The information gathered will help us to better understand the effect the changing Arctic is having on walrus populations – and, by extension, other Arctic species. We also created educational resources to engage young people with the project in the lead-up to COP26. So far, we’ve encouraged more than 2,000 pupils to get involved and to learn more.

STEPPING UP TO TACKLE DEFORESTATION

Wales demonstrated that a small country can be a global leader in tackling the climate crisis, with the government announcing its determination to stop the import of products linked to deforestation overseas. WWF Cymru published a report – *Wales and Global Responsibility* – that examined how commodity consumption is driving habitat loss and social exploitation. We were joined at the launch by Kerexu Yxapyry of Commissao Guarani Yvyrupa – the organisation of Brazil’s Guarani Indigenous people – who gave an emotive talk on the impact soy production is having on her community. As a result, the Welsh minister for climate change committed to taking action to minimise the effect of overseas imports.



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938

KENYA’S BLACK RHINO NUMBERS INCREASED TO 938 – A RISE OF 85 SINCE THE PREVIOUS YEAR



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INCREASING RHINO NUMBERS IN KENYA

Kenya’s black rhino population is on the up. According to the figures released in December 2021, there were 938 black rhinos in the country – an increase of 85 since the previous year. This amazing rise is testament to our vital conservation work in collaboration with Kenya Wildlife Service and local partners – from funding rhino monitoring to improving ranger accommodation. We’ve also funded equipment and infrastructure. And we’ve supported the development of a new Kenya Black Rhino Action Plan, which will set targets for their numbers by 2027, as well as for reductions in poaching, and maintaining suitable rhino habitat. It details the concerted effort across Kenya needed to achieve these targets.

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

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DISCOVERING NEW SPECIES IN THE GREATER MEKONG

The Greater Mekong region is home to iconic species including tigers and Asian elephants. Scientists announced they had recorded an extraordinary 224 new species in 2020 in this vital biodiversity hotspot, including the Pops langur, a primate previously unknown to science, as well as a crescent moon spadefoot frog and an iridescent snake. These remarkable findings, painstakingly identified and recorded by hundreds of scientists from universities, conservation organisations and research institutes around the world, are compiled in a WWF report. Our collective conservation efforts with governments, scientists, NGOs and local communities can help ensure species like these continue to persist.

PUBLISHING LAND OF PLENTY

We published our *Land of Plenty* report, highlighting the untapped potential of farming to help tackle the climate crisis. This landmark report set out a clear and ambitious pathway to support a green transition across the agriculture and land use sector, from changing the ways we farm to changing our diets, and urged UK governments to get behind farmers who are shifting towards nature-friendly approaches to reducing emissions. We used the report to call on ministers to bring forward detailed plans to slash greenhouse gas emissions from farming by more than 35% by 2030, while restoring nature.



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CALL OF THE WILD RETURNS

We launched a second series of our podcast, *Call of the Wild*, hosted by actor and WWF ambassador Cel Spellman. Wildlife experts and familiar faces featured in this series include broadcaster Fearne Cotton, filmmaker Richard Curtis, and WWF ambassadors including wildlife TV presenter Patrick Aryee and singer-songwriter Ellie Goulding. The podcast, which offers listeners an insight into how each of us can make a difference for our world, was nominated in the health, science and education category at the Webby Awards – the leading international awards for excellence on the internet. Series two has been downloaded more than 46,000 times so far.

>65,000

THROUGH THE WILD INGLEBOROUGH PROJECT,
MORE THAN 65,000 TREES HAVE BEEN PLANTED
AND 200 HECTARES OF LAND RESTORED



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RESTORING HABITAT FOR KOALAS

Following the incredible public response to our wildfire emergency appeals, funding we provided to Australia has this year enabled community organisations to restore more than 350 hectares of koala habitat and plant 40,620 trees. Also, with our partner Climate Friendly, our Koala Friendly Carbon pilot project has successfully validated a new business model to channel significant investment into restoring koala habitat through Australia's carbon farming industry. It's proved commercially acceptable to land managers, and offers potential to help to restore thousands of hectares of koala habitat.

ENGAGING COMMUNITY WITH WILD INGLEBOROUGH

Wild Ingleborough is an exemplar landscape-scale restoration project in the Yorkshire Dales we're working on with Yorkshire Wildlife Trust. In the lead-up to the first anniversary of the project, we worked with the various partners to engage the local community through workshops, volunteering opportunities, oral history podcasts, an art festival, a short film, and a fund to support groups who face barriers to accessing the countryside to visit Ingleborough. The project continued to demonstrate how UK nature can help fight climate change by capturing carbon, with more than 65,000 native trees planted, and 200 hectares of land restored.



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CHALLENGING EVENTS RAISE VITAL FUNDS

Father-daughter team Edward and Georgia cycled from London to Brighton to support our work. "We've chosen to support WWF for all the amazing work you do to sustain and enhance life on our precious planet," they said. They achieved their target of completing the 54-mile ride in under five hours and raised an incredible £1,240 for us. Throughout the year, nearly 25,000 of our amazing supporters ran, walked, squatted and cycled to raise funds for us. Between them, they raised more than £1.5 million – from walking 100 miles in March to running the London Marathon – to support our vital work.

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE