



WWF

ANNUAL
REVIEW

EU

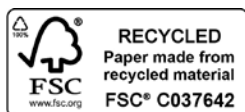
2013



Campaigning for Policy Wins

WWF in Brussels in 2013

Graphic Design: Lies Verheyen / Mazout.nu



Front cover: 'All Aboard' action in front of the Council during the final negotiations of the Common Fisheries Policy reform, Brussels, May 2013. © Lode Saidane/WWF

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WWF is one of the world's largest and most experienced independent conservation organisations, with over 5 million supporters and a global network active in more than 100 countries.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by: conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.



This programme is implemented with the support of the European Union.
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Greetings from the WWF European Policy Office in Brussels.

FOREWORD

Twenty-five years ago it was becoming clear that the WWF's traditional 'muddy boots' field project approach

was important to win some conservation battles, but it was never going to win the wider environmental war. Tackling the causes of environmental loss and not just the symptoms was the new mantra.

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Tony Long
Director,
WWF European
Policy Office

That meant identifying laws to safeguard the environment – laws that, in many cases, simply didn't exist at the time. It was against this backdrop that the WWF European Policy Office (EPO) was born in 1989.

The European Community had just received new powers over the environment through the 1986 Single European Act. No longer did you need to struggle to justify why you needed a particular environmental law. Suddenly, there was a rationale to act and tackle the problem at source.

WWF didn't waste any time getting organised across Europe. It wasn't enough simply to be present in Brussels – then as now Member States were making the ultimate decisions. From the EPO office in Brussels and through links with our national offices, WWF pushed hard for new environmental legislation. We started with the Habitats Directive (passed in 1992), which led eventually to the formation of a network of protected areas in Europe, known as Natura 2000, covering 18% of European land mass.

WWF's policy work didn't stop there. We turned our efforts towards integrating environmental considerations into other policy areas. For example we targeted the Common Agricultural funds, arguing that farming subsidies should be switched towards environmental and rural development measures and away from food production alone. We spoke-up for reform of the Common Fisheries Policy. And as the climate change crisis deepened over the past two decades, WWF became deeply involved in the future direction of energy policy and the need to break-free of our dependence on fossil fuels.

A quarter of a century later, new challenges are emerging. But their complexity requires more than the integration of environmental considerations into other policy areas.

Mobilising the public and other advocates to call for stronger environmental laws through targeted campaigning is one such challenge. That is why the examples in this annual review of effective WWF campaigning are so inspiring for the future of our work in Europe.

Tony Long

Director, WWF European Policy Office



WWF European Policy Office won the prestigious title of NGO of the Year at the European Public Affairs Awards 2014, for campaign work carried out in 2013.

WINNING THE NGO OF THE YEAR AWARD

The WWF European Policy Office won the prestigious title of NGO of the Year at the European Public Affairs Awards, for campaign work carried out in 2013.

The prize recognises the excellence of WWF's campaigning work at EU level including the 'Stop bankrupting our oceans' campaign, in which we successfully campaigned to improve the EU Common Fisheries Policy and restore fish stocks, and the 'Well-Spent' campaign aimed at greening the once-every-seven-year EU budget.

Tony Long, director of the office, was present to collect the prize at the ceremony in Brussels which gathered over one hundred professionals from the European Public Affairs world.

This is the third time in seven years that the work of the WWF EPO has been recognised for its achievements at the European Public Affairs Awards - and is the only organisation to have won the prize three times across all categories.

We would like to thank all those who voted for us during the competition, and all WWF colleagues, partners and donors who have contributed to the success of our work.



WWF campaigners, Yale Rosenfeld - UK (right) and Daniel Goliasch - Germany (left) at the Gates of Truth PR stunt, during the



European Parliament plenary vote on the Common Fisheries Policy reform in Strasbourg. February 2013.

A MESSAGE FROM THE WWF NETWORK

Why should national offices work with WWF EPO on EU advocacy campaigns?



Anthony Field
Campaign Specialist,
WWF UK

About half of the UK's environmental legislation comes from the European Union (EU). In order to protect the UK's natural environment, we need to be able to influence regulators both in the UK and in Brussels.

As a national office (NO) we have already developed constructive working relationships with our national politicians and the UK's members of the European Parliament (MEPs). However, the WWF European Policy Office (EPO) is able to provide critical advice and experience when it comes to influencing EU policy and legislation.

Even before WWF launches a public campaign they engage and lobby the European Commission to ensure the environmental benefits of policy and legislation are maximised.

When we are planning new campaigns, the WWF EPO provides intelligence on the process and the key players involved. During a campaign, WWF maximises its impact when NOs lobby their own MEPs, whilst EPO facilitates campaign activities at European level. Months after a campaign finishes, the WWF EPO remains at the table to influence the dialogue in the final phases.

If WWF national offices in Europe are to be successful, they must work closely with the WWF EPO. While we benefit from their in-depth knowledge of the EU institutions and processes, the WWF EPO leverages our national reputation and influence to maximum overall effect.

Anthony Field
Campaign Specialist, WWF UK
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Working at national level to increase the impact of our EU advocacy campaigns

© DAVID BIENIE



Daniel Goliash
Campaigner,
WWF Germany

Campaigning on European environmental legislation requires strong bonds between the WWF EPO and national offices. While the wider WWF network develops strategies on how to approach decision makers in different Member States, the EPO coordinates messages, arguments and positions to maximise our impact on EU institutions. It is here that public engagement can help to add weight to WWF in its advocacy campaigns.

Once the target audience is identified, the WWF network is able to mobilise people in key Member States to build-up pressure. This may involve online actions at a very local (constituency) level, or strategic media relations campaigns to raise public awareness in general.

Harnessing public support in Member States has a positive impact on the WWF EPO's ability to influence EU decision makers. Progressive politicians find themselves supported by their citizens and are motivated to work for stronger environmental legislation.

Daniel Goliash

Campaigner, WWF Germany
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CAMPAIGNING ACROSS EUROPE

The WWF EPO again proved its strength following a year of successful campaigns in 2013. None of our achievements would have been possible without the support of a wide

range of partners, including our WWF network located throughout the EU, as well as other NGOs and business partners.

Being based in Brussels is critical for WWF. With the three EU institutions based here along with 15,000 lobbyists, and about 1,300 journalists, it is fertile ground on which to build strong relationships with politicians, international media, third party advocates as well as other NGOs.

All campaigns undertaken by the EPO are pan-European advocacy campaigns targeted at the three EU institutions with the objective of changing key policies in favour of protecting the environment. They all include, at different stages, actions at Brussels, national and even global levels and involve different stakeholders, all united for common political changes that can benefit the future lives of citizens.

Mobilising European citizens to ask for policy change

Politicians are nominated to represent and protect people's interest, and they react to what people care about. Public mobilisation is therefore vital to achieve real political change, as we did in the fisheries campaign. Through our network, we were able to involve hundreds of thousands of people in petitions, public stunts and e-actions and they had a powerful impact on key political decisions. The final result is a reformed EU Common Fisheries Policy that if properly implemented is expected to change the fisheries sector and save our fish stocks.

Joining forces with other NGOs to make our voice heard

Coalitions with other NGOs and progressive industries are key to reinforcing our arguments against our competitors. Sometimes they are limited to key political moments. In other cases, working in a coalition throughout the entire length of the campaign is an absolute necessity, especially when we are faced with complex pieces of legislation. This allows us to become a relevant actor in the debate and face the pressure of strong interest groups. The EU Budget campaign was fully developed

in partnership with other NGOs, all of them with a strong presence across Europe. This allowed us to cover all issues, from agriculture to cohesion to development, and to advocate for better public spending.

Pushing for Europe's leadership on global issues

As one of the highest greenhouse gas (GHG) emitters in the world, but also the biggest development aid donor, the EU has a key role to play in the global effort to protect the planet. This is the reason why we decided to engage in WWF's global 'Seize Your Power' campaign (power.panda.org) to shift investments from fossil fuels to renewables. We targeted two of the most important banks in Europe – the European Investment Bank (EIB) and the European Bank for Reconstruction and Development (EBRD) and the results proved fruitful.

The following campaign case studies highlight just some of the work that WWF has carried out in 2013. These projects demonstrate the far reaching and long-term benefits of the EPO and the WWF network, working together to protect the environment in Europe and abroad.



OUR MAIN ACTIONS IN 2013

Campaigns:

- Saving Europe's fish stocks
- Making the case for green investment
- Scrapping European public financing for fossil fuels

Moving to a low-carbon-economy

A voice for nature in Europe

The EU as a global player

Accessing European Union funds



SAVING EUROPE'S FISH STOCKS

WWF's campaign on the Common Fisheries Policy (CFP) was led by the WWF EPO in close cooperation with our network. The campaign lasted a total of three years.

In 2013 we embarked on the last phase of the 'Stop Bankrupting our Oceans' campaign, to save fish stocks in Europe. It involved a huge campaign effort in Brussels and more than 13 Member States. To add pressure, WWF developed working relationships with the following groups:

- NGO coalition (Birdlife, Fish Fight, Greenpeace, Oceana, Ocean2012, Paint-a-Fish).
- Alliance for CFP Reform included WWF and EU trade associations such as AIPCE-CEP (processors and traders), EuroCommerce (retailers), Euro Coop (consumer cooperatives), and Euro-Toques International (gastronomy sector).
- Platform of artisanal fishermen in the Mediterranean.

Together we managed to turn the tide in the European Parliament, where in February 2013, MEPs voted an astounding 502 to 137 vote majority in favour of a sustainable fisheries policy.

The last stage became difficult when closed discussions started between an ambitious European Parliament and Irish Presidency on behalf of the Council. EU leaders and MEPs finally agreed on a plan that will lead to the gradual recovery of fish stocks, although no timescale was agreed.

The WWF EPO also worked on the political agreement which allocates subsidies to the fisheries industry. While WWF was happy to see more funding committed to research and enforcement of rules, the new policy will also continue to fund engine replacements on fishing boats, thereby maintaining the current situation where too many boats chase too few fish.

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EU Fisheries Successes

- The building of strong industry and NGO alliances.
- The European Parliament plenary voted 5 to 1 in favour of sustainable fisheries.
- The final CFP basic regulation negotiated between the Parliament and Council resulted in five WWF asks being adopted.

SOME OF OUR CAMPAIGN ACTIONS IN 2013:

- Gates of Truth: during the European Parliament plenary vote in Strasbourg, arriving MEPs had to choose between a 'No fish' or 'More fish' gate to indicate their commitment to sustainable reform.
- 'Paint-a-fish' action collected 21,000 colourful fish drawn online by citizens that were sent to Members of the European Parliament.
- Our 'All Aboard' action in Brussels where a large fishing boat was set-up in-front of the Council building. Fishermen, school children, NGOs and key politicians demonstrated their support of the campaign.
- WWF supporters took part in the 'All Aboard' online action sending tweets and Facebook posts directed towards EU Fisheries Ministers. The action reached more than 245,000 people via these channels.

All activities contributed to raising awareness and pressure in the European Parliament, the Council, and 'back home' in Member States.



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'All Aboard' action in front of the Council in Brussels during the final negotiations of the Common Fisheries Policy reform.

MAKING THE CASE FOR THE GREEN INVESTMENT

During 2013, WWF continued to campaign for better policy in the EU's €960 billion budget for 2014-2020. The budget covers expenditure for the Common Agricultural Policy (CAP), Europe's regions, development aid, and environmental programmes.

For WWF the main goal was to ensure that subsidies were not used to support activities that have a negative environmental impact.

The WWF Budget team worked on this campaign for over three years. By cooperating with our European national offices and with partner NGOs based in Brussels, we scored some important goals. One of the biggest achievements is a commitment that 20% of the new budget will go to climate action.

Farming subsidies account for nearly 40% of the total budget. Many of these subsidies support activities which harm the environment. By lobbying MEPs, WWF managed to protect the important cross-compliance rules (farmers must agree to these rules in order to receive their full payments).

The 2014-2020 Cohesion Policy will see the EU finance regional projects that boost connectivity and disadvantaged regional economies. WWF worked with other NGOs like CEE Bankwatch, Birdlife, Friends of the Earth Europe and many others, to promote the need for change to policymakers.

Through the pressure we created on politicians, we secured mandatory Cohesion funding for energy savings and renewable energy investments. Subsidies for fossil fuels and airports will be almost totally phased-out.

A strengthened partnership principle – including civil society organisations – will increase oversight of investments by stakeholders at different stages of their lifecycle.

In addition, funding for the LIFE environmental programme has been increased by 24%. The extra money is devoted to a new LIFE Climate programme. Funding for the LIFE Nature programme has increased biodiversity funding by 6%.

For more information:
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EU Budget Successes

- Climate initiatives will account for 20% of EU spending in the period 2014-2020.
- Significant wins for the environment which will include much higher Cohesion funding for energy saving and clean energy investments.
- A strengthened partnership principle, to increase oversight of investments by stakeholders at different stages of their lifecycle.



Wellspent.eu was a joint WWF/CEE Bankwatch online campaign developed to raise awareness of how the EU should spend the budget allocated to Cohesion Policy within the context of the EU budget.

SCRAPPING EUROPEAN PUBLIC FINANCING FOR FOSSIL FUELS

In June 2013, WWF launched ‘Seize Your Power’, a global campaign which calls on financial institutions to significantly increase their funding of renewable energy and cut funding to fossil fuels. The action recognises that the level of CO₂ emissions in the atmosphere requires drastic action if we are to limit global warming.



As the world's third-largest emitter of greenhouse gases, the European Union and its 28 Member States have a crucial role to play. The EPO actively supported WWF's global campaign by targeting the European Investment Bank (EIB) and the European Bank for Reconstruction and Development (EBRD).

WWF targeted two of the world's largest public financial institutions and called on them to end support of fossil fuels. Pressure was applied to the Banks through different channels including direct advocacy towards EIB and EBRD staff, EU national governments, and traditional and social media.

Our call for action was echoed by EU Climate Commissioner Connie Hedegaard in July 2013 when she stated: *"I am particularly keen to see three international financial institutions – the EIB, EBRD and World Bank – join with their EU and OECD partners to take a lead role in eliminating public support for fossil fuels."*

In July 2013, the EIB adopted measures which will phase-out support for coal and lignite power plants.

By November, Denmark, Finland, Iceland, Norway, Sweden and the UK, had joined the US in ending public finance for new overseas coal-fired power plants. In December 2013, the EBRD followed suit and committed to phase-out financial support for coal plants (with exemptions) and promote investments in renewable energy and energy savings.

This unprecedented wave of positive commitments from European public banks and countries was the result of great coordination and work between the WWF EPO, WWF offices around the world and organisations such as Bankwatch, CAN Europe, E3G, 350.org and the Sierra Club.

So what's the next step? In 2014, WWF will closely monitor how the EIB and the EBRD implement their new 'anti-coal policy' and whether the banks will actually 'walk the talk'.

For more information:
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Seize Your Power successes

- The EIB and EBRD adopted measures which, if implemented properly, should phase-out support for coal and lignite power plants.
- Five Nordic countries and the UK committed to end public financing of new coal-fired power plants overseas, except in rare circumstances.



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Joint NGO action in front of the Berlaymont building in Brussels following the weak European Commission outline of EU 2030 climate and energy policies.

MOVING TO A LOW CARBON ECONOMY

The financial crisis has diverted attention away from climate change issues and many policy makers, though aware of the long-term benefits of investing in clean energy, focus instead on short-term issues.

The EU has a body of law including targets for 2020 and WWF has been pressing for their proper implementation, and for needed improvements.

At the same time we have been active in advocating a strong post-2020 Climate and Energy Package. WWF believes that a long-term vision and well-designed climate strategy – with investments in renewable energy, sustainable transport, low-carbon lifestyles and innovative green technologies – will lead to the fundamental changes so urgently needed to solve or mitigate climate change issues in the long-term, despite adverse political conditions.

We took active part in the European Commission's consultation on an EU Climate and Energy framework for 2030 and raised awareness on the need of a timely and ambitious implementation of the EU Energy Efficiency Directive that would reach the agreed 20% target. We also advocated for better sustainability criteria for bioenergy and biofuels, and successfully lobbied for the delay of the auctioning of pollution permits to help fix the EU's carbon market.

EPO also supported WWF's Global Climate & Energy Initiative - with special attention to renewable energy and energy efficiency - pushed for the implementation of power plant emission standards, and took active part in the Warsaw UN Climate Change Conference in November 2013.

Aware that important decisions on climate related issues were going to take place in 2013 and 2014, we invested time and energy to raise awareness on our positions amongst the European Commission, the European Parliament and the national permanent representations to the EU.

Cooperation amongst offices within the network remains vital. The EPO Climate team has worked constructively with many offices on various issues. Among others, we worked with WWF Germany on the EU Emissions Trading Scheme, with WWF UK on shale gas, with WWF Finland on sustainability criteria for bioenergy; and with WWF Greece on coal power.

Last but not least, we worked with all WWF offices across Europe on designing and pushing for an ambitious post-2020 climate and energy framework.

For more information:
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Climate and Energy Successes

- The approval by EU Member States of the so-called “backloading” proposal aiming at addressing the oversupply of carbon credits in the EU Emissions Trading Scheme - a step that WWF EPO had been encouraging the EU to take throughout the previous year.
- The Environment Committee and Industry, Research and Energy Committee of the European Parliament endorsed the need for binding national targets for energy efficiency, greenhouse gas reductions, and renewable energy to be met by 2030. The joint report reflected lobbying efforts by WWF EPO, and was endorsed by the full European Parliament in February 2014.



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Renewable energy in the European Union is a success story. The sector employs well over a million people and has a turnover of almost €140bn. *WWF Briefing paper 'Renewable energy myths exposed'.*

A VOICE FOR NATURE IN EUROPE

This year we continued to push for a change in Europe's approach to natural resources despite the pressures of the global recession.

Our engagement with the EU institutions has helped to spark the realisation that squandering our natural resources has an economic and an intrinsic cost. People and politicians need to understand that natural resources are the backbone of our future life and economy.

The EU and industry are starting to understand the true impact of food production and consumption on the environment. Through WWF and Friends of Europe's 'LiveWell for LIFE' project, with input from a wide range of stakeholders, we are evaluating how EU policy can be used to encourage healthy and sustainable diets. This experience has helped us to influence the European Commission's Communication on Sustainable Food which is due to be published in mid-2014.

We have also helped industry leaders in the paper and pulp sector to assess the water risk coming from their operations and river basin. A specific tool – the Water Risk Filter – was developed by WWF and the German Development Finance Institution to identify the risks. Their findings will eventually form part of the strategies needed to mitigate risks in the water supply caused by their activities.

Deforestation was a major focus for WWF EPO and national offices in 2013, during which time the EU Timber Regulation came into force in all 28 Member States. Through collaboration with our network and partner NGOs, we successfully convinced EU decision makers that deforestation has a significant impact on the global environment. As a result, the option for a Deforestation Action Plan has been included in the 7th Environmental Action Programme, which will be guiding European environmental policy until 2020.

Starting in late 2012 and continuing into 2013, WWF EPO and WWF Germany delivered a programme on Financing Natura 2000 to the European Commission. Natura 2000 is the centrepiece of the EU's nature and biodiversity policy and aims to create a network of nature protection areas. WWF organised workshops in 21 Member States (in their national language) which focused on how to integrate funding for Natura 2000 in national planning and budgets. The programme is helping Member States to tap into existing EU Natura 2000 funds – a welcome relief for governments during this time of economic and financial challenges.

For more information:
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A guided tour in the Natura 2000 park in Rački ribniki-Požeg in Slovenia. The area is a complex of lowland wet forests, meadows and fishponds where extensive fish breeding takes place.

THE EU AS A GLOBAL PLAYER

As the world's largest trading bloc and largest external aid donor, Europe has the potential to support developing nations to implement environmental protection and

sustainable development initiatives. The EU also has an important role to play in international agreements on climate change and biodiversity.

While WWF recognises the importance of the EU's current contributions, we think more can, and should, be done in the following areas.

EU position on the post-2015 global development framework

Working together with other NGOs, WWF wants to ensure the EU takes a strong stance at the UN General Assembly which will formulate a global sustainable development framework to succeed the 2015 Millennium Development Goals. We have called on the EU to:

- Fully integrate environmental sustainability into future development and poverty reduction objectives.
- Tackle inequalities between and within all countries.
- Define one overarching process to include the outcomes of the Rio+20 Summit.
- Ensure all governments take responsibility for future goals take action to deliver on them.

The EU position now includes all of these principles.

We are developing proposed targets for the post-2015 framework and pressuring the EU to strongly promote the integration of environment and development.



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Virunga National Park - one of Africa's richest natural treasures is at risk from the exploration plans of an oil conglomerate. wwf.eu/campaigns/virunga

EU funds for external action within the Multiannual Financial Framework 2014-2020

Following WWF's campaign on the EU Budget, the targeted expenditure for biodiversity, climate, sustainable energy and environment is more than double current levels. There is also a legal requirement for the EU to mainstream environmental considerations and 20% of all development cooperation programmes must include climate relevant actions.

Virunga National Park

Located in the Democratic Republic of Congo (DRC), Virunga is Africa's oldest and most biodiverse national park. However, it is currently threatened by the oil exploration ambitions of a British company. WWF has launched a global campaign (wwf.eu/campaigns/virunga) to protect Virunga from oil exploration. The WWF EPO has asked the European Commission and Parliament to implement measures which would ensure that European oil companies stay out of World Heritage sites and to encourage the DRC government to find sustainable development alternatives for the park.

Illegal Wildlife Trade

The trade in illegal wildlife rose high on the EU agenda during 2013 as the European Parliament adopted a new resolution on wildlife crime. The initiative is the result of close collaboration between WWF, TRAFFIC, and MEP Gerben-Jan Gerbrandy.

The resolution calls for increased action and leadership at the EU and Member State level to halt the illegal trade in wildlife products worldwide. The Commission will follow-up by launching a Communication on illegal trade which will cover wildlife, timber and fishery products as well as links with governance and security issues. The EU is also engaged in promoting actions against wildlife crime through its international cooperation programmes. The EPO is encouraging the Commission to increase its support.

For more information:

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ACCESSING EUROPEAN UNION FUNDS

A key task for the WWF EPO is advising the global WWF network about EU funding opportunities. In 2013 we helped raise €11 million in EU grants.

Almost 100 WWF offices around the world are regularly informed about EU funding opportunities through the EPO. Our capacity building and coordination, carried out with support of EU funding champions such as WWF UK, WWF Germany and WWF International, helped to ensure a high success rate in the in the European Commission DG Development and Cooperation call for proposals.

Four out of the seven project proposals submitted were successful. Project activities will be carried out in Uganda, Cambodia, Laos and Vietnam. A total of €6 million in grants has been raised.

The EPO also helped to raise €5 million in EU grants in collaboration with FAO, IUCN, Redparques, UNEP and the WWF Living Amazon Initiative. The funds will support the implementation of the Amazon Ecosystem-based Conservation Vision which aims to strengthen the regional management and financial effectiveness of protected areas in the Amazon.

For more information:

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Aerial shot of a winding river, Amazon rainforest, Loreto region, Peru.

COMMUNICATIONS AND CAMPAIGNS

Supporting our policy work through communications and campaigns, is a way to make our key political messages and requests resonate further in Brussels and in countries across the EU and globally.



Media relations

WWF's policy work at the European level was widely featured in both EU and national media channels. National coverage was enhanced thanks to the campaigns we ran in coordination with many WWF offices around Europe. This year over 100 media releases and statements were developed, resulting in nearly a 300% increase in media coverage compared to 2012. Climate, energy and fisheries topics dominated coverage in both EU and international media.



14 February 2013

EU should seek 100 percent green energy by 2050 - WWF

Targets for 2030 should include energy savings of at least 38 percent compared with business as usual, obtaining 40 percent of fuel from green sources and cutting carbon emissions by 50 percent, the WWF report says.



31 May 2013

Key EU fishing reform deal clinched

Another key decision consolidated the broad principle that Europe's fish quotas should be set at a level where stocks can actually recover, instead of just stabilising. This was said by the Council to be a breakthrough, although Tony Long of the campaign group WWF complained: "The majority of Europe's governments decided to stonewall negotiations."



Social media

By the end of 2013 we had nearly 4,800 Twitter followers and had sent over 2,600 tweets. Through in-house training we increased the number of EPO staff tweeting from 2 to 16. To support our campaign work, we have increased our use of email actions and online petitions through Twitter or Facebook in order to engage and activate people. One e-petition, which asked the European Parliament to end overfishing, gathered support from over 150,000 people.



Online communication

Search Engine Optimisation (SEO) of the WWF EPO website continued during 2013. There are now separate sections for campaigns and for the media. In the media section, journalists can sign-up to receive automatic updates on topics which are relevant to their areas of interest. Average unique visitor numbers to our site rose from nearly 8,000 to 10,500 per month.



Marketing Communications & Events

During 2013 the Communications department developed and launched 15 brochures and reports. The department also began preparing the 25th anniversary branding elements that will be issued in 2014. We also invested in audio-visual software and training, which enabled us to produce over 25 videos and video-interviews in-house.



Jason Anderson on EU 2030 Climate & Energy policies

One WWF voice

Working on EU advocacy communications means working with the WWF network at all times. We support offices in the European network with communications activities targeted at the EU institutions in Brussels and provide them with tools needed to create an impact 'back home' on priority environmental issues.

For more information:
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OUR DONORS, PARTNERS AND ALLIES

The success of WWF's policy work at EU level requires funding for critical programmes, a coordinated and supportive network, and key stakeholder alliances.

WWF NETWORK

In 2013 many national offices provided the WWF EPO with their expertise and advocacy support to create real impacts. 15 WWF offices also greatly contributed financially to the EPO. This support enables us to represent the issues that are important to the national offices (and their millions of members) at the EU level.

BUSINESS ALLIANCES

The success of the WWF EPO also depends on leading business groups who are willing to join us to build common advocacy positions. The Alliance for Common Fisheries Policy Reform brought together representatives from the retail sector, fish processing industries, consumer organisations and restaurant chefs from across Europe. These organisations were crucial in pressing the case for a change in the management of European fisheries.

In the forestry sector WWF works with the Association for Beverage Cartons and the Environment (ACE), a major player in the beverage carton industry. WWF and ACE signed their third agreement in 2012 which extends cooperation until at least 2015. The period included the implementation of the EU Timber regulation and will cover its future review at the end of 2015.

FOUNDATIONS

The WWF EPO is supported by major foundations both financially and in policy development. We are grateful for the continued support from the European Climate Foundation and the Oak Foundation.

EUROPEAN COMMISSION

WWF has continued to receive financial assistance from the European Commission to help cover core operational costs in the EPO office.

CIVIL SOCIETY

WWF EPO works closely with other NGOs in the 'Green10' coalition – a group which includes ten of the biggest European environmental NGOs. In 2012, WWF became the first environmental NGO to become an affiliate member of Concord – a platform for the development NGOs in Europe. This is an important alliance for WWF as it unites the development and environment agendas. Concord will be critically important in the shaping of post-Rio+20 outcomes and future global development goals.

FINANCIALS

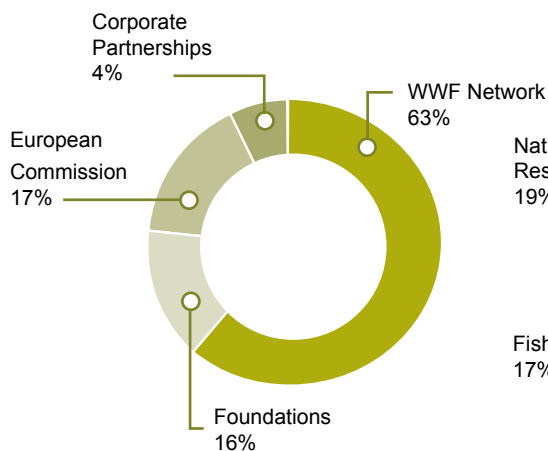
Income

- WWF Network	€ 2,145,603	63%
- European Commission	€ 593,789	17%
- Foundations	€ 531,280	16%
- Corporate Partnerships	€ 150,000	4%
TOTAL	€ 3,420,672	100%

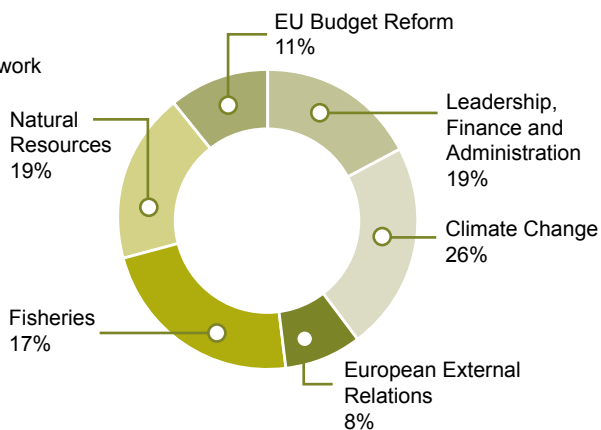
Expenditure

- Leadership, Finance and Administration	€ 660,750	19%
- Climate Change	€ 906,805	26%
- European External Relations	€ 258,030	8%
- Fisheries	€ 592,669	17%
- Natural Resources	€ 667,884	19%
- EU Budget Reform	€ 358,617	11%
TOTAL	3,444,755	100%

INCOME



EXPENDITURE





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After 25 years of environmental policy work in Brussels, WWF EPO will continue to put pressure on the EU to protect nature in Europe and globally.

BEYOND 2013: OUR CHALLENGES AND OPPORTUNITIES

In 2014, the WWF EPO will celebrate 25 years of environmental policy work at European level. This milestone provides a timely opportunity for us to look back at what we have achieved and use lessons learnt to face our future challenges. These are some of the issues we will be working on:

In 2014 the EU will adopt its long-anticipated Climate and Energy Package which will propose objectives to be met by 2030.

The WWF EPO will continue to maintain pressure on the EU to ensure that gains made over the past 25 years are not eroded because of a failure to recognise the multiple benefits to environment, economy and society of a decisive move towards a zero-carbon Europe. By maintaining the pressure, the WWF EPO aims to ensure that Europe goes to the Conference of the Parties on Climate Change (COP-20) in Peru with a strong pro-climate position.

In May 2014 elections will be held for the European Parliament.

The WWF EPO will be supporting actions which promote the election of progressive candidates to ensure environmental protection keeps a high position in the EU agenda for the next 5 years. WWF EPO will be working with Europe's national offices to influence European candidates' environmental agenda and make them pledge for a 'New Europe for the Planet'. WWF will also be involving European voters by informing them about the role of the European Union in protecting the environment and people's well-being.

An emerging issue that the WWF EPO will be monitoring during 2014 is food sustainability.

WWF will have the chance to shape the current debate on food and will make sure the new EU approach to food sustainability will be holistic and will include measures to cut food waste and improve diets. On 11-12 June, the 3rd and last LiveWell for LIFE stakeholder workshop will advise on EU public policy options and national pathways to encourage healthy and sustainable diets. WWF will continue to work with a wide range of partners to guarantee that the LiveWell project's findings are shared with all relevant stakeholders in Brussels and at Member State level.

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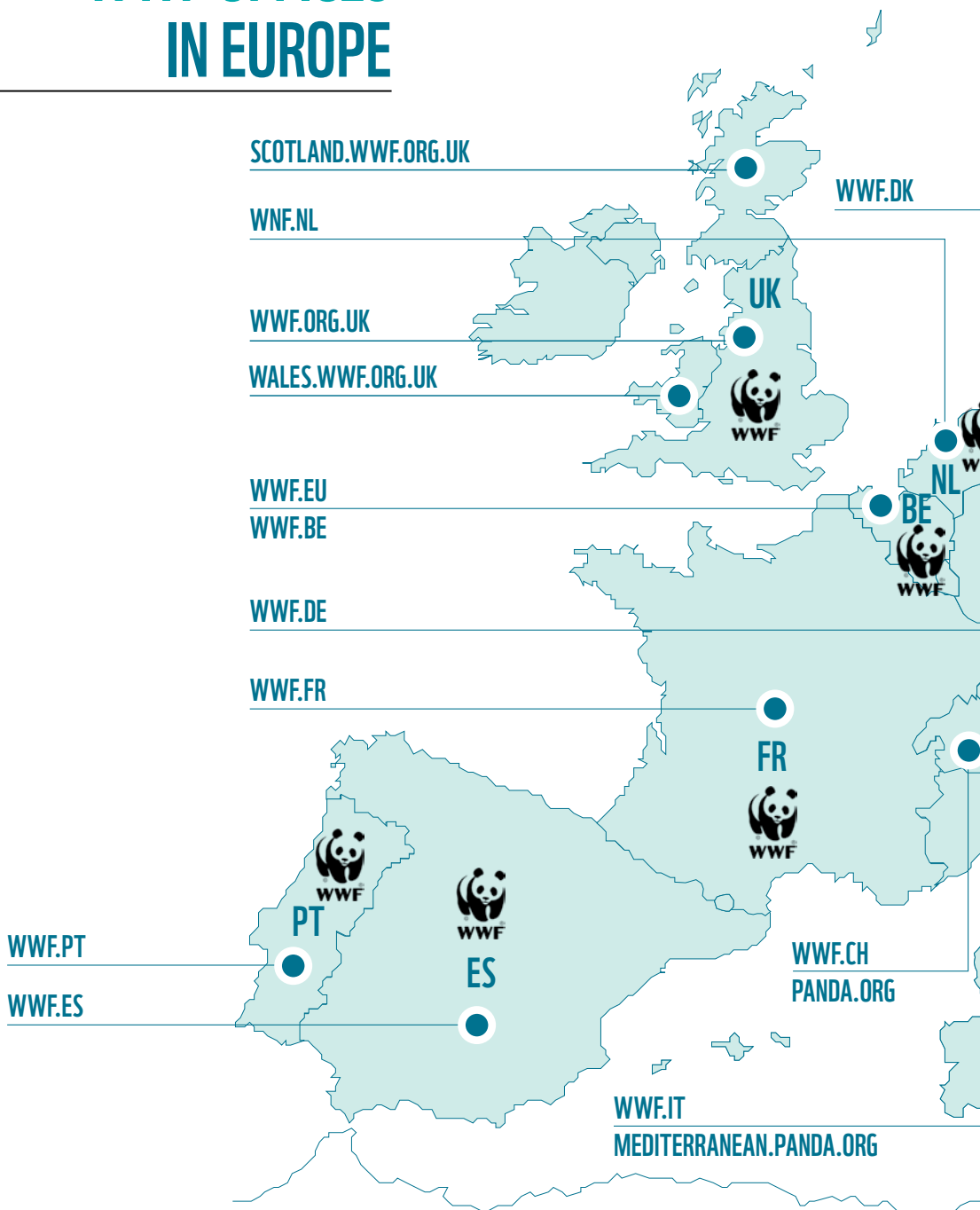
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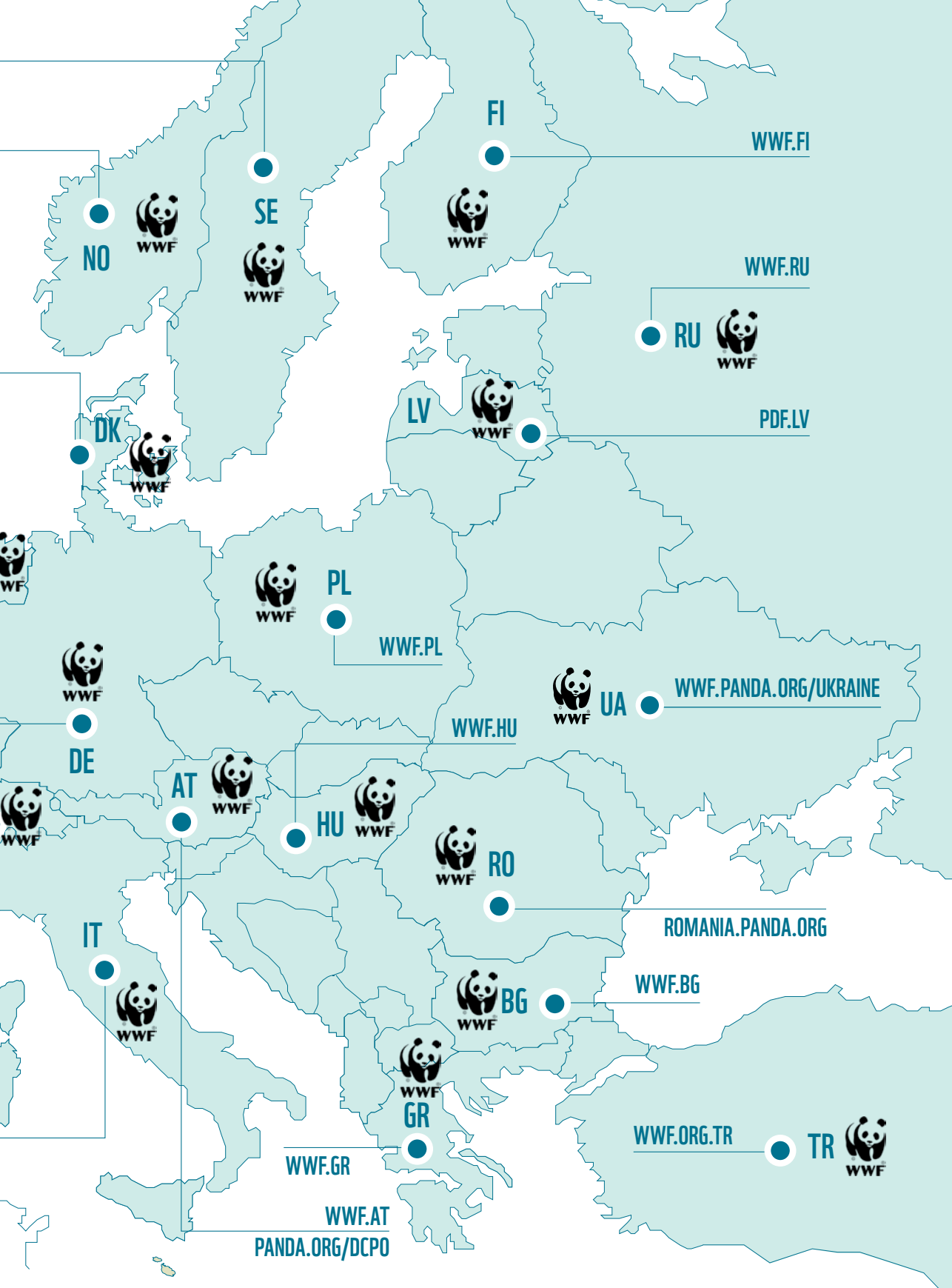
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WWF in Europe

100%
RECYCLED
PAPER



1989

WWF European Policy Office
was founded in Brussels in 1989

80%

About 80% of national
environmental legislation is
decided by the EU



22

WWF is present in 22
countries in Europe

+3.5M

WWF has over 3.5 million
supporters in Europe



Why we are here

To stop the degradation of the planet's natural environment and
to build a future in which humans live in harmony with nature.

wwf.eu