



ANNUAL
REVIEW

DCP

2015

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STORIES FROM THE GREEN HEART OF EUROPE

Bison and sturgeon return — and more
WWF Danube-Carpathian Programme

FOREWORD

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WWF in Slovakia

WWF'S NEW GLOBAL GOALS AND CROSS-CUTTING ISSUES:

FRESHWATER, FORESTS,
WILDLIFE, OCEANS,
CLIMATE & ENERGY,
FOOD, MARKETS,
FINANCE, GOVERNANCE

In 2016, we will celebrate the 10th anniversary of WWF-Romania and WWF-Bulgaria, as well as the 25th anniversary of WWF-Hungary. Over the past decade, we have built a WWF presence in six countries, and through partnerships have extended our reach to further parts of the Danube-Carpathian region. Across this area, we are in regular contact with nearly half a million people, and have a growing number of financial supporters – 10,000, and counting. We have developed a unique approach based on a dense network of partnerships and field projects that we leverage through mobilization, markets and policy work from the national to the regional and EU levels. We have also developed a relatively diversified and increasingly stable funding base and constituency across our countries.

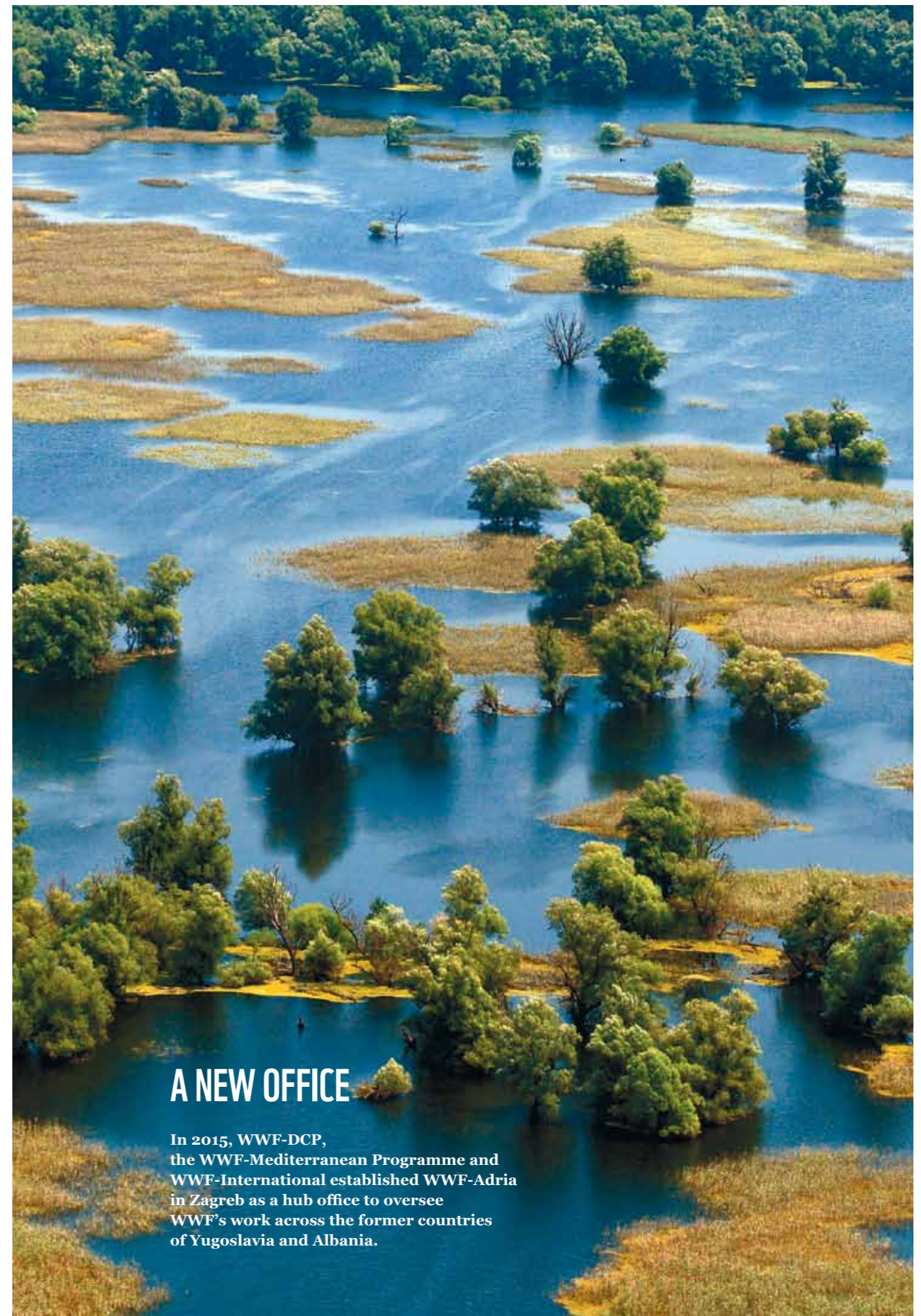
We are now taking a step back to consider our future path, including how we contribute to the six goals and three cross-cutting issues around which the global WWF network will focus its conservation efforts in the future. As a step toward reviewing our strategy and contributions to the new priorities, we decided to take these goals as a prism through which to look at the past year of our work.

Some of our critical contributions to the global priorities are already clear: in freshwater and forests, and in wildlife with regard to sturgeon. However, as the following pages show, we also have substantial experience and contributions to make in other areas as well.

Our countries represent nearly a fifth of EU citizens, so we have a role to play in supporting WWF's efforts to influence EU policymaking on climate and energy, as well as other issues of global importance to the Network. Our location in countries that are developing, but are also part of the European Union, also gives us experience that is potentially more broadly applicable. For example, our growing expertise on mapping and assessing ecosystem values – which all EU countries are required to undertake – and innovative financing mechanisms is not only relevant to our efforts to conserve wetlands and forests in the Green Heart of Europe, but is also being tapped by other parts of the Network.

Another area of innovation that we think we can offer is in building a presence across a complex region of relatively small countries – balancing the empowerment of local presence with regional scope and synergies.

We are proud of our achievements to date and we look forward to building on and sharing them with our colleagues and partners in the future.



© MARIO ROMULIC-KOPACKI

A NEW OFFICE

In 2015, WWF-DCP, the WWF-Mediterranean Programme and WWF-International established WWF-Adria in Zagreb as a hub office to oversee WWF's work across the former countries of Yugoslavia and Albania.

WATER



The Danube river basin is the most international river basin in the world and encompasses most of Europe’s last remaining intact rivers and wetlands. This includes the globally important Danube Delta and Lower Danube Green Corridor as well as the Mura-Drava-Danube freshwater ecosystem – “Europe’s Amazon”.

We want to ensure that freshwater ecosystems and flow regimes provide water for people and nature. For this, we want to preserve and – where possible – restore critical freshwater habitats and flow regimes as well as improve transboundary water governance, particularly through strengthening EU and national-level policy frameworks.

In 2015 we continued our efforts to improve wetland conservation and developed management plans for 35,000 ha of wetlands in Austria, Hungary and Romania. A major focus of our work was contributing to the development of the six-year Danube River Basin and Flood Risk Management Plans that were officially adopted in February 2016. The plans incorporate all of WWF’s priorities, including a prominent role for natural water retention measures.



The big issues with small hydropower

Calin Dejeu is a Romanian biologist who got in touch with WWF in 2013 when we started a campaign to save rivers in the Carpathian Mountains from the chaotic construction of small hydropower plants – plants that in too many cases have disastrous impacts on river ecosystems and limited renewable energy gain. He continues to monitor the sector and intervene in serious cases.

“There are 13 rivers that I am involved with, but my main efforts are for the Raul Alb, Mures and Nera. Among my main goals is to change the law under which new plants under 10 MW receive green certificates. It is, for me, the most abusive legal provision in the last 25 years. It is ironic to finance those who destroy nature”, said Calin.

In 2015, small hydropower was excluded from EU funding in Romania and WWF succeeded in securing a temporary ban on its development in all protected areas. The same ban is also in place in Bulgaria.

Hundreds of hydropower plants are planned in neighbouring countries as well. Therefore, WWF has been pushing for the application of guidelines and best practices for hydropower already adopted by all Danube governments, including nationwide “No-Go” areas, like core zones of national parks, where hydropower is not allowed.

© ALIN DRAGUSIN



1,000,000 M³
OF WATER
BROUGHT BACK
TO NATURE AFTER
RESTORING
AUSTRIA’S LAST
SODA LAKES



Working together for a Living Danube

This year, we finished the first stage of restoring Austria’s last soda lakes in the Neusiedler See-Seewinkel National Park. We closed their drainage channels and thus raised groundwater to its former levels. This helped bring some 1,000,000 m³ of water back to nature. The disappearance of the lakes would have been a blow not only to European nature conservation, but also to tourism, which depends on the abundance of flora in the salty, milk-white lakes. Agriculture was also affected by the low water levels.

The restoration was part of WWF’s 7-year Partnership for a Living Danube with Coca-Cola, which aims to bring 12,000,000 m³ of water (or the equivalent of 4,800 Olympic-sized pools) back to nature by 2020.

Living Danube Tour

The Living Danube Tour visited 36 locations in Bulgaria, Croatia, Hungary, Romania and Serbia and was at special events like the World Rowing Championship in Slovenia. Over 50,000 visitors learned about the importance of healthy rivers.

A case for environmentally friendly navigation

A three-year pilot project for implementing measures on the Danube east of Vienna, Austria, came to an end serving both navigation and biodiversity. The project was advised by a stakeholder forum designed by WWF. Integrated sediment planning will be used to reduce the growing problem of river bed erosion. In Romania, we continued to engage with planned navigation projects, pushing for solutions that limit the need for physical interventions in the river ecosystem, in line with guidelines and best practices for developing such projects that have been adopted by all Danube governments.

WILDLIFE

Our region is home to two-thirds of the European populations of large carnivores, including bears, lynx and wolves, as well as the Beluga sturgeon – a 7-metre fish that survived the end of the dinosaurs but now teeters on the edge of extinction. We want to ensure that populations of Danube sturgeons are stabilized and recovering in the wild. Our focus is also on securing ecological corridors for large carnivores and reintroducing European bison to the Carpathians.



18 BISON REINTRODUCED IN THE ROMANIAN CARPATHIANS IN 2015

The Lord of the Danube returns
By Stoyan Mihov, WWF-Bulgaria Conservation Manager

You don't hold a 200-million-year-old fish in your hand every day. Sturgeons have outlived the dinosaurs, but it is up to us if they will survive the next few decades. This is what I tell my kid as we name and release a baby Sterlet, one of 50,000 that WWF released last year into the Lower Danube. A dozen local school kids are quite excited to be doing the same, as are some of the many fishermen we have gradually managed to win to the cause of sturgeon protection.

We have worked on this restocking for the past months: catching the fish and raising their young until they are big enough for release. It is surprising that few people in Bulgaria know sturgeons still live in our part of the river. In fact, the Danube is the only river in the EU with viable populations of wild sturgeons.

It is different among the locals, many of whom remember someone who caught a giant fish and built a house or organized a big wedding with the proceeds. But since the commercial exploitation of the Danube began, sturgeon legends have been locked in old photos in the Fishing and Boat Building Museum in Tutrakan. Here you can still see 6-metre monsters that took several men to take out of the river. Those were dangerous and exciting times.

So I am more than proud to be part of this project that helps these awesome fish reconquer the Danube. This year, we caught a wild, untagged Stellate and a Sterlet. This means spawning still goes on in the Lower Danube and our efforts are not in vain. We also made sturgeon protection a prominent part of river basin management and continued to engage all stakeholders in protection.

These wild, wild things
Houdini. This is how a French journalist named one of the 18 bison WWF and Rewilding Europe brought to the Romanian Carpathians in June to join last year's herd of 14. The bull did not stay in the closed acclimatization area like the rest, but broke through the fence immediately upon arriving and vanished into the woods. We wish him a long, wild life! Some 500 fellow bison are planned to join him over the next decade.

Wildlife corridors
In 2015 we continued efforts to secure the connectivity between habitats for bears, wolves and other large carnivores. In Romania, the new master plan for transportation development takes into account potential conflicts with ecological corridors. This should help avoid situations like the Lugoj-Deva motorway, which cuts through a critical wildlife corridor between Apuseni and the Southwest Carpathians and where WWF and partners have finally managed to secure adequate mitigation measures. We also identified 11 critical migration corridors in Romania and Ukraine.

Saving the white-tailed eagle
Belgrade is among the few European capitals where white-tailed eagles fly only 200 metres from the city centre. But the endangered species is threatened by the pesticide Carbofuran, which, though banned, is still used in Serbia. WWF led a campaign to raise public awareness and address the issue.

FORESTS

The Green Heart of Europe includes the largest remaining area of virgin and natural forests in Europe outside of northern Scandinavia and Russia, including the primeval beech forests of Ukraine, Slovakia and Romania. Our aim is to conserve all old-growth and virgin forests in the Danube-Carpathian region and to ensure that at least a quarter of the region’s forests are under good management through FSC certification and the application of effective EU and national legislation.



© ALEXANDER VANDY



BEECH FORESTS AS WORLD HERITAGE

We completed the process for nominating the five most endangered habitats of floodplain and low mountain old-growth forests in Transcarpathia and adjacent regions in Ukraine as UNESCO World Heritage sites, with a total area of over 13,000 ha.

Under an ancient forest spell

Which direction should we take? The satellite photos show small dark dots. These are trees with large crowns, which is where the old-growth forests are. We are on our last mission trip to map Bulgaria’s ancient woods. “In a primeval forest, more than anywhere else, trees look like living creatures! We take a sample from an old beech with a Pressler drill to see its age. If we are careful and fill the hole with a special ointment, this will not wound it”, says Alexander Dountchev, WWF-Bulgaria Senior Forest Officer.

Our mapping mission spans the whole Danube-Carpathian Region. In 2015, we identified 33,600 hectares of old-growth forest. Unfortunately, less than 50% of old-growth forests are protected in Bulgaria and Ukraine, but in 2012 Romania committed to the full protection of its estimated 218,000 hectares. We will now focus on improving laws in Bulgaria and Ukraine and continue to support certification according to the sustainability criteria of the Forest Stewardship Council, which has strict requirements regarding old-growth forests. Now approximately 4.5 million hectares, or 25% of the region’s forests, are certified.

Only when we know where old-growth forests are can we preserve them. Besides mapping, we invite people to find and experience these special forests on their own using WWF GIS maps covering the three countries. If we lose these ancient forests, we lose the homes of almost 80% of terrestrial species and a crucial source of air and freshwater. And, of course, the sense of awe when standing below a huge and ancient tree!



4,500,000

HECTARES OF
FORESTS
ARE FSC CERTIFIED
IN BULGARIA,
ROMANIA
AND UKRAINE

Dial 112 for illegal logging

About every two days, the 112 emergency hotline in Cluj-Napoca, Romania’s second largest city, rings and someone reports a shipment of timber they find suspicious. Using the timber truck’s license plate number, an operator checks if the shipment is legal and immediately notifies the police if necessary. The system can also identify the exact place where the logs were loaded. The hotline and electronic wood tracking system SUMAL is an initiative of the Romanian Environment Ministry with support from WWF.

Romanians support their forests

In February 2015 the Romanian parliament accepted a new Forest Code with amendments put forward by WWF and other NGOs. However, in March 2015, the Romanian president vetoed the law and returned it to parliament, arguing it would violate free market rules.

Meanwhile, an undercover investigation by the Environmental Investigation Agency (EIA) suspected the Austrian company Holzindustrie Schweighofer, which had also lobbied the Romanian president to reject the legislation, of illegal logging activities. In response, more than 20,000 people marched in the streets of over 10 cities in Romania to demand that forests be protected from illegal logging. The public pressure helped secure the adoption of the Forest Code in October, including key provisions for addressing illegal logging and securing virgin forests, as well as promoting the best use of wood resources.

OCEANS

Overfished, polluted, taken for granted, carelessly abused and destroyed, and much more fragile and complex than we once thought: oceans, the largest living space on Earth, are fast deteriorating. As the Black Sea is not a global priority for WWF, our work on oceans is limited to supporting the work of other WWF offices, particularly related to the establishment of marine protected areas in Antarctica and the promotion of MSC products by cooperating with retailers.



2015
European Year
for Development

Ugly

is what's happening in our oceans.

Ugly is to see overfishing destroy the future of 800 million people who depend on fish to survive.

Make a difference. Choose sustainable fish.

www.fishforward.eu

This project is co-funded by the European Union. The contents of this ad are the sole responsibility of WWF and can in no way be taken to represent the views of the EU.



Ugly fish

An EU-funded project called Fish Forward kicked off with activities in Bulgaria, Romania and 10 other EU countries to change the attitudes of 50 million consumers in the EU by promoting sustainable seafood choices.



Helping Antarctica

As a party to the Antarctic Treaty, Ukraine has a voice in deciding the future of this unique area. In 2015, our Ukrainian colleagues worked to raise awareness and lobby relevant authorities to support the establishment of major Marine Protected Areas in the Southern Ocean.

CLIMATE & ENERGY

Climate change is expected to have an increasing impact across Central and Southeastern Europe, including drought and flooding. Renewable energy development in this region suffers from weak governance frameworks and wrong incentives, resulting in projects with limited benefits and significant biodiversity impacts. We work with governments, private companies and other partners to promote the decarbonisation of our economies by lobbying for the appropriate use of EU funds, as well as for developing and promoting guidelines and best practices for the development of renewable energy. We also develop and implement strategies to build climate resilience for communities and ecosystems.



© BALOGH BALINT

Tiszatarjan: working with nature

“I was never really interested in nature conservation before I met Csaba Vaszkó from WWF-Hungary. He opened my eyes to the opportunities available to our community through our natural resources,” says Tibor Balog, vice mayor of Tiszatarján, a village of 1,400 inhabitants in Eastern Hungary. Over 60% of the families here do community work as part of an unemployment and reintegration scheme.

In the past 8 years of working with WWF, the village has managed to cut the consumption of gas by 55,000 m³ and CO₂ emissions by 90 tons. They have done so by clearing 400 tons of Indigo bush – an invasive species that had prevented farmers from using 90 hectares of land. “The biomass we got from processing the bush now provides heating for community buildings like schools and the mayor’s office and makes us 99% independent of gas. Meanwhile, we have regained precious wetlands that are now managed sustainably. Part of these wetland areas is used for biomass plantation and another part is grazed and maintained by water buffaloes. The project has provided 20 families with a stable income and pride in their work. By developing skills that are needed in the surrounding villages, they have regained their self-respect and trust in a better future. What else is there to ask for?”, says Tibor Balog.

99%

RELIANCE
ON RENEWABLES
INSTEAD OF GAS

FOOD

Agriculture is a major driver of environmental degradation, both in our region and globally. We have been working to improve the development and implementation of the EU Common Agriculture Policy, which is a major source of both beneficial and harmful subsidies that impact our conservation efforts, and to shift markets toward sustainable consumer choices.

Is the caviar you eat legal?
By Valeriia Nemykina, WWF-Ukraine volunteer

This autumn, I was part of a team investigating the caviar market in Ukraine. Sturgeons are on the brink of extinction. Two out of six wild sturgeon species in Ukraine have already disappeared.

One of the main threats to sturgeons is poaching. Wild-sourced sturgeon products still find their way to the market despite a full ban on fishing the species. However, people can distinguish legal aquaculture from illegal wild caviar by looking for the CITES labeling that must be present on every exported caviar package and is also recommended for national sturgeon products.

So our task was to look for CITES labels and other packaging information on the Ukrainian market. This was not as easy as we thought. Caviar is so expensive that all packages are locked behind a glass and you need to specifically ask the seller to show you the package. Meanwhile, he watches you attentively so it is difficult to write things down and take a photo. Of the 21 samples from four producers that our team of volunteers collected, those from a Russian producer proved to be illegal.



IS YOUR SUPERMARKET SUSTAINABLE?

To determine this, in 2015 WWF-Romania undertook its fourth survey of the top 11 retailers in Romania. The results show a positive trend, with an increasing number of supermarkets selling local fruit and vegetables, sustainable seafood or other products.

MARKETS

WWF works with external partners to transform international markets to promote more sustainable products and services, from production to consumption, using both voluntary and regulatory strategies. In Central and Southeastern Europe, our focus is on promoting water stewardship and supporting the global efforts to transform the timber market using both voluntary (FSC certification) and regulatory approaches (EU Timber Regulation and related national legislation).



Protecting Romanian forests
WWF filed a complaint at the Federal Forest Office in Vienna for violations of the European Timber Regulation (EUTR) and called for a full investigation of the allegations against the Austrian company Holzindustrie Schweighofer, one of the largest timber companies in Europe and a dominant buyer of wood from Romania. A report by the US Environmental Investigation Agency (EIA) suggested that Schweighofer processes large amounts of illegally harvested timber from Romanian forests into semi-finished wood products and biomass.

MOBILIZING SUPPORT

Engaging people is key to the future of the environment and societies in the mostly young and still fragile democracies of Central and Southeastern Europe. Through raising awareness, education and mobilization, we seek to grow a movement of active citizens who take action through their personal decisions, including votes and sustainable lifestyles.

70,805,217

SOCIAL MEDIA REACH*

10150

NUMBER OF MEDIA HITS*

*INCLUDES HUNGARY



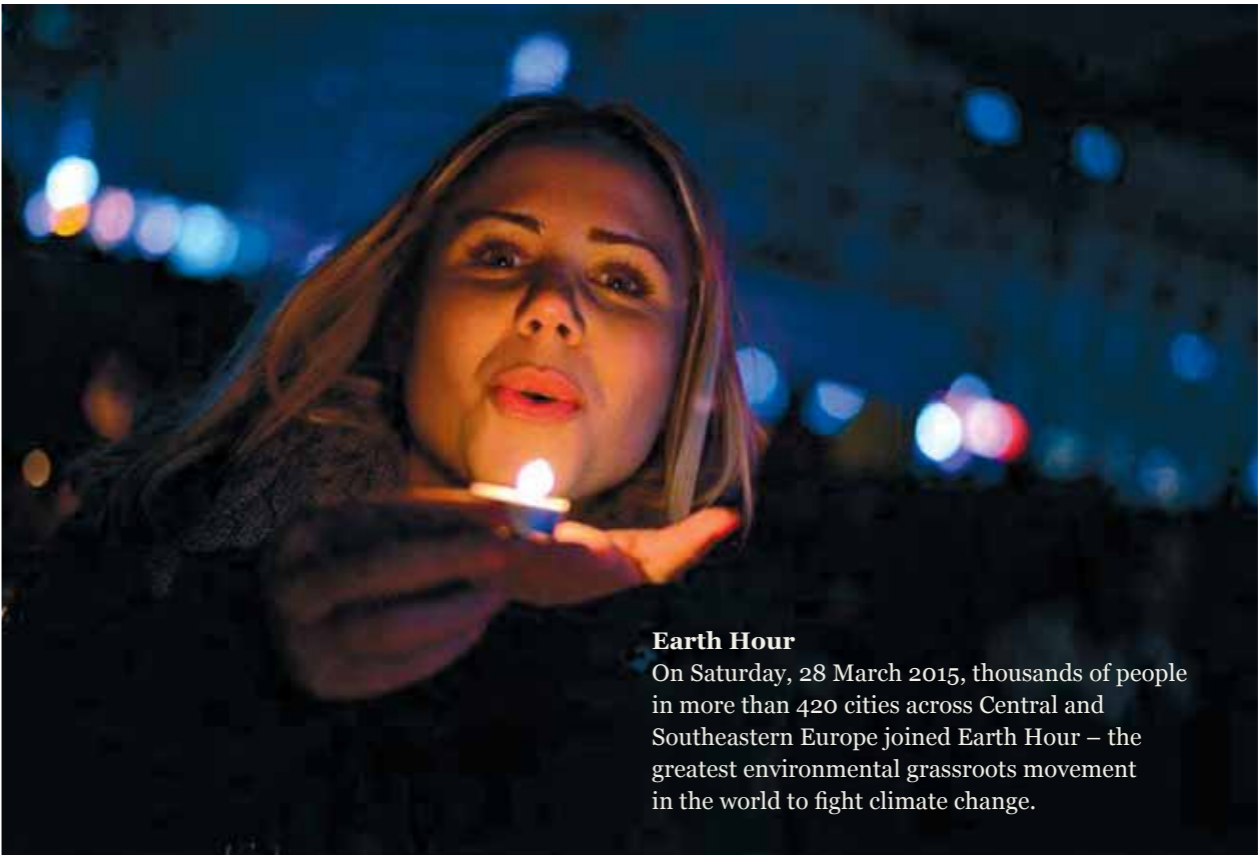
People for nature

We helped mobilize more than 40,500 people in Romania, Bulgaria, Hungary, Slovakia and the Czech Republic to contribute to the EU Commission’s consultation on the future of the Habitats & Birds Directives, the EU’s cornerstone legislation for nature conservation. Over half a million EU citizens participated in the consultation – by far the greatest number of respondents to an EU consultation ever.

Big Jump

To mark the future 5-country Transboundary Biosphere Reserve Mura-Drava-Danube, also known as The Amazon of Europe, WWF organized several events to join the European Big Jump, when thousands of people all over Europe simultaneously jumped into their rivers and lakes on 12 July 2015 to show their support for conservation. WWF-Hungary organized the greatest Big Jump of the region by mobilizing 15 settlements to jump with WWF.

© ANDELA GROZDANIC



Earth Hour

On Saturday, 28 March 2015, thousands of people in more than 420 cities across Central and Southeastern Europe joined Earth Hour – the greatest environmental grassroots movement in the world to fight climate change.

Over 5,000 Romanian students learn about the environment
According to EU polls, Romanians are among the most uninformed about environmental issues in the EU, and young Romanians the most indifferent. The Green Schools Platform developed by WWF, Greeninitiative and ViitorPlus seeks to change this by developing knowledge and skills through interactive lessons, nature connection and community projects, all within the formal school system. Last year, 120 teachers and over 5,000 students participated in the programme, which was awarded the grand prize for non-profit projects at the Clean Environment Gala in Romania.

WWF Green Generation
20 teenagers participated in WWF’s Green Generation programme in Hungary. The intensive year-long programme, which is supported by the Toyota Fund for Europe, is an incubator for green leaders and culminates in the Earth Hour Green Innovation Day. During the programme, the future ambassadors for sustainability visited companies, attended several field trips and more, in order to gain practical experience.

GOVERNANCE

Governance – how decisions are made, for whom and by whom – is a key issue in the mostly post-Communist countries of Central and Southeastern Europe, where corruption is still strong and law enforcement still weak. EU standards and legislation provide the backbone and focus of much of our work, which leverages our engagement with EU institutions, regional policy frameworks, including the International Commission for the Protection of the Danube River, the Carpathian Convention, the EU Strategy for the Danube Region, national authorities, and the private sector and NGO networks.



Parks in danger

We continued responding to significant threats to our natural treasures. In Hungary, the government passed a law removing the management of significant lands in national parks and other protected areas from park administrations. The law would have hobbled park management and facilitated corruption. WWF, together with BirdLife and Friends of the Earth Hungary, launched a public campaign in response. Rather unexpectedly, the Hungarian President submitted the law to the Constitutional Court, which found the legislation unconstitutional and stopped it.

For years, WWF and its partners in the “For the Nature” coalition have been fighting attempts to build ski pistes in many of Bulgaria’s greatest natural areas. 2015 brought new threats in the form of management plans that would open a number of protected areas to construction, and in some cases logging and hunting. The draft plan for Pirin National Park – a UNESCO World Heritage Site – envisions increasing the area of construction over 120 times to cover around two-thirds of the park’s territory. The plan for Vitosha Nature Park, at the doorstep of the capital Sofia, and the oldest park on the Balkan peninsula, would protect only 7% of the park from development, hunting and logging.

EU standards for Ukraine and Moldova

Both Ukraine and Moldova signed important association agreements with the European Union that commit them to implement key EU environmental legislation, including on nature protection, water, climate and energy. We signed Memoranda of Understanding with the environmental ministries to support implementation of the EU Habitats & Birds Directives.

FINANCE

Money makes the world go round, they say – and, depending on how it is used, it can promote environmental destruction or encourage environmentally sustainable, low-carbon and resource-efficient investments. Our aim in the Danube-Carpathian region is to influence financial flows in support of natural capital and de-carbonisation. We do this in particular by influencing the development and implementation of EU funding programmes; through the lending policies of the European Investment Bank and the European Bank for Reconstruction and Development; by promoting the assessment and valuation of ecosystem services; and by developing and testing innovative public and private sector financial frameworks and mechanisms.



EU funding

We influenced the design and implementation of EU funding programmes. In Romania, the Operational Programme Large Infrastructure now emphasizes the need for conservation measures on 60,000 hectares within Natura 2000 areas. Ecological corridors and ecosystem approaches for flood risk mitigation are now priorities and conditions for funding.

Paying for nature’s services

How can we get people who profit from nature pay for the maintenance of their natural capital? This is something we have been exploring in recent years.

We continued developing a number of both public and private payment schemes for ecosystem services. In Bulgaria, we developed schemes for the forests of Western Stara Planina, as well as in Bulgarka and Vrachanski Balkan Nature Parks involving the preservation of a rare sheep breed, the development of cycling tourism and the construction of visitor and information centres. With support from the Danube Competence Centre, we created a multi-functional fish farm in Ciocanesti, Romania, that integrates ecotourism and bird watching with the usual aquaculture activity, providing a sustainable business development model.

In both Bulgaria and Romania, we assisted authorities in mapping and assessing forest and freshwater ecosystem services, and represented WWF and members of the European Habitat Forum at meetings of a working group set up by the European Commission to promote ecosystem service assessment in the EU.

We started offering our growing expertise in valuation and payments for ecosystem services to other parts of the WWF Network. We seconded an expert to WWF’s Greater Mekong Programme to investigate possible financing schemes.

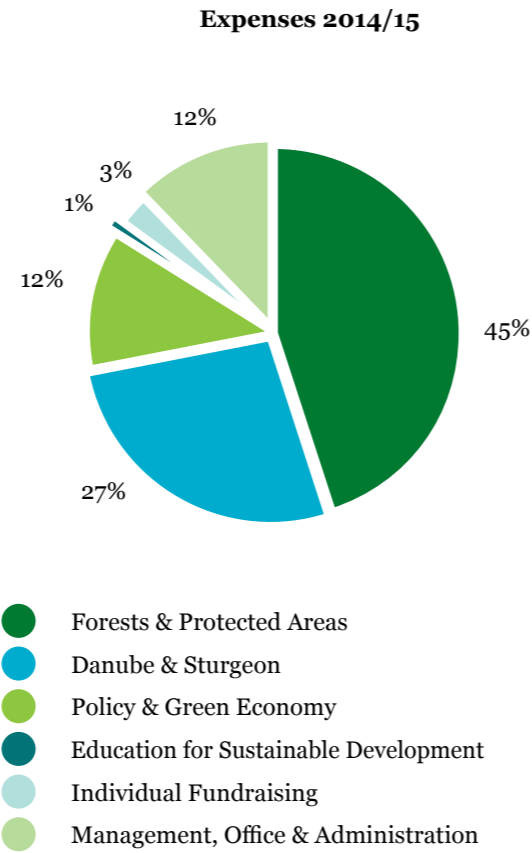
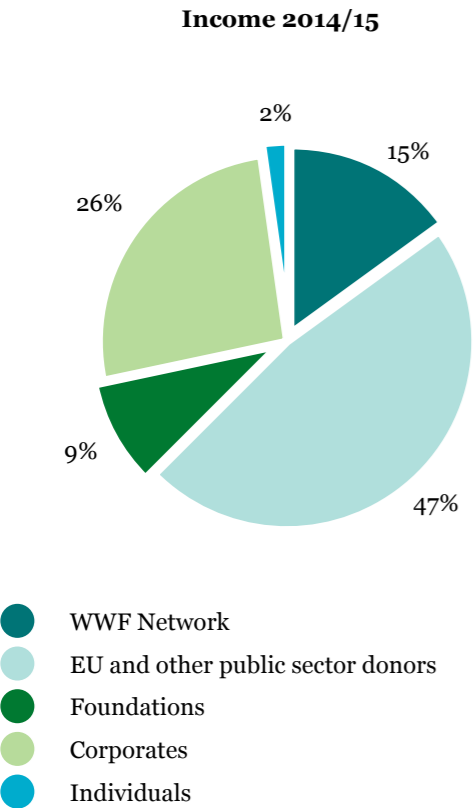
FINANCIALS¹ 2014—2015

Financial Year (FY) 2015 – 1 July 2014 to 30 June 2015

'000 of EUR

Income*			Expenses		
WWF Network	834	15%	Forests & Protected Areas	2 170	45%
EU and other public sector donors	2 536	47%	Danube & Sturgeon	1 284	27%
Foundations	475	9%	Policy & Green Economy	559	12%
Corporates	1 421	26%	Education for Sustainable Development	54	1%
Individuals	135	2%	Individual Fundraising	146	3%
			Management, Office & Administration	567	12%
Total	5 400	100%	Total	4 781	100%

* Cash flows. The deviation between total income and expenses represents project advances.



¹ Figures for FY2015 do not include WWF-Hungary nor in-kind contributions and secondments of other partners.

DONORS

The following provided financial support to WWF-DCP in FY2015

PUBLIC SECTOR DONORS ABOVE €250,001 – EUROPEAN COMMISSION, SWISS COHESION FUNDS (SDC), NORWEGIAN COHESION FUNDS (EEA); **€100,001 TO €250,000** – WORLD BANK; **€25,001 TO €100,000** – UNDP; **UP TO €25,000** – GIZ, UNDP.

FOUNDATIONS €100,001 TO €250,000 – MAVA FOUNDATION, REWILDING EUROPE FOUNDATION; **€25,001 TO €100,000** – ERSTE FOUNDATION, DEUTSCHE BUNDESSTIFTUNG UMWELT; **UP TO €25,000** – COMMUNITY RELATIONS ASSOCIATION, FOUNDATION FOR CIVIL SOCIETY DEVELOPMENT, MICHAEL OTTO STIFTUNG.

CORPORATE PARTNERS ABOVE €250,001 – COCA-COLA FOUNDATION, IKEA (VIA WWF-SWEDEN); **€25,001 TO €100,000** – MONDI, GARANTI BANK ROMANIA; **UP TO €25,000** – URSUS BREWERIES SA, FLORIA SRL, ROEL 98, SYNCRO SOFT SRL.

OTHER WWF OFFICES ABOVE €250,000 – WWF-BELGIUM; **€100,001 TO €250,000** – WWF-AUSTRIA, WWF-GERMANY, WWF INTERNATIONAL.

OVER 3,200 INDIVIDUALS €100,000 TO €250,000 – IN BOTH BULGARIA AND ROMANIA.

CORPORATE PARTNERSHIPS

WWF's Corporate Partnerships

Our cooperation with partners is based on a common understanding of issues, shared ambitions or activities, and a willingness to speak out in public. In general, we distinguish three types of partnerships with companies:

- 1 Driving sustainable business practices
- 2 Communications and awareness raising
- 3 Philanthropic partnerships.

Driving sustainable business practices

Our bilateral partnerships aim to deliver direct conservation results on key issues or in priority places by changing practices throughout a company's operations and value chain. These intend to reduce the major environmental impacts of some of the world's largest companies, achieve conservation results that would not otherwise be possible, and influence related sectors and markets.

CORPORATE PARTNERSHIPS

Communications and awareness raising
The second way that WWF partners with business is by raising awareness of key environmental issues and mobilizing consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of places and species for which WWF stands. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as MSC-certified fish, or results in companies supporting campaigns that inspire action in favour of special places such as the Arctic or endangered species like the orang-utan.

Philanthropic partnerships
The third approach is articulated through specific programmes with companies to fund conservation projects and the institutions that deliver them. Philanthropic relationships with companies raise money for the conservation of key places and species, and the capability and tools to deliver such conservation.

WWF partners on a philanthropic or awareness-raising level with companies that are undertaking substantial action to improve their sustainability performance, or that have negligible environmental impacts.

As this report shows, many partnerships with companies use a combination of these approaches.

WWF works with companies to achieve our conservation goals. NGO and company partnerships involve engaging in constructive dialogue while challenging each other with real issues. As such, they involve opportunities and risks for both parties. At WWF, we manage the risks by having clear guidelines and criteria in place, including a due diligence process. In all relationships, we maintain and exercise the right to public commentary.

The following list represents all corporate partnerships that WWF-DCP has with an annual budget of ≤€25,000: Floria Srl, Roel 98, Syncro Soft Srl, Ursus Breweries SA

The Coca-Cola Foundation
Industry: Beverages;
Type of partnership: Sustainable business practices, communication;
Conservation focus of the partnership: Restoration of wetlands, awareness raising about their importance

FY15 budget range – ≥ €250,000
http://panda.org/living_danube

IKEA
Industry: Forestry, Paper, Pulp & Wood products;
Type of partnership: Sustainable business practices;
Conservation focus of the partnership: Responsible forest practices in Bulgaria and Romania

FY15 budget range – ≥ €250,000
<http://panda.org/ikea>

Mondi
Industry: Forestry, Paper, Pulp & Wood products;
Type of partnership: Sustainable business practices;
Conservation focus of the partnership: Responsible forest practices in Bulgaria & Slovakia

FY15 budget range – €25,000-100,000
http://panda.org/mondipartnership_

Garanti Bank Romania
Industry which the partner belongs to: financial sector/banking;
Type of partnership: communications (product related) & philanthropy/sponsorship;
Conservation focus of the partnership: to support conservation work in Romania

FY15 budget range – €25,000-100,000
<http://panda.org/garanti>

WWF OFFICES AND OUTPOSTS IN THE GREEN HEART OF EUROPE



WWF offices and outposts staff

Romania



Ukraine

Serbia

Slovakia

Bulgaria



Hungary

Austria

To see the names behind the photos, go to www.panda.org/dcpo.

WWF IN NUMBERS

WWF®

ANNUAL REVIEW 2015

DCP

PANDA.ORG/DCPO

18

Bison were brought by WWF and Rewilding Europe to the Romanian Carpathians in 2015

50,000

Sturgeons were released by WWF in the Danube River in the past year

121

WWF DCP has 121 staff

425,000

WWF has 425,000 supporters and followers in Central and Southeastern 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.

How to contact us

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