



ANNUAL
REVIEW

WWF-CEE

2018

A NEW WWF FOR THE GREEN HEART OF EUROPE

2018 ANNUAL REVIEW
FOR WWF-CEE

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In April 2019 we changed our name from the WWF International Danube-Carpathian Programme to "WWF Central and Eastern Europe" (WWF-CEE) to express both our broader geographical coverage extending beyond the Danube basin and Carpathian Mountains as well as our transformation into a self-governing member of the WWF global network.

WE NEED A NEW DEAL FOR NATURE AND PEOPLE – FOR THE WORLD, AND FOR THE GREEN HEART OF EUROPE

© Mircea Struțeanu

“We have an opportunity in the coming two years to set a new direction for our society – to create a New Deal for Nature and People universally endorsed from political and business leaders to communities and individuals. If we get it right, we will create an unstoppable movement for nature similar to when the world came together to tackle climate change.”

Dr Marco Lambertini, Director General, WWF-International

FROM THE OLD GROWTH FORESTS OF THE CARPATHIANS TO THE RICH WETLAND AREAS OF THE DANUBE DELTA, OUR REGION CONTAINS MANY OF EUROPE'S GREATEST NATURAL TREASURES.

Scientists studying our region warn that habitats and species are facing **unprecedented pressures** ranging from **habitat loss and fragmentation** to unsustainable forest management and poaching.

These losses are already causing profound changes to the ecosystems on which we depend for our welfare, livelihoods and ultimately, our very existence.

We are facing a global existential challenge on par and related to that posed by climate change. We need to radically escalate the political relevance of nature, and to galvanise a movement to drive change and ensure that public and private decision-makers understand that business as usual is not an option.

We need a New Deal for Nature and People – for the world, and for the **Green Heart of Europe**.

For decades, science has identified both the problems and the solutions. We need to change the way we use our land, forests and river systems, the way we build infrastructure and produce food. We need to preserve the most valuable habitats, including pristine forests, wetlands as well as flora and fauna.

Technology and innovation have opened never-before seen opportunities, from resource efficiency to circular approaches to products and economy. We need to seize these opportunities to drive a transformation of our civilisation. And we need to do this together. Only through the combined efforts of us all, across sectors and national borders, can we hope for success.



Andreas Beckmann, Regional CEO, WWF Central and Eastern Europe (WWF-CEE)

The relationship between humans and the rest of the planet is dangerously unbalanced. WWF's Living Planet Report 2018 chronicled the continuing, across the board decline of the natural world. Humans have wiped out an astonishing 60% of wildlife populations in just 40 years. While areas such as Central and South America and the Caribbean have been especially affected, our region of Central and Southeastern Europe has not been spared.

A NEW DEAL FOR NATURE AND PEOPLE

In a nutshell, a New Deal for Nature and People means acknowledging that nature is central to our well-being and survival. We must set targets for reversing nature loss through key international agreements in 2020. Crucially, we want to see a New Deal that unlocks additional finance and investment from governments and international institutions, thus enabling at-scale resource stewardship and cross-sector collaboration by business.

We want much stronger integration between development, climate and the environment, and to create a context in which setting targets and achieving results for reversing nature loss and protecting nature becomes the new norm for business and governments.

In our region, we want political and economic decision-makers to step up their commitment to safeguarding the forests, freshwater and other natural resources and ecosystems that are essential to our welfare and well-being. To achieve our vision, we focus on four strategic approaches, each contributing to the sustainable development goals.



“Our goal is to safeguard natural capital and ecosystem services in the Green Heart of Europe for the benefit of nature and people”.

Irene Lucius, Regional Conservation Director, WWF-CEE

- Advocate for suitable governance frameworks for safeguarding natural capital.
- Build public support for safeguarding natural capital and supporting green economies.
- Promote financial reward mechanisms that enable sustainable land use and nature conservation.
- Safeguard natural capital and ecosystem services in the Green Heart of Europe.

OUR REGIONAL EFFORTS CONTRIBUTE TO WWF'S GLOBAL GOALS FOR:

Wildlife: by maintaining and improving habitats of Danube sturgeon and the large carnivores such as brown bear, lynx and wolf at landscape scale. We also coordinate WWF's sturgeon conservation efforts globally.

Forests: by effectively protecting and conserving the region's natural forests and improving forest management practices.

Freshwater: by increasing protection of freshwater habitats, demonstrating the value of good management and restoration of freshwater habitats for people and nature, and maintaining the hydrological integrity of the most important rivers of the region.

Climate and Energy: by increasing resilience of forest and freshwater ecosystems to the impacts of climate change and aligning EU and other public funding streams to WWF's climate objectives.

Finance: by influencing public finance policies and decisions to integrate natural capital solutions and decrease harmful investments.

Markets: by helping to provide sustainable nature-based livelihoods in our priority conservation areas through access to investment, know-how and markets.

Governance: by reducing environmental crime and strengthening integrated

sustainable development decision-making and implementation, particularly related to infrastructure.



“Our goal is to conserve and protect all old growth, virgin and high conservation value forests across our region by promoting sustainable forest management, and concentrating on the restoration potential of sensitive or degraded forest ecosystems.”

Sorin Ionut Banciu, Regional Forest Lead, WWF-CEE

- 220,000 ha of old growth and virgin forests have been identified in our region to date.
- 171,000 ha of these are legally protected, while
- 62,000 ha are protected under voluntary schemes (e.g. FSC).
- 1.8 million hectares of forest and 500 new companies were certified according to the standards of the Forest Stewardship Council (FSC)
- 8.5 million hectares, i.e. one third of the forests, and a total of 1,530 companies in our region are now FSC-certified.

Our region is home to many of Europe’s most substantial remaining primeval beech and old growth forests. The remaining stands are particularly threatened by logging – both legal and illegal – as well as infrastructure development. According to WWF-Bulgaria, a staggering 2.5 million m³ of timber, or roughly a third of total annual production, is lost annually to illegal logging in Bulgaria alone. Fragmentation caused by infrastructure development also plays a major role in forest, and consequently habitat degradation and destruction.

In 2018, we continued pushing for strict protection of virgin and old growth forests, logging moratoriums and a substantial reduction of illegal logging, while concurrently advancing improved forest certification standards and certification processes. In Romania, **WWF supported authorities to identify, catalogue**

and protect virgin and other types of old growth forests. As **UNESCO urged Slovakia to protect the Primeval Beech Forests of the Carpathians**, we reached an agreement with the State Forest Company not to touch old growth forests. Similarly in Ukraine, the authorities declared a moratorium on logging in old growth forests and protected **primeval forests as “nature monuments.”**

IN HUNGARY, OUR SHORT CAMPAIGN STOPPED DESTRUCTION OF CSARNA VALLEY, THE COUNTRY’S LARGEST REMAINING INTACT FOREST.

We also appealed amendments to the Forest Law that would have substantially weakened forest protection and worked with other stakeholders to improve the conservation status of Natura 2000 forest sites. Despite numerous rear-guard actions, our lobbying and advocacy had clear success - most notably in Romania, where voluntary provisions of FSC have become a legal requirement for all forests.

In 2019, we will continue our efforts to protect our remaining old growth and virgin forests and expand sustainable use and restoration. Following the example of Bulgaria, we will seek to independently assess the volume of illegal logging in other countries in our region, too.



Restoration of natural forests remains the best, most cost-effective method for mitigating climate change. Biodiversity-rich forests have an economic value for people beyond fuel, paper and furniture.



© Daniel Petrescu

Despite the fact that we have already lost over 80% of floodplain wetlands in the Danube basin, our region still contains many of the most valuable remaining wetlands in Europe.

- 4,000 hectares of wetland areas with improved water supply or restoration
- 15 kilometres of river stretches restored
- 170 hectares of oxbows restored

We made some headway securing or restoring the integrity of rivers from hydropower dams and other barriers. In Slovakia, Ukraine and Romania we are investigating dam removal possibilities



“Our goal is to avoid future deterioration of rivers and floodplains, preserve their status, and where possible, to restore them for the benefit of nature and people.”

Laurice Ereifej, Regional Freshwater Lead, WWF-CEE

In the Danube Basin and throughout Europe, WWF is pushing for a transformation in water management thought and practice - one in which the value of healthier rivers is understood and acknowledged by the public, decision-makers and practitioners. Water management challenges like flood and drought mitigation must be addressed primarily through nature-based solutions such as floodplain restoration.

IN 2018, WE JOINED WITH 100 OTHER ORGANISATIONS ACROSS EUROPE TO DEFEND THE EU WATER FRAMEWORK DIRECTIVE, THE LEGAL BASIS IN THE EU TO RESTORE AND PRESERVE SURFACE AND GROUNDWATERS.

Over 375,000 people across Europe participated in the consultation on the future of the EU legislation – the third largest consultation in EU history.

Wetland restoration projects at Persina and Kalimok in Bulgaria are on track for completion by July 2019, Barcs-Old-Drava side-arm restoration is completed, but the important Garle-Mare wetland restoration project is delayed due to legal problems connected with land ownership and use.

and in Bulgaria we already removed two small dams in the past year. We brought together relevant Ukrainian authorities and stakeholders in a platform to identify and promote guidelines and best practice for the development of hydropower in the country. In Romania, our successful court action stopped construction of a small hydropower station on the Taia River.

IN 2019, WE WILL PUSH FOR FURTHER RIVER AND FLOODPLAIN RESTORATION AND DAM REMOVAL.

With all of the key elements now in place, we will drive for the final designation of the ***Mura-Drava-Danube Transboundary Biosphere Reserve***, the ***“Amazon of Europe,”*** as the world’s first five-country biosphere reserve. Floodplain restoration activities will continue at the Persina and Kalimok Wetlands in Bulgaria, Garla Mare and Vrata in Romania, Drava side-arms and floodplain areas in Croatia and Hungary.



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"Our goal is the conservation of a species that is of the highest global concern. With every sturgeon that survives, that grows up and reproduces successfully due to our work, we take one step closer to achieving that objective."

Jutta Jahrl, WWF Project Manager, Danube Sturgeons

Sturgeons have survived the dinosaurs, but now teeter on the brink of extinction. The Black Sea Region is crucial to the survival of these species in Europe: the Danube and the Rioni River in Georgia are the only two rivers remaining in Europe where sturgeons reproduce naturally. Our priority is to secure and properly manage the critical habitats of the remaining four sturgeon species (*Huso huso*, *Acipenser stellatus*, *A. ruthenus*, *A. gueldenstaedti*) in the Lower Danube and Danube Delta as well as to reduce pressure on their remaining populations by addressing poaching.

AFTER DECADES OF PLUMMETING NUMBERS DUE TO POACHING AND HABITAT LOSS, EUROPE'S STURGEON SPECIES HAVE AT LAST BEEN GIVEN MUCH NEEDED HOPE.

A process initiated under the Austrian EU-Presidency with the active involvement of WWF led to the adoption of a Pan-European Sturgeon Action Plan under the Bern Convention by 50 European countries and the European Union - a continent-wide action plan to save this iconic fish. In response to a campaign by WWF and fishing associations, the Serbian Government banned fishing for sterlet, thus extending full legal protection for all sturgeon species in the Lower Danube.

Headway was made at the national level under the ***LIFE for Danube Sturgeons Project***.

In Ukraine, WWF's lobbying last year closed a legal loophole and gave Customs responsibility for the control of trade in caviar and other wildlife products. A new fishing regime in the Black Sea prohibits fishing with fixed gillnets with larger mesh sizes (over 45 mm). These have proved

especially dangerous for sturgeon or dolphins. In Bulgaria, WWF trained former sturgeon fishermen in scientific monitoring techniques and conducted sturgeon monitoring, while WWF-Romania launched actionez.ro, an online alert system that will facilitate public engagement and ***enhance the capacity of law enforcement to save sturgeons***. WWF also provided training to public authorities, including police and customs officials, in Bulgaria, Romania, Serbia and Ukraine to help them to address illegal fishing and trade of sturgeons.



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WILDLIFE: STURGEONS



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For the second year, Sturgeon Watchers patrolled the Danube Delta and Black Sea coast.



© Gabriel Galgoczy

WILDLIFE: LARGE CARNIVORES

Seven new cubs were introduced to the Bear Orphanage in central Romania - the only facility in Europe where bears are raised for release back into the wild. Over the past ten years and with support from WWF-Romania, orphanage founder Leonardo Bereczky has successfully released over 100 bears back into the wild. Contact with humans is kept to a minimum by employing drones to feed the bears. See: video [blog](#).



“Our goal is to minimise conflict between large carnivores and people by introducing practical, low-cost and effective measures such as sheepdogs and electric fences, fostering stakeholder cooperation and preserving wildlife corridors.”

Cristian Remus Papp, Wildlife and Landscape National Manager, WWF-Romania

- 17,000 : estimated number of bears in Europe (not including Russia)
- 8000 : estimated number of brown bears living in Central and Southeastern Europe

According to official data, our region is home to over a third of the approximately 12,000 wolves, 17,000 bears and 9,500 lynx living in Europe, excluding Russia. These ecologically critical, strictly protected and culturally significant mammals are threatened not only by illegal hunting, but also by increasing fragmentation and shrinkage of their habitats brought about by the construction of roads and other infrastructure. Despite challenges, in recent years large carnivore populations, - particularly of wolves, - have expanded both within our region and to other parts of Europe often putting them into closer proximity with humans and leading to new challenges.

IN 2018, WE CONTINUED TO INVESTIGATE AND PROMOTE SOLUTIONS IN WHICH EUROPE'S HUMAN POPULATION CAN LIVE IN HARMONY WITH WOLVES, BEARS AND LYNX.

The EU-funded **LIFE Euro Large Carnivores Project** provided a platform for transboundary cooperation between organisations from seventeen countries seeking practical solutions for human-large carnivore coexistence. For example, beekeepers were helped to protect their hives from bears through the erection of electrical fences around apiaries and traditional breeds of sheep dogs were provided to guard herds.

Nurturing biodiversity throughout the Carpathians is essential to preserve a healthy and diverse ecosystem; and bison are essential to this mix. The first rewilding took place in the Vânători Neamț Natural Park, located in the north-east of Romania.

WWF-ROMANIA AND REWILDING EUROPE, WITH THE ASSISTANCE OF LOCAL AUTHORITIES AND COMMUNITIES, BEGAN THE LARGEST EVER BISON REINTRODUCTION IN THE ROMANIAN SOUTHWESTERN CARPATHIANS.

Twenty-three additional European bison were successfully reintroduced at two sites in 2018. The animals, which were sourced from nine European nature reserves and zoos, were released over the course of several weeks. This reestablishment significantly advanced the comeback of this magnificent species, and increased the local population to 50 free-roaming animals.

The two bison reintroduction sites are in the Țarcu Mountains and the Poiana Ruscă Mountains. The latter only opened last year. These locations are part of the Poiana Ruscă-Țarcu-Retezat Corridor. Both are Natura 2000 sites, and thus part of the European Natura 2000 ecological network. The areas comprise one of Europe's largest wilderness areas, encompassing 4 national parks, and 1 natural park, totalling about 300,000 ha where species and the landscape benefit from their protected status. WWF is collaborating closely with Vanatori Neamț Natural Park which manages another zone where bison roam freely in northeast Romania.

SIX NEW CALVES WERE BORN IN THE WILD LAST YEAR.

Marina Druga, LIFE-Bison Project Manager at WWF-Romania, says that "bison born into freedom will play a very important role in creating the first genuinely wild generations in the future. The fact that this year we have at least 6 calves born in freedom once again demonstrates that the area is ideal for the formation of a viable and sustainable population over time. We are waiting for more and more news of this kind."

NEW TRANSPORTS FROM GERMANY AND POLAND IN BOTH REWILDING AREAS ARE PLANNED FOR 2019.

The project continues to foster eco-tourism programmes, local development, education, scientific research, technological innovation and conservation efforts benefiting both nature and people.

The reintroduction is being carried out within the framework of the Urgent Actions for the Recovery of European Bison Populations in Romania Project (LIFE-Bison) with financial support from the European Union through the LIFE Programme 2016-2021. We are looking forward to the rewilding of bison in the Făgăraș Mountains in the near future. This next phase will be launched by Foundation Conservation Carpathia, and financed by the Endangered Landscapes Programme.



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WILDLIFE: BISON

OUR LONGER-TERM VISION IS TO HAVE AS MANY AS 500 BISON ROAMING WILD ACROSS THE SOUTHERN CARPATHIANS OF ROMANIA.

Toward this vision, in 2018 WWF-Romania and Rewilding Europe began the *largest ever bison reintroduction in the Romanian Southwestern Carpathians*. With co-financing from the EU LIFE programme, twenty-three European bison from nine European nature reserves and zoos were successfully reintroduced at two sites in the Țarcu and Poiana Ruscă Mountains, bringing the local population to 50 free-roaming animals.



“Our goal is to ensure that biodiversity conservation and climate is taken into account and prioritised in decision-making by political and economic decision-makers.”

Ana-Maria Seman, Regional Policy Lead,
WWF Danube-Carpathian Programme

As a frontline defender for nature, in 2018 we responded to threats such as harmful river regulations and infrastructure development in protected areas across our region. In Bulgaria, Pirin National Park and World Heritage Site was saved – at least for now – thanks to two successful cases that we brought to court. In Romania, we won another court case, this time against a hydropower plant that had been illegally built on the Taia River. On navigation, our advocacy led to more effective and timely collaboration between planners, financiers of projects and environmental stakeholders.

STURGEON CONSERVATION WAS ONE OF THE PRIORITIES FOR THE AUSTRIAN EU-PRESIDENCY.

A Sturgeon Action Plan was adopted under the Bern Convention, paving the way toward implementation of conservation measures. The Romanian EU-presidency that followed in the first half of 2019 included agriculture in nature conservation discussions, and put the Sustainable Development Goals, addressing conflicts between transport infrastructure, and ecological corridors in the spotlight.

WWF also worked to ensure that public money pays for public goods. We contributed to improving the integration of financing for biodiversity in the Strategic Plans for the EU’s Common Agricultural Policy (CAP). In Romania,

the improvements we advocated to a forest payment scheme put public money to work for forest conservation. Next door in Bulgaria, we put forward an innovative measure for pollinators that has strong potential to improve the livelihoods of small and medium-sized farmers.

INNOVATION IS FUNDAMENTAL TO OUR SUCCESS.

We promoted new tools such as matchmaking local communities with potential investors to spur innovation as a means to emphasise nature and tourism in wild places, building a new narrative in the business sector, and strengthening the development of key business sectors around our natural capital. Through the EU-financed Local Economy and Nature Conservation in the Danube Region (LENA) Project, we developed green business models and promoted the creation of green jobs through such initiatives as local products, Danube Guides, e-bikes and ecotourism.

DRIVERS: GOVERNANCE, FINANCE AND MARKETS



TOGETHER POSSIBLE – FOR A LIVING PLANET

A New WWF for a New Deal for Nature and People in the Green Heart of Europe

**SASHA BEZUHANOVA AND JEAN-PAUL PADDACK,
CHAIRPERSON AND VICE-CHAIRPERSON**

As we celebrated our 20th anniversary last year, we prepared to transform the WWF Danube-Carpathian Programme into WWF Central and Eastern Europe (WWF-CEE), an organisation even more deeply entrenched in the fabric of this special region.

As of April 2019, governance of the organisation passed from WWF International to a board of directors drawn from and involved with our region. The name change from the WWF International Danube-Carpathian Programme to “WWF Central and Eastern Europe” (WWF-CEE) expresses both our broader geographical coverage extending beyond the Danube Basin and Carpathian Mountains as well as our transformation into a self-governing member of the WWF global network. At the same time, we have worked to strengthen our organisation and presence, not least with the establishment of legal entities in Slovakia and Ukraine. With the establishment foundation of WWF-CEE, we are pioneering a new form of organisation for WWF - the first self-governing, multi-country member of the WWF global network. We are also strengthening our ability to act as a change agent in our region, enhancing our ability to develop and facilitate initiatives across sectors and borders for a New Deal for Nature and People.

Moving forward, deepening our work with partners will be essential for preserving a living planet and the Green Heart of Europe. We will also expand our use of digital tools and innovative approaches and step up our efforts to raise awareness and engage people and organisations. And we will involve ourselves in promoting a circular economy for our region - and in ensuring that this economy is circular in the fullest sense of respecting our planetary boundaries.

Our work in 2018 underlined the ways we are already working with partners from across sectors and countries toward these ambitions. Some examples of these partnerships are outlined below.

WWF-CEE BOARD

As part of the transformation of the WWF Danube-Carpathian Programme into a self-governing member of the WWF network, in April 2019 a new board drawn from WWF supporters and local leaders assumed strategic guidance and decision-making for the new “WWF-CEE”.



**Sasha Bezuhanova,
Chairperson,** left a 20-year executive career at Hewlett-Packard to devote herself to supporting social prosperity through innovation, education and collaboration by means of such organisations and initiatives as *MOVE.BG*, *EDIT.BG*, the *Bulgarian Centre of Women in Technology*, the *Initiative for Social Empowerment* and *Junior Achievement Bulgaria*.



Dr Ladislav Miko is currently the Head of the European Commission's Representation in Slovakia. He has had a number of senior positions in the European Commission and served as Czech Minister of Environment and Deputy Director of the Czech Environmental Inspectorate.



**Jean-Paul Paddack
Deputy Chairperson,** is Executive Director of Network Development WWF International and oversees the management of WWF's offices in the Pacific, China, Korea, Central and Eastern Europe, the Caucasus and the Mediterranean.



Jürgen Schmidt is a Board Member of *WWF-Germany* and the founder and majority owner of *memo AG*, a company that specialises in eco-products for businesses. He now advises businesses on strategy and management as a “Sustainable Business Angel” and partner at the *Terra Institute*.



**Andrea Johanides,
Chairperson of Finance
Committee,** has been CEO of WWF-Austria since 2013, and before that head of finance since 2005. Before coming to WWF, Ms Johanides held a number of finance controller positions in various private sector companies such as Roche Diagnostics and Römerquelle.



Mihai Stanescu is a psychologist and anthropologist who has been working as a coach and consultant since 2000. He is the founder and CEO of RoCoach, through which he has provided over 10,000 coaching hours in individual, team and organisational sessions to leaders in business and other organisations.



Antoine Lebrun has been CEO of *WWF Belgium* since May 2015. He came to WWF-Belgium in 2011, first as Director for People & Organisation and then Director for Marketing & Communications.

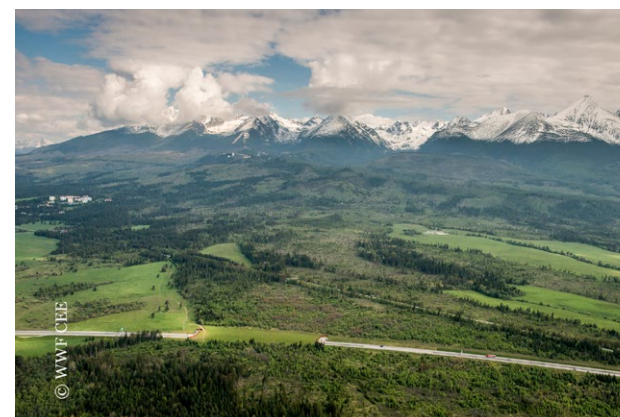


Katalin Szomolányi, is the head of the Corporate Sustainability Centre at Magyar Telekom, the Hungarian telco company, and founded Planet Fanatics' Network ten years ago in order to leverage international experts to realise sustainability projects.

TOGETHER POSSIBLE

Together possible – with the public sector

In 2018 we worked with national authorities and other stakeholders from environment, transport and spatial planning to identify and promote innovative solutions for preserving ecological corridors and addressing conflicts between transportation and nature conservation. Two major EU-funded projects we led, **ConnectGreen** and **Transgreen** – both undertaken within the framework of the Carpathian Convention – brought together relevant stakeholders to identify best practice solutions for transportation and spatial planning, as well as to implement pilot projects at a number of sites. Guidelines and best practice for transportation will be presented at a conference organised by WWF within the Romanian Presidency of the European Council in June 2019.



Together possible – with civil society

In 2018 we started new partnerships that significantly extended our reach and approaches. We teamed up with the International World Movement to organise Earth Hour events across our region, enlisting thousands of their members to promote awareness and care for biodiversity. With the ImpactHubs and Move.bg, we organised an online conference - part of the Disruptive Innovation Festival - on the future of our region as well as a series of

hackathons to find innovative solutions for conservation challenges.



Together possible – with the corporate sector

We developed corporate relationships that not only supported regional environmental protection projects, but also drove sustainable business practices. Our long-term **partnership with retail giant IKEA** continued to be at the centre of our efforts to promote sustainable forest management and the protection of our region's most valuable forests. IKEA's commitment to sourcing FSC-certified wood provided essential market pull that helped secure certification for an additional 1.5 million hectares of the region's forests.

Coca-Cola's commitment to replacing or replenishing the water that it uses in its products



has mobilised financial support for wetland restoration at ten sites across our region. The mid-term evaluation of the 7-year **Living Danube Partnership** between WWF-CEE, The Coca-Cola Foundation and the International Commission for the Protection of the Danube River revealed that together we have leveraged nearly €20 million in support for wetland restoration and conservation, particularly from the EU and other public sector sources.



Together possible – with WWF partners

WWF-Austria, -Belgium, -Germany, -Sweden, -The Netherlands and -Poland not only provided valuable financial and strategic support, but also cooperated closely with us on a range of issues from ecological connectivity, wildlife and large carnivores to illegal logging and wetland restoration. The WWF European Policy Office supported us through representation, monitoring and engagement with EU institutions. We also worked closely with WWF-Adria toward realisation of the



Mura-Drava-Danube Biosphere Reserve as well as other wetland conservation and

restoration initiatives.

Together possible – with you

Our results in 2018 underlined the critical importance of individual people like you for our work. In Bulgaria, support from 120,000 people from across Bulgaria and around the world helped us save Pirin National Park and World Heritage Site. Two victories in court stopped - at least for now - plans for infrastructure development in the park. In Hungary, 70,000 people responded to our call to defend the Csarna Valley from infrastructure development. Within a week, the largest environmental campaign in the country since 1989 pushed the Minister of Agriculture to cancel the plans for infrastructure development in the pristine valley. In Slovakia, 45,000 people supported our calls to reform the Act on Biodiversity. Meanwhile, in Ukraine, volunteer ForestWatchers helped us to protect old growth



forests while volunteer SturgeonWatchers helped authorities to stop poaching of these critically threatened species. Over 11,500 Romanians, Hungarians and Bulgarians provided financial – and with this important moral – support.

AWARENESS, ENGAGEMENT AND MOBILISATION

590,000

number of people with whom we are in regular contact

48 million

number of people we reached via social media

734,000

number of unique visitors who visited our Internet pages

12,030

number of media hits

FINANCIAL SUPPORTERS

“Our goal is to establish strategic partnerships that will shape positive behaviour and support conserving the natural treasures of the Green Heart of Europe, including forests, freshwater and wildlife.”

THE FOLLOWING PROVIDED FINANCIAL SUPPORT TO WWF-CEE IN FY2018 (1 JULY 2017-30 JUNE 2018)

Public Sector donors

- above €250,001 - European Commission
- €100,001 to 250,000 – none
- €25,001 to 100,000 – Swiss Cohesion Fund, US Forest Service, GIZ, DEZA
- up to €25,000 - none

Foundations and non-profit donors

- above €250,001 – The Coca-Cola Foundation,
- €100,001 to 250,000 – none
- €25,001 to 100,000 – none
- up to €25,000 – Deutsche Bundesstiftung Umwelt, Erste Foundation, OAK Foundation

Corporate partners

- above €250,001 – IKEA (via WWF-Sweden)
- €100,001 to €250,000 – none
- €25,001 to 100,000 – Apple Inc., Mondi, Carrefour Romania, Garanti Bank Romania
- up to €25,000 – Bricostore Romania SA, Telekom Romania Mobile Communications, Aquaworld, Lidl, Yves Rocher, ALD, Ilcsi, Yves Rocher, LAGARDERE Travel Retail Romania

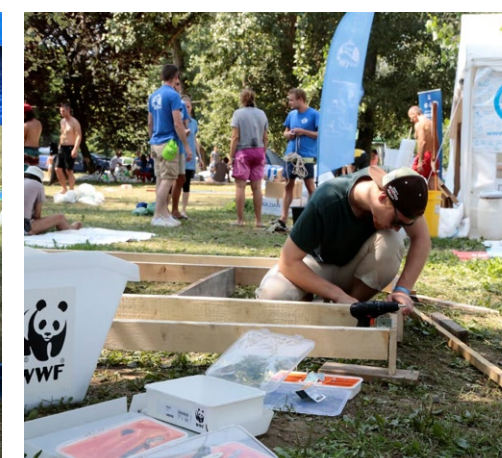
Other WWF offices

- above €250,000 - WWF -Austria, WWF -Belgium, WWF -International, WWF -Netherlands,
- €100,001 to 250,000 – WWF -Germany
- €25,001 to 100,000 – WWF -Switzerland, WWF -US
- Up to €25,000 – WWF -Poland

Over 11,500 individuals
€490,000 – in Hungary, Romania and Bulgaria



“The greatest threat to our planet is the belief that someone else will save it.”
Robert Swan, explorer



All photos © WWF CEE

FINANCIALS

1 July 2017-
31 June 2018

2017/18

'000 of EUR

Income

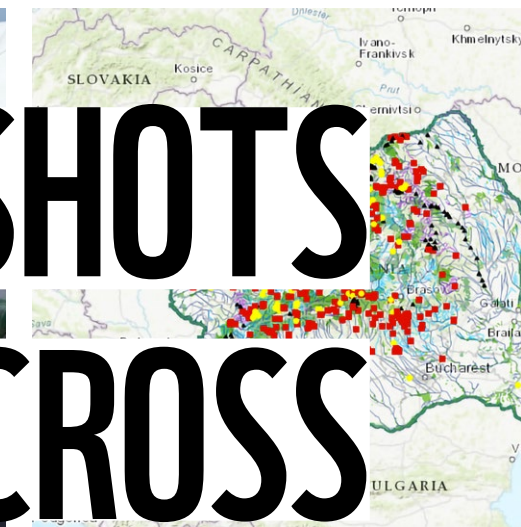
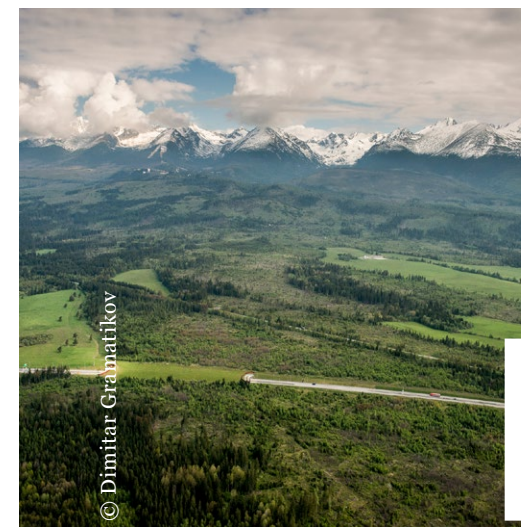
WWF Network	1 522	21%
EU and other public sector donors	2 357	32%
Corporates & Foundations	1 370	19%
Individuals	514	7%
Legacy income	1 390	19%
Other	103	1%
TOTAL	7 256	100%

Expenses

Forestry	1 402	20%
Freshwater	1 236	18%
Climate & Energy	143	2%
Wildlife	1 286	19%
Governance, Finance, Markets	687	10%
Fundraising & Partnerships	608	9%
Management, Office & Administration, Communications	749	11%
Restricted reserves allocation	838	12%
TOTAL	6 949	100%

Surplus **307**

consolidated: Regional Hub including Slovakia and Ukraine, Bulgaria, Hungary, Romania



- We saved Csarna Valley in Hungary
- We won two court cases for Pirin National Park, a World Heritage Site in Bulgaria
- We stood together to protect all sources of Europe's water
- We improved protection for old growth forests across the Danube-Carpathian region
- We saw more bison return to the Southern Carpathians
- We worked to save sturgeon, the world's most endangered group of fish

These achievements would not have been possible without your support.
Thank you for joining us in preserving the Green Heart of Europe!

ABOUT US



“Thanks to your help, Pirin National Park and World Heritage Site is saved – at least for now. Together with our partners in the For the Nature coalition, we won two court cases against the Government of Bulgaria’s plans to open up Pirin National Park to construction. Tens of thousands of people marched on the streets to save Pirin not only in Bulgaria, but also in London, Berlin, Oxford, Sydney and other cities.”
Vesselina Kavrakova, Director, WWF Bulgaria

“Thanks to your support, we saved Csarna Valley - the largest intact forest area in Hungary. Within a bit more than a week, over 70,000 people responded to our call to defend the 1000-hectare forest area from infrastructure development, pushing the authorities to cancel the planned infrastructure and preserve the area and its treasures for future generations.”
Katalin Sipos, Director, WWF -Hungary



“In Slovakia, the state forestry company agreed to leave 2,230 ha of old growth forests untouched - a major breakthrough. In a historic first for Slovakia, 30,000 people demonstrated their support for nature protection by signing a petition supporting its comments on the amendment of the new Act of Nature and Landscape Protection.”
Dr Miroslava Cierna-Plassmann, Director, WWF -Slovakia

“We introduced a new app that empowers Romanians to protect their rivers. The free interactive map allows anyone to add information about hydropower dams, many of which are constructed in inappropriate places and threaten valuable natural areas. To this end, WWF-Romania and its partner organisations stopped plans for hydroelectric dams on 3 rivers.”
Dr Orieta Hulea, Director, WWF -Romania



“We initiated a Hydropower Platform, which brought together all of the key stakeholders from investors to relevant authorities and civil society organisations to prepare guidelines for the development of small hydropowers in Ukraine. Our recommendations regarding development of ecological corridors and protective fencing in the areas of wildlife migration were adopted by the National Transport Strategy till 2030.”
Alena Tarasova-Krasiieva, Director, WWF -Ukraine

WWF-CEE includes legal entities in five countries (WWF-Romania, WWF-Hungary, WWF-Bulgaria, WWF-Slovakia and WWF-Ukraine) as well as an Austrian-registered association serving as secretariat. It also manages WWF engagement via consultancies and partner organisations in Moldova and the Czech Republic as well as provides overall leadership and coordination for WWF’s engagement in the Danube and Carpathian eco-regions, including interaction with the EU Strategy for the Danube Region, the International Commission for the Protection of the Danube River, the Convention for the Protection and Sustainable Development of the Carpathian Mountains (Carpathian Convention).

OUR BOARD in 2018 (until 5 April 2019)

- Jean-Paul Paddack
- Maria Boulos
- Donna Lusti

OUR ADVISORY BOARD (June 2018-March 2019)

The Advisory Board provided advice and support for the transformation of the WWF Danube-Carpathian Programme into “WWF-CEE”

- Sasha Bezuhanova, Co-Chair
- Jean-Paul Paddack, Co-Chair
- Harald Egerer
- Andrea Johanides
- Antoine Lebrun
- Dr Ladislav Miko
- Mihai Stanescu

OUR BOARD (from April 2019)

- Sasha Bezuhanova, Chair
- Jean-Paul Paddack, Vice Chair
- Andrea Johanides, Chair of Finance Committee
- Antoine Lebrun
- Dr Ladislav Miko
- Jürgen Schmidt
- Mihai Stanescu
- Katalin Szomolanyi

OUR WWF SUPPORTERS

- WWF-Austria
- WWF-Belgium
- WWF European Policy Office
- WWF-Germany
- WWF-Netherlands
- WWF-Poland
- WWF-Sweden

OUR REGIONAL MANAGEMENT

- Andreas Beckmann, Managing Director
- Irene Lucius, Regional Conservation Director
- Angelika Beranek, Regional Operations Director
- Katalin Sarkadi, Regional Marketing and Fundraising Director
- Dr Orieta Hulea, Country Director, WWF-Romania
- Vesselina Kavrakova, Country Director, WWF-Bulgaria
- Katalin Sipos, Country Director, WWF-Hungary
- Dr Miroslava Cierna-Plassmann, Country Director, WWF-Slovakia
- Alena Tarasova, Country Director, WWF-Ukraine

OUR TEAM

- 150 staff (98 conservation, 18 fundraising, 34 management and operations)
- 10 offices in 6 countries

CONTACTS

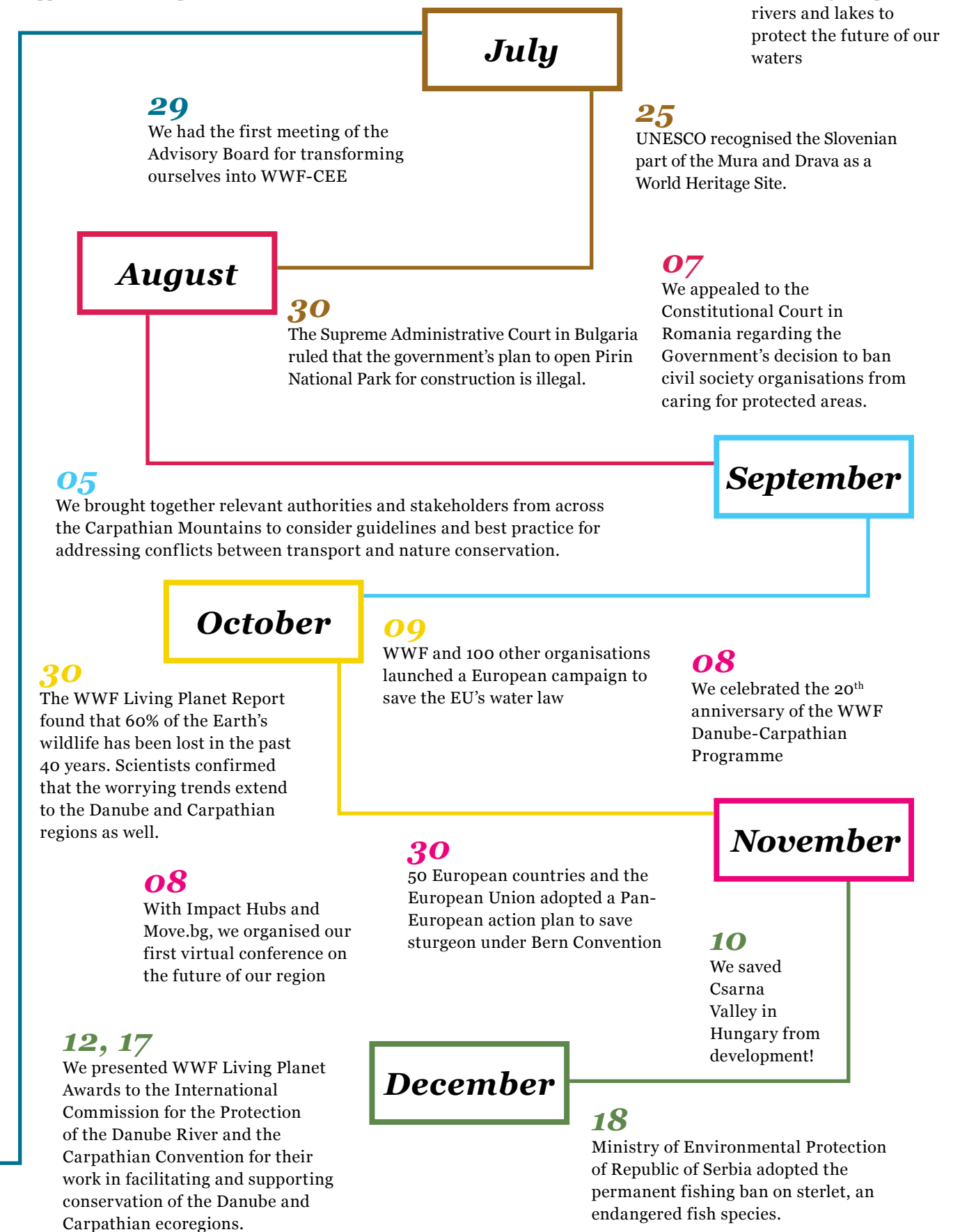
- WWF-CEE – panda.org/cee
- WWF-Bulgaria – wwf.bg
- WWF-Hungary – wwf.hu
- WWF-Romania – wwf.ro
- WWF-Slovakia – slovakia.panda.org
- WWF-Ukraine – wwf.ua
- WWF-Adria – adria.panda.org
- WWF-Serbia – wwf.rs

TIMELINE



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The Living Danube Partnership of WWF, The Coca-Cola Foundation and the International Commission for the Protection of the Danube River has leveraged almost €20 million in support for wetland protection and restoration





500 000

WWF has over 500
000 supporters and
followers in Central
and Eastern Europe

7 countries

WWF-CEE is active
in 7 countries in
Central and Eastern
Europe

**20 years
old**

WWF-CEE is
20 years old

150 staff

WWF-CEE
has 150 staff



Working to sustain the natural
world for people and wildlife

together possible - panda.org

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(Formerly World Wildlife Fund)
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International Danube-Carpathian Programme) in August 2019

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