



WWF

ANNUAL  
REVIEW

EU

2011



# Policy Works!

WWF in Brussels 2011

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# European Public Affairs Awards 2011



## WWF EUROPEAN POLICY OFFICE IS NGO OF THE YEAR 2011

In 2011, the WWF European Policy Office (EPO) received a prestigious prize from the publisher of The Parliament magazine, the Dods Public Affairs award for NGO of the Year. This is the second time in four years that the team of WWF lobbyists and communications professionals in the centre of European policy making has collected this award. It is recognition not only of the skill and effectiveness of the Brussels team but a testament also to the strength of the WWF network – WWF International and WWF National Organisations – working together in Europe. Linking national to regional and to global is now the only way to stay ahead in the increasingly competitive world of public affairs lobbying and campaigning.

*In the photo : Andrea Kohl, WWF-EPO Programme Director and Eamonn Bates, Managing Director at Eamonn Bates Europe Public Affairs.*

# FOREWORD

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## A word from the Director...



**Tony Long**  
Director,  
WWF European Policy Office

“Policy Works” explains what political advocacy is capable of achieving in a major political centre like Brussels at the heart of the European Union. The WWF network realised in the 1980s the importance of the environmental law making that goes on in Brussels and the need to influence the processes at the earliest stages. That was why the EPO was created in 1989. The result has been a continuous investment by the WWF network in shaping an impressive body of EU rules and regulations over this period and creating the conditions for EU environmental policy leadership with a global significance. Now looking forward to the next 20 years, what can we learn from this experience in Brussels that can be used to guide WWF policy activities in other parts of the world? This EPO annual review for 2011 doesn’t have all the answers. It is a snapshot of one year of WWF policy activities in Brussels, in Europe and sometimes where we acted globally. Hopefully it might stimulate some fresh thinking of what greater achievements could be possible through greater policy collaboration in the WWF network around the world.

## ...and from the network



**Lovisa Hagberg**  
WWF-Sweden  
Chair, WWF-EPO  
Strategic Advisory Board

WWF must continue to have a strong voice in shaping new or revised environmental policies while resisting the decline into unsustainable responses to the economic crisis. Communication amongst us and with the broader political and public audiences to make sense of these complex policy developments is critical. The WWF-EPO is the hub for this work. In 2011, the efforts to strengthen the cooperation between the WWF European National Organisations have increased, for example, through a meeting of conservation directors on improved planning for timely and effective action on common policy priorities. Another example of strengthened cooperation is the recently established Crisis Watch that follows the environmental effects of responses to the financial crisis. The EPO’s strategic advisory board is another channel through which WWF National Organisations in Europe can deepen and strengthen collaboration on policy. It is a great pleasure to share this annual report that shows the mutual benefits of our cooperation.

# THE EUROPEAN UNION AND WWF IN 2011

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## Why WWF works in Brussels...

### Footprint

- With over 500 million citizens linked through a single market, the European Union is the equivalent of a country with the world's third largest population. It is also the largest trading bloc in the world, responsible for 20% of global imports and exports. Europe's trade rules impact production standards in countries around the world.
- The WWF Living Planet report shows that the EU's footprint is 2.8 times bigger than our one planet can sustain. With the global average consumption currently standing at the equivalent of 1.5 planets, working on reducing this European footprint is essential if WWF is to reach its goal of living within the boundaries of one planet by 2050.
- The 27 Member States cause substantial pressure on eco-systems and biodiversity outside their borders. Calculations indicate that almost 60% of land used to meet the EU's demand for agriculture and forest products is situated outside the EU and 60% of fish consumed by EU citizens comes from non-EU waters.



**80%**  
**OF ENVIRONMENTAL  
LEGISLATION ORIGINATES  
IN THE EU**

### **Policy, Legislation and Global Environmental Leadership**

- Since the 1970s, the EU has been at the forefront of international environmental legislation including protection of air and water quality, conservation of natural resources and biodiversity, waste management and the evaluation and control of environmental impact. Typically in EU Member States, 80% of environmental legislation originates in the EU. Often EU regulations pave the way for setting global standards.
- The EU is a major actor in international environmental policy arenas. It has an important role in the global Biodiversity Convention. The EU's 20% CO<sub>2</sub> reduction, 20% renewable energy and 20% energy efficiency targets for 2020 helped to set a global precedent. In some areas, like airline emissions, the EU is leading a global call to action.
- The EU, together with its Member States, is the world's largest source of official development assistance. And the European Investment Bank in Luxembourg lends significant amounts of money for development projects in Europe and around the world.



Brussels has become one of the world's important communications hubs

### **Advocacy and Communication Potential**

Most countries in the world and all major companies, as well as larger European local authorities and international civil society organisations are represented in Brussels, raising the number of lobbyists and representatives of particular interest groups to well over 15.000 people. It is one of the world's important political centres for law making. Brussels has become also one of the world's important communications hubs. Home not only to the EU institutions but also to the North Atlantic Treaty Organisation (NATO), Brussels attracts all the major print and broadcast media, including specialised wire agencies.



© WILD MONDERS OF EUROPE/ PETER CAIRNS/WWF

Aerial view over Laitaure delta in Sweden. This is one of the few left unmodified rivers in Europe.

# FROM ECONOMIC CRISIS TO GREEN ECONOMY

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In 2011, EU policy makers and politicians understandably focused much of their attention on the economy, the financial markets, the position of the euro and the dire unemployment statistics.

This posed a double challenge for WWF: on the one hand to keep longer-term sustainability objectives in sight and place them firmly in the context of Europe's 2020 strategy; on the other hand, to defend the environmental progress already achieved over the past two decades from an environmental rolling back.

WWF realised that this intensified attention to economic and financial issues opened a window of opportunity for debating the potential of economic innovation for sustainable development within Europe. The EPO started a programme to provide input to the debate on how greening the economy could contribute to easing the financial crisis and point to a more optimistic future. To achieve this, WWF highlighted the potential of job creation by investing in green rather than brown sectors of the economy and promoting increased resource efficiency as a driver of innovation and greener growth.

## RESOURCE EFFICIENCY



This strategy worked. We were asked on numerous occasions to provide evidence to Parliamentarians and Commission officials on the potential of green investments for creating green jobs and the active use of the EU budget for a greener economy.

For WWF's 50th anniversary year in 2011, the EPO organised meetings and events to promote WWF's vision for an innovative, greener economy. We organised a joint conference with the European Commission, the Organisation for Economic Cooperation and Development (OECD) and ACE, the European beverage carton industry, on resource efficiency, which coincided with the landmark publication of the Commission's Resource Efficiency Roadmap. EU Environment Commissioner Potočník, members of the European Parliament, national government representatives, OECD and UNEP experts and business leaders stressed the urgent need for green economic change and innovation.



© E. SCAGNETTI / WWF

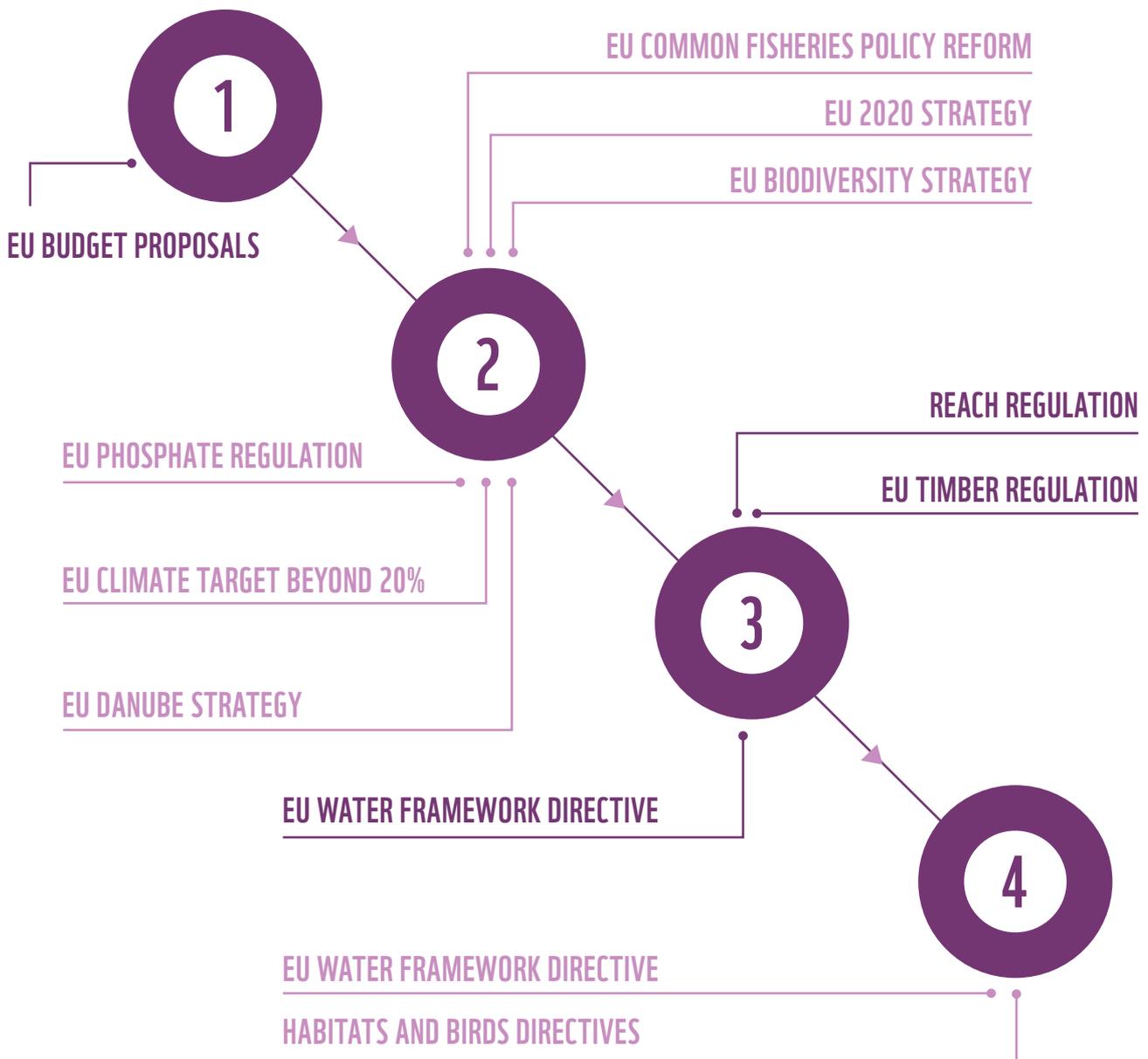
Janez Potočnik, European Commissioner for the Environment at the WWF “Resources Unlimited?” Conference on 11 October 2011 in Brussels. The conference demonstrated what a transition towards a green economy means in practical terms and highlighted clear actions that policy makers, the business community and consumers can take.

# PUBLIC AFFAIRS AT ALL STAGES OF THE LEGISLATIVE PROCESS

WWF is present and active in every step of the EU's lengthy decision making.

This process starts when the first policy ideas emerge or the need for new legislation begins to form and continues to the actual legislative and decision making processes in the Council, the EU Parliament and Member States. Once a decision is taken, we monitor the actual implementation and evaluation of resulting legislation or new policy measures and their impact. These processes typically stretch over years for any single initiative.

Our policy work in 2011



## PREPARATORY POLICY AND LEGISLATION WORK

1

When relevant new EU policies are being considered, WWF uses the first preparatory periods, often known as the green paper and white paper stages, to provide policy makers with our network-wide expertise. Research results, specific information from WWF National Organisations in the Member States and technical expertise available in WWF International and the European Policy Office are submitted in these consultative stages and evidence provided in Parliamentary hearings. From time to time, we are successful in bringing new issues onto the policy agenda.

## DECISION MAKING AND LOBBYING

2

Intense political lobbying and advocacy activities begin when new legislation or policy communications are brought from their incubation inside the European Commission into the legislative chambers of the EU Parliament and the Council. During this period we are busy publishing position papers, meeting with the EU presidency and members of the European Parliament, giving evidence in Parliamentary hearings and helping to draft amendments to legislative texts. It also involves using all available channels - from social media to advertisements- in our media drives. This is the phase also where extra campaigning effort is needed to generate extra attention for a proposal or position.

## IMPLEMENTATION

3

After a legislative proposal has been accepted or a policy adopted at the European level, WWF is often called upon to provide its specialised expertise in the numerous technical working groups set up to define the precise implementation rules and procedures and propose solutions for the integration of the environment into other sectorial policies. This delegated legislation is often obscure and out of the public gaze but it can be as important as the more publically visible Council and Parliamentary stages. WWF is active in water and chemicals and nature conservation working groups at this technical level.

## MONITORING AND EVALUATION

4

One of the great weaknesses of the European law making in the environmental field, but many others too, is the lack of uniform enforcement and monitoring of the law's implementation. Environmental groups like WWF, but many smaller, locally-based organisations also, play a valuable watchdog function in finding examples of improper transposition and applications of laws by Member States.



© ARTEM SAMOKHYALOV

Investing in the Green Economy is the surest way of leaving the crisis and building a sustainable future.

# OUR MAIN ACTIONS IN 2011

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**52,700 JOBS**  
CAN BE CREATED IN THE  
RENEWABLE ENERGY SECTOR  
BY INVESTING 1 BILLION EURO  
FROM THE EU BUDGET

## **Greening the budget, investing in sustainable economy**

In 2011, WWF analysed the once every seven year EU budget for the 2014-2020 period for its potential to contribute to our main objectives on energy, climate, biodiversity and development. WWF drafted proposals for shifting investments to green sectors, benefiting the environment and jobs alike. Our two publications from summer 2011, 'Unlocking the Potential of the EU Budget' and 'Smarter Spending – Intelligent Investments', formed an important contribution to the debate on how to green the EU budget.

WWF played an important role at the beginning of 2011 in trying to shape the broad definition of resource efficiency in the Commission's 2020 Strategy. There was a danger at one point that biodiversity protection was going to drop off the political agenda as a priority. By the time of the publication of the Commission's Resource Efficiency Road Map in September 2011, it was clear that our lobbying had paid dividends and biodiversity protection was one of the 18 milestones in the roadmap in its own right.

A WWF success has been to keep environment protection central in the discussion about the EU's Cohesion Policy, the second largest budget item after agriculture. WWF is working to ensure that Cohesion Fund payments continue to be a key source of public investment in developing sustainable local economies, energy savings, renewables, green infrastructure and eco-innovation.

The EU strategy to drive green investments in the Danube region and make the wider river basin a showcase for the green economy was achieved through close cooperation with the WWF Danube-Carpathian office and other National Offices in the region. The Danube Strategy now promotes investments in flood plain restoration, sturgeon conservation as well as innovative models of shipping.



### **Saving Europe's Sea**

Together with 11 WWF offices from northern and southern Europe, we conducted an EU-wide campaign around the once in a ten year reform of the EU Common Fisheries Policy (CFP). The next CFP is due to start in mid or late 2013 and to stay in place until 2022. Our 'More Fish Campaign', raising awareness of fish stock depletion, featured a public event at the Seafood Expo in May 2011 in Brussels with the Industry Alliance and the EU Fisheries Commissioner Damanaki.

Ministers from the 27 Member States on their traditional pilgrimage to the Fisheries Council meeting in late December to set European fishing quotas for the following year were greeted by a mermaid and a posse of WWF supporters dressed as fish to press home the need for catch levels to be set within scientific boundaries of maximum sustainable yields.

An independent poll commissioned by WWF across 14 EU countries showed that EU citizens overwhelmingly want their seafood to come from sustainable sources and support a reform of Europe's fisheries policy to ensure this happens. To give citizens a chance to express their desire for change, WWF drafted a European petition to stop overfishing, which, by the year's end had already gathered more than 60,000 signatures from across Europe.



**WWF MORE FISH PETITION TO STOP OVERFISHING**



[www.wwf.eu/morefishpetition](http://www.wwf.eu/morefishpetition)



© WWF

During the European Fisheries Council in December 2011 in Brussels WWF organised a stunt asking politicians like Richard Lochhead, Scottish Fisheries Secretary (photo) to put a stop to overfishing.

**72**  
**EUROPEAN COMPANIES JOINED  
OUR CALL FOR A 30% EMISSION  
REDUCTION TARGET BY 2020**

**Moving towards a carbon-free economy**

The WWF International 2050 Energy Report published in 2011 calls upon the EU to strengthen its global leadership position in realising a carbon-free economy. WWF is calling on the EU to move well beyond its 20% emissions reductions target for 2020. A major plank of our campaigning was the formation of a coalition of 72 European companies to press the EU to adopt a 30% emission reduction target by 2020, - regrettably so far unsuccessful due largely to particular Member State opposition.

WWF, with environment consultancy Ecofys and supported by the European Climate Foundation, launched the 2011 edition of the EU Climate Policy Tracker, an instrument to assess how EU Member States live up to their pledge of staying below two degrees of global warming. The tracker is a tool to expose and challenge Member States that lag behind the 2020 targets. The tracker contained contributions from many WWF European offices and was launched simultaneously in Brussels and in the WWF National Offices.

[www.climatepolicytracker.eu](http://www.climatepolicytracker.eu)

**16.1 M EURO**  
**EU GRANTS FOR  
WWF PROJECTS GLOBALLY**

**Accessing EU funding**

WWF-EPO informs the WWF network on European Commission's funding opportunities, facilitates their access to these funds and supports WWF offices in drafting good quality proposals for EU programmes. In 2011, we worked with over 20 WWF offices in Europe, Asia, Africa and Latin-America on a number of EC calls for proposals. We had a success rate of nine out of 12 proposals submitted for a total of 16.1 million euro worth of grants.

## Protecting Europe's nature

2011 was an important year in which the new EU Biodiversity Strategy to halt the loss of nature and biological diversity in the EU – and with efforts to do the same globally - by 2020 was adopted. WWF was able, in the face of some strong opposition, to safeguard the explicit objective of 'halting' biodiversity loss, rather than vaguer objectives.



New EU market restrictions were adopted on phosphates in laundry and dishwasher detergents, starting in 2013 for laundry, and from 2017 for dishwashers, in order to address and reduce algal blooms that cause the death of aquatic organisms. This was a result of close cooperation between the WWF Danube - Carpathian Programme, WWF Baltic Programme and WWF-EPO.

A successful lobby effort was launched to protect the Swedish wolf. We persuaded the European Commission to intervene to stop wolf hunting; the result of well-coordinated action between WWF-Sweden and WWF-EPO.

*Europe is home to an extraordinary range of habitats and species that make up our rich biodiverse heritage. Natural systems based on healthy biodiversity provide all kinds of services and benefits to us. But 65% of habitats and 52% of species of European importance are under threat.*





WWF's 50th anniversary was also celebrated in Brussels. In the photo from the left: Anthony Cox (Head of the OECD Environment and Economy Integration Division) , Janez Potočnik (EU Commissioner for the Environment) , Tony Long (Director, WWF European Policy Office) and Jim Leape (Director-General, WWF International).

# COMMUNICATION

Media work, public events, stunts and social media actions are among the ways WWF makes

sure that its voice is heard in Brussels as well as in European capitals. These initiatives are developed in close cooperation with the communication colleagues in WWF International and the National Offices.

In 2011, WWF developed a high-profile public campaign around the Reform of the EU Common Fisheries Policy Reform, the 'More Fish Campaign' and a well-attended event in the European Parliament where Members of the EU Parliament gave support to WWF's fisheries objectives.



CAP advertisement published in the Parliament Magazine, November 2011

Our conference "Resources Unlimited? - Moving to a resource-efficient economy", in October 2011 in Brussels, brought our core message of living within the limits of one planet to an audience of about 150 politicians and business people. The importance of doing more with less and decoupling economic growth from resource use was highlighted by EU Environment Commissioner Janez Potočnik, WWF International Director-General Jim Leape and high-level speakers from OECD, Unilever and UNEP. Commissioner Potočnik also attended the WWF and OECD 50th anniversary reception (photo).

We launched the EU Climate Policy Tracker simultaneously in Brussels and in WWF National Offices, attracting big media attention ahead of the Durban Climate Conference in December 2011.

Generating special media attention increases pressure on the European Council and the EU Parliament, who have the final say when adopting legislation. In 2011, our communication department distributed 53 media releases and achieved a total coverage of more than 430,873 online articles.

**430,873**  
ONLINE ARTICLES  
QUOTED WWF IN 2011

**EuropeanVoice**

*EU's natural resources "being wasted"*  
20 January 2011

**TheGuardian**

*Europe has blown its chance to reform the common agricultural policy*  
13 October 2011

**REUTERS**

*EU will mehr Öko in Europas Landwirtschaft*  
12 October 2011

**DW Deutsche Welle**

*EU's carbon rules upset European airlines*  
27 September 2011

**AFP**

*AFP: Danube plan will create 'green showcase': WWF*  
24 June 2011

# OUR DONORS, PARTNERS AND ALLIES

The success of WWF's policy work in Brussels and the European Union more widely depends crucially on coordination and good cooperation with WWF's National and Programme Offices in the EU

Member States. In 2011, they provided the Brussels office with the financial means and the necessary expertise and advocacy support to implement its work.



WWF's European Conservation Directors met in May 2011 in Brussels.

WWF's European conservation directors convened in Brussels for the first time in several years to review EPO's policy and advocacy priorities and further shape its coordinating role. They established priorities and ways to improve information exchange and consistency in the lobby work on the national and European levels.

In addition, we worked with a range of organisations, including the European Climate Foundation, the Oak Foundation, the MAVA Foundation and the Jenifer Altman Foundation. In 2011, they donated funds to carry out specific projects on climate and energy efficiency, fisheries reform and safeguarding freshwater from chemical and other pollutants.

EPO also continued to receive an important financial contribution from the European Commission to help meet overhead costs in our work in support of the 6th Environmental Action Programme objectives.

EPO works with those parts of the business community who demonstrate a commitment to sustainability. In 2011, we took part in alliances including the Coalition for Energy Savings, the Industry Alliance for Common Fisheries Policy Reform and the Alliance for Beverage Cartons and the Environment, ACE.

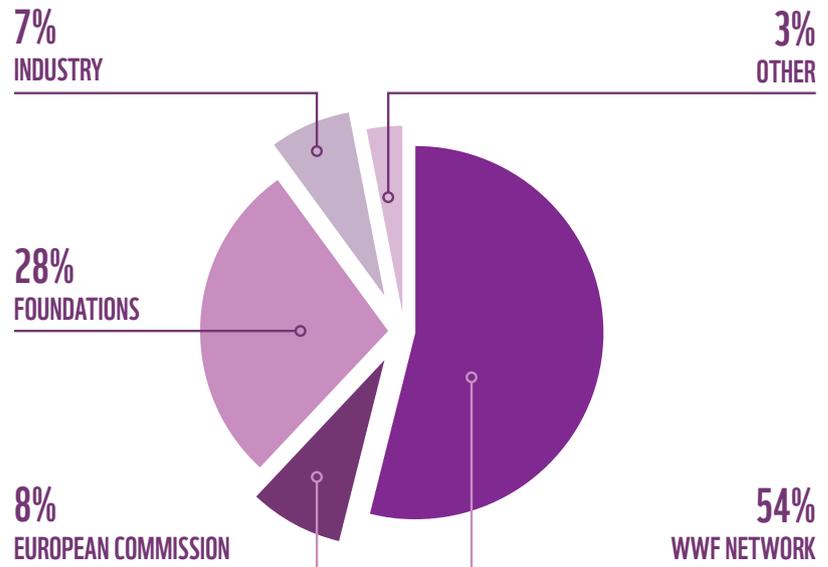
We worked closely with the NGO coalition, the 'Green 10,' consisting of the ten European environmental and health NGOs having Brussels offices. Activities included regular meetings with Commissioners, including President Barroso, regular discussions with Environment Ministers ahead of Environment Council meetings and joint letters to the press. WWF also has a special relationship with Concord, the platform of development NGOs in Europe, allowing us to operate within the fields of development and environment.

# FINANCIALS

Financial Year July 2010 - June 2011

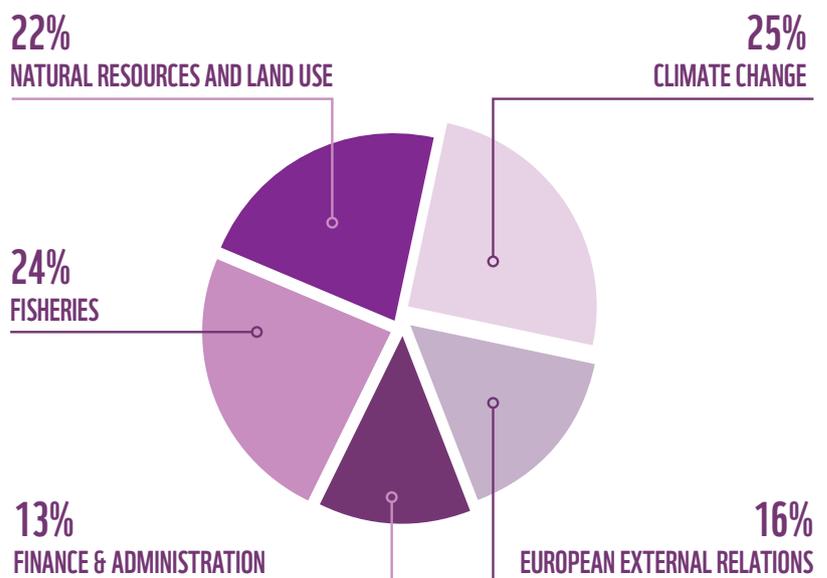
## INCOME

EURO 3.4 MILLION <sup>(1)</sup>



## OUTCOME

EURO 3.5 MILLION <sup>(2)</sup>



<sup>1</sup> Due to International Programmes hosted at WWF-EPO, this differs from the official audited statements which show an income of €5.1 million and €5.1 million expenditure.

<sup>2</sup> This includes communication work done on behalf of the programmes, and overheads directly charged to projects.



© ISTOCKPHOTO.COM / WWF CANADA

# OUR CHALLENGES FOR 2012

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The next major challenges for WWF in Europe, and the conservation agenda more broadly, are overwhelmingly framed by the difficult and even worsening economic and financial context in

which we work. Acting even more closely as a network will be crucial to keep environmental priorities on the political agenda. Some of the major challenges are:

## **Securing more funding support for conservation programmes**

WWF's global initiatives, like our work in the Congo Basin, the Heart of Borneo, the Amazon and the Arctic need massively more funding to achieve their transformational objectives. At the same time, funding from the EU is getting scarcer and tougher to access.

## **Supporting green economy as a way out of the crisis**

The EPO is confronted daily by a newly emerging environmental paradigm that emphasises green economy, green jobs, low carbon development pathways, ecological innovation and investments in future-oriented technologies. WWF has to find the resources and build the staff skills to step up our lobbying and advocacy in these areas.

## **Saving European and global seas**

The EU Common Fisheries Policy has been reformed twice in the last two decades. Despite these reforms, fish stocks like bluefin tuna in the Mediterranean and cod in the Atlantic Ocean continue to be overfished. 2012 and 2013 will be critical years for saving Europe's fish and its fishing sector from potentially catastrophic or even irreversible damage.

## **Measuring and communicating our policy work**

Policy and advocacy work in the EU is complicated. The EPO remains committed to monitoring the quality of its work and track its progress through key performance indicators measuring impact and performance.

# EPO STAFF

## OPERATIONS



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Operations Director



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**ORIANE MOKAS**  
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Media & Communication Officer



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**ERIK GERRITSEN**  
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Common Agricultural Policy Adviser



**PHILIPPE CARR**  
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**PAULINE DENISSEL**  
EU Funding Officer

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**BRUCE HAASE**  
Head, Climate Business Engagement



**PAUL MAASSEN**  
Head, Partnerships & Finance

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Director



**ANDREA KOHL**  
Programme Director



**FLORENCE MOUNÉ**  
Office Manager



**DENIS PORTAELS**  
IT Administrator



**JEAN SHEARN**  
Director's Personal Assistant



**DIANE STRAUSS**  
Assistant to the Programme Director



**AUDREY GUEUDET**  
Media & Communication Officer, Climate & Energy



**THEODORA PETROULA**  
Policy Officer Climate & Energy



**SAM VAN DEN PLAS**  
Policy Officer Climate & Energy



**ARIANNA VITALI**  
Policy Officer for Energy Conservation



**ADAM WHITE**  
Project Officer Climate & Energy



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Common Fisheries Policy Project Director



**ANNA HOLL**  
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**SARUNAS ZABLECKIS**  
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**NINJA REINEKE**  
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**ALEXANDER QUARLES VAN UFFORD**  
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Senior Partnerships Manager, Climate Business Engagement



**HERVÉ LEFEUVRE**  
Director Global Environment Facility Relations

# HOSTED STAFF

# WWF IN EUROPE

[WWW.WWF.SE](http://WWW.WWF.SE)

[WWW.PANDA.ORG/BALTIC](http://WWW.PANDA.ORG/BALTIC)

[WWW.WWF.NO](http://WWW.WWF.NO)





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# WWF in Europe



1989

WWF European Policy Office was founded in Brussels in 1989

80%

The EU decides up to 80% of all environmental policies in Europe



20

WWF is present in 20 countries in Europe

+3.5M

WWF has over 3.5 million supporters in Europe

	<p><b>Why we are here</b> To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.</p> <hr/> <p><a href="http://www.wwf.eu">www.wwf.eu</a></p>
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