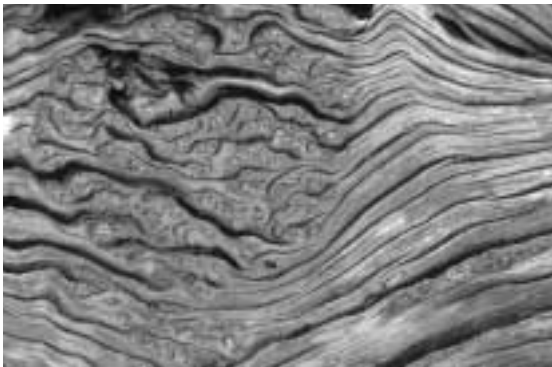




WWF®

for a living planet®

WWF Annual Review 2003



We must realize that conservation work, and particularly its crucial importance for sustainable development in some of the poorest nations, is all the more relevant in periods of fragile security and economic crisis.

Chief Emeka Anyaoku, President, WWF International

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WWF's Annual Review for 2003 provides an overview of the facts and figures, along with updates on emerging global trends, our recent achievements, and how we see our future unfolding.

Altogether, 2003 was a busy yet successful year for WWF, with many important conservation developments. At the World Parks Congress in South Africa, WWF was recognized by governments from around the world for its forceful engagement on protected-areas establishment and management. For example, WWF's call for an increased commitment to protected areas resulted in Madagascar – one of the world's most biologically rich but economically poor countries – agreeing to triple its protected areas. Such action significantly enhances opportunities for conservation and sustainable development. WWF also helped persuade the Australian government to protect nearly a third of the Great Barrier Reef, creating the largest network of marine sanctuaries in the world. And, thanks to WWF's efforts in Canada, major timber companies have signed up to sustainably manage their production, encompassing about one third of the country's forests, under the independent certification scheme of the Forest Stewardship Council (FSC).

WWF is unique in its ability to partner with others and to broker concrete conservation solutions.

WWF's influence helped ban destructive driftnets in the Mediterranean, win stricter rules for single-hull oil tankers, and secure millions of hectares of life-supporting wetlands from the Niger Delta to the Yangtze River Basin. Online campaigns contributed to new penalties for illegal wildlife trade in Europe and a ban on tiger hunting in Malaysia. After decades of working to save Brazil's golden lion tamarin from almost certain extinction, recent studies indicate there are now about 2,000 primates in the wild and the species has been removed from the "critically" endangered list.

Early in 2004, WWF launched two new campaigns: PowerSwitch aims to work directly with consumers

and power generating companies to reduce CO₂ emissions; and DetoX supports new legislation to regulate harmful chemicals threatening people and wildlife alike. WWF's ambitious programmes and concrete targets provide a vision as well as a tool for measuring our progress; they also give us credibility and accountability with our partners, many of whom have adopted similar targets.

The results of this focused approach are clearly visible in the WWF-World Bank Alliance, where numerous governments have responded to the challenge by protecting critical forest habitats and adopting new sustainable use policies. The most substantial pledge to date is the Amazon Regional Protected Areas plan

– a deal between the Brazilian government, the World Bank, the Global Environment Facility, and WWF, to protect 12 per cent of the Amazon – an area twice the size of the United Kingdom.

Key decision-makers see WWF as an organization that engages with a wide variety of partners in an effort to find solutions. WWF's dual strength, at the field and policy level, enables us to act globally as well as locally. We also have a vast reservoir of talent among our staff worldwide, who help leverage extraordinary results and contribute to our global strategy. As challenging as it may be to lead an organization with so many different cultures and perspectives, it is the key to our success. We may



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Our human footprint

WWF's Living Planet Report – a periodic indicator of the human pressures on the world's forests, freshwater wetlands, and seas – shows that over 20 per cent more natural resources are being used each year than the Earth can regenerate.

In the last 30 years our natural capital has declined by about 35 per cent while human consumption continues to escalate. It is as if we are running up a massive environmental overdraft that is dangerously unsustainable. Unless urgent action is taken, WWF believes that, within the next 30 years, human welfare and economic productivity could go into decline.

There is a lot we can do to help redress the balance and we use the report as a basis to urge governments, business, and industry to take action:

- Improve the way in which we use natural resources to generate economic wealth
- Consume resources more efficiently and address disparities between high- and low-income countries
- Improve the protection, management, and restoration of forests, wetlands, and marine environments.

Recognizing the Earth's biological limits is essential for a sustainable future.

not always be like-minded, but we can draw on the practical expertise of our international network to help find solutions.

Despite numerous achievements, much more must be done to emphasize the critical role of resource management in poverty alleviation. The poorest of countries continue to struggle, while rich nations still reap most of the benefits of distorted global trade regimes. If we are ever going to achieve our mission, national economic policies, private investments, and international assistance will need to factor in the true costs on the environment and ensure the proper safeguards are taken into account.

These safeguards apply to, not least, the growing impacts of climate change on many ecosystems and local communities.

WWF is unique in its ability to partner with others and to broker concrete conservation solutions. With the continued trust and support from donors, members, local partners, governments, progressive businesses, and scientists, we will always find a way forward. We kindly invite you to join us – for a living planet. **CM**

With almost 4,000 employees in more than 100 countries working in global teams to deliver specific results to meet the organization's key targets, one could draw comparisons between WWF and many multi-national corporations. However, our ethos – for a living planet – sets us apart.

Over the years, we have sharpened our approach to conservation. We still conduct cutting-edge campaigns on the hot issues of the day, realizing the importance communications play in reaching new stakeholders and swaying political opinion. However, we are increasingly engaging in getting businesses, technical practitioners, and financial movers and shakers to play their role too. The sheer number of challenges facing the planet today are far too great for WWF to tackle alone.



There is no other conservation organization in the world today that has the on-the-ground field experience of WWF.

Moreover, non-governmental organizations (NGOs) everywhere have been facing difficult times. This is particularly the case in the environmental arena. During the past few years, we have had to compete for funding in the face of real human disaster, as well as wade through difficult financial times with all of our core supporters. Our work in safeguarding the environment often requires taking a long-term view and a step-by-step approach, but, unfortunately, the political climate in some countries has not taken this perspective, frequently putting up road blocks or trying to reverse important environmental legislation, and even questioning the legitimacy of NGOs and their work.

Despite these hurdles, WWF is thriving as an organization, creating new partnerships and developing new solutions. We continue to strengthen our conservation programme, and we have certainly not shied away from questions about our right to represent the environment on behalf of millions of supporters or to form policies based on 40 plus years of solid scientific experience. In this area, WWF is more than credible.

There is no other conservation organization in the world today that has the on-the-ground field experience of WWF. This work on the ground allows us to base our policies on sound science and to constantly incorporate the lessons learned from the field into this work. The results are often used to brief governments, other NGOs and institutions, as well as our own global organization and partners in the field.

By taking an adaptive management approach, not only is WWF always learning – a great asset in any organization – but we are also ensuring that WWF is globally ready to meet any new environmental challenges that come our way. When you add to this the passion that drives the people who work for and with WWF, I'd say we can look any other multinational organization squarely in the eye. **PS**

The challenge for WWF is that all environmental problems are important – but one organization cannot tackle them all. Therefore we need to focus on critical places and issues, and forge partnerships to make a measurable difference to the state of the world. We need to know what is the return on investment for the money that goes through WWF.

To do this we have prioritized those areas around the world which represent globally outstanding examples of biodiversity: we call these the “Global 200” ecoregions. In a selection of these, WWF is working with local communities, government agencies, partner NGOs, and key businesses to implement programmes to ensure the long-term security of these very special places. This means we tackle the social, economic, and policy issues which are critical to sustainable livelihoods for people and the ecosystems upon which they depend.

We then take our work across the world and address a series of global programme targets which we have set for ourselves under different themes. In this way we have a system for measuring our results so that we know whether and where we are making progress. We have almost 2,000 projects going on around the world and what follows are some of the most important developments of the past year.

Living Waters Programme

Wetlands cover 6 per cent of the Earth's land surface and provide clean water, medicinal plants, fish, and other raw materials on which people and wildlife depend. Our goal is to have 55 million hectares protected by June 2004. We have already achieved 42 million, with a further 12 million pledged. In only four years, we have instigated about 28 per cent of the 120 million hectares of wetlands declared under the Ramsar Convention – the world's foremost intergovernmental treaty for the conservation and wise use of wetlands.

A continuing threat to freshwater ecosystems is infrastructure such as dams and engineering to transfer water from one river basin to another. WWF has helped stop or re-orient up to eleven damaging projects – for example in Poland – and is promoting sustainable alternatives in developing countries such as Zambia.

Toxics Programme

Toxic industrial, chemical, and pesticide contamination is all-pervasive. Scientists increasingly find impacts everywhere. The Stockholm Convention addresses the problems caused by some of the world's most dangerous chemicals – Persistent Organic Pollutants (POPs). WWF was instrumental in developing the treaty and getting governments to ratify, enabling entry into force in May 2004. Our DetoX campaign, launched in early 2004, is actively urging EU decision makers to adopt robust chemical management reforms.

The Africa Stockpiles programme is a multi-stakeholder partnership supported by WWF that aims to clean up the estimated 50,000 tonnes of existing stockpiles of obsolete pesticides in Africa and help prevent further accumulations. Over US\$50 million in funding has now been secured, with on the ground clean-up and prevention slated to begin in late 2004 in 15 countries.

Endangered Seas Programme

Marine protected areas (MPAs) protect marine biodiversity and coastal communities from overfishing and oil and gas exploration, and generate revenues from tourism and other industries. The exact status and extent of the world's MPAs are still open to debate, so we are currently undertaking a global survey.

We helped to create 77,586 km² of new MPAs in 2002/03 and have done particularly well in demonstrating the benefit of these protected areas to fisheries. This drove the formation of the world's largest fully protected MPA in the Heard and MacDonald Islands in the Southern Indian Ocean.

In the European Union, millions of euros are paid out from public funds every year to maintain oversized fishing fleets. These subsidies make it easier for modernized fleets to overfish rapidly dwindling stocks. In 2003, our vigorous campaigning succeeded in persuading the EU to phase out three of the worst fishing subsidies and to adopt a greener Common Fisheries Policy to manage European fisheries.

Climate Change Programme

Climate change is putting the world at risk from rising temperatures, extreme weather, sea-level rise, and loss of species and habitats. WWF has been working relentlessly to keep alive the Kyoto Protocol – the world's only global agreement for limiting CO₂ emissions – to provide the necessary framework.

The power sector generates 37 per cent of carbon emissions. Our PowerSwitch campaign aims to have a carbon-free electricity generating sector in industrialized countries and a major switch from coal to clean energy in developing countries – within 50 years. We are working with a range of companies to turn this challenge into reality.

We have also set up a large NGO network on climate and energy in ten countries in Asia/Pacific, to focus on climate change impacts and energy alternatives. Activities range from developing new legislation on renewables in the Philippines to finding alternative sources of energy in China.

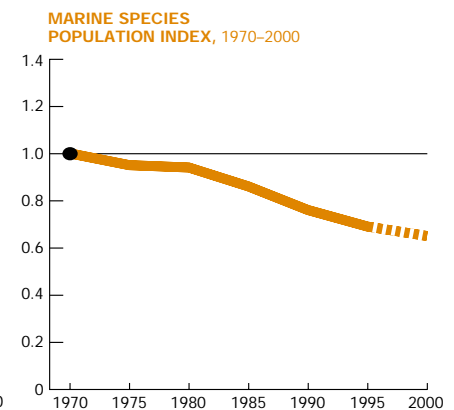
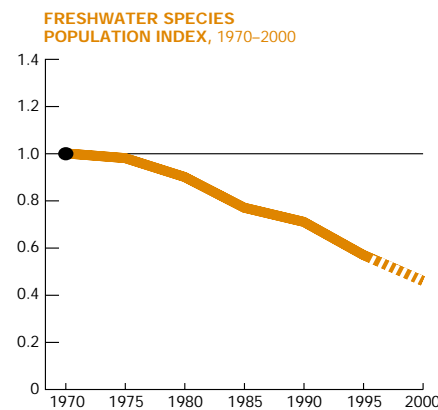
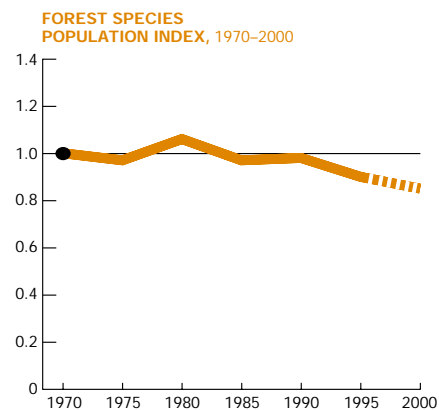
Forests for Life Programme

WWF works to protect, manage, and restore the world's most important forests and provides innovative solutions to the biggest threats – illegal logging, fires, conversion, and climate change.

To date, over 35 million hectares of forest have been protected worldwide. Major contributors were Brazil and Gabon, and, thanks to significant new commitments from Canada, Madagascar, and Sweden, we are on track to achieve our target of 50 million hectares by 2005. We have also helped 14 countries to assess the management of their protected areas to make them more effective.

Forest certification, which promotes sustainable forest management, progressed. Forty million hectares of forest were certified under FSC, up from 28 million the previous year. With major commitments in Canada, the figure could reach 60 million by mid-2004.

Forest restoration aims to reverse current deforestation trends. WWF's 13 restoration projects under way, including in Argentina, Madagascar, Malaysia, New Caledonia, and Portugal, should improve the state of biodiversity while benefiting people. With another eight starting soon, we will more than meet our target of 20 projects by 2005. Governments and development agencies are embracing our approach to restoration.



WWF's Living Planet Index – an indicator of the state of natural ecosystems calculated according to the abundance of the forest, freshwater, and marine species they support – shows an alarming decline in the world's natural wealth.

Species Programme

The successful conservation of “flagship” species such as elephants, rhinos, tigers, pandas, great apes, sea turtles, and whales benefits the thousands of lesser-known plants and animals – as well as the people – with which they coexist. We have made significant progress towards the protection of panda habitats in China and of several populations of critically endangered orang-utans. Important elephant habitat was successfully protected against clearance in Tesso Nilo, Sumatra – one of the largest remaining tracts of lowland tropical forest. The poisoning or electrocution of tigers to protect farm livestock has been reduced in India, Nepal, Bhutan, and Malaysia. In both Africa and Asia, human-wildlife conflict has been reduced, providing economic and livelihood benefits for local people. African rhino populations have continued to grow by 5 per cent over the last two years. Nearly 30 million km² of the Pacific Ocean were declared as whale sanctuaries. And shipping lanes in Canada's Bay of Fundy were moved to reduce collisions with North Atlantic right whales, the most endangered of the great whales.

WWF is fighting to stop the illegal trade in some of the world's most endangered species, and has also played a major role in getting bigleaf mahogany, whale sharks and basking sharks, and seahorses protected within the context of the Convention on International Trade in Endangered Species (CITES). **CH**



We take the financial stewardship of funds entrusted to us very seriously.

Our donors include individuals, foundations, corporations, and governments. We exercise strict financial controls and all funds are tracked to ensure that donors' wishes are respected, funds are spent on conservation priorities and promptly and regularly reported upon. Each year our external auditors conduct a professional audit, in addition to work performed by our internal auditors.

WWF International

In 2003, the total income for WWF International was CHF104.9 million, slightly up on last year. This includes a reduction in financial income of CHF2.1 million, which was more than compensated by a 25 per cent increase in support from governments and aid agencies of CHF4.6 million. The operating surplus was CHF4.3 million as opposed to a deficit last year. This surplus represents programme funds received late in the financial year and therefore not yet spent.

WWF Network

WWF Network income was CHF537.8 million, a slight decline of 1 per cent on the previous year. In US dollar terms, the total income actually grew by 15 per cent although this growth is not apparent in Swiss francs due to its relative strength in 2003. Income from Governments and Aid Agencies declined by CHF7.7 million whilst income from Trusts and Foundations grew by CHF20.5 million. The surplus for the year amounted to CHF16.1 million, an improvement over last year's deficit.

Our donors' ongoing support and trust is tremendously important to us. It not only makes our projects all over the world possible but it also gives us the financial ability to invest in long-term projects crucial to achieving our conservation goals. **cc**

WWF International: Income and Expenditure

Two-year summary 2002-2003

Financial Year*	2002	2003	2003
OPERATING INCOME	(CHF '000)	(CHF '000)	(US\$ '000**)
WWF National Organizations (1)	67,097	66,955	47,524
Individuals (1)	2,198	1,501	1066
Legacies and Bequests	201	453	321
Corporations (1)	3,031	3,013	2,139
Trusts and Foundations (1)	6,258	6,057	4,299
Governments and Aid Agencies	18,714	23,360	16,580
Royalties (1)	523	605	430
Financial Income (Net) (2)	4,643	2,512	1,783
Other	872	416	295
Total	103,537	104,872	74,437
OPERATING EXPENDITURE			
Conservation Programmes	84,643	83,741	59,438
Conservation Policy and Awareness (3)	10,580	7,848	5,570
Network and Learning Services (4)	3,734	4,722	3,352
Fundraising	2,847	2,655	1,885
Finance and Administration	1,284	1,215	863
Fixed Asset Expenditure	795	380	269
Total	103,883	100,561	71,377
Operating surplus/(deficit)	(346)	4,311	3,060
Non-operating items (5)	(10,287)	(3,008)	(2,135)
Surplus/(deficit) after non-operating items	(10,633)	1,303	925

* Financial years cover the period 1 July to 30 June

** Average exchange rate for the year: CHF1.40888 = US\$1

NOTES TO THE ACCOUNTS

1. Joint Fundraising

Fundraising income (donations, royalties, etc.) which is raised jointly with a National Organization is recorded as income from National Organizations.

2. Financial Income (Net)

Based on 5 per cent of investable funds. See also note 5 to the Balance Sheet.

3. Conservation Policy and Awareness

In FY 2003, WWF International spent CHF 7,848,000 on:

	(CHF'000)
Conservation Policy	2,505
Awareness	5,343

4. Network and Learning Services

WWF International expenditure in support of the activities of National Organizations. Includes legal and trademark costs.

5. Non-operating Items

Non-operating items were:	2002	2003
	(CHF'000)	(CHF'000)
Unrestricted investment reserve	(10,859)	(3,374)
Donations to endowment funds	572	366
Total	(10'287)	(3'008)

NOTES TO THE ACCOUNTS

1. Marketable Securities

At the end of the financial year, cash and short-term deposits comprised 94% of total cash, bank deposits, and marketable securities, compared to 66% a year ago.

2. Long-term Receivables

This represents a loan to WWF-Norway. The amount of CHF110'000, which will be repaid in 2004, has been transferred from long-term receivables to recoverable taxes and other items.

3. Fixed Assets

All fixed asset costs regarding the renovation of the secretariat building have been capitalized. All other fixed asset costs are charged to expenditure at the time of purchase.

4. Operating Funds

Operating funds are those funds available for expenditure on conservation, awareness, and public policy, National Organization support, direct fundraising, administration and finance, and fixed asset expenditure.

5. Investment Reserve

With effect from FY 2003, based on 5 per cent of investable funds. The difference when compared to actual dividends, bank interest, exchange differences, and gains/losses on marketable securities is taken to the investment reserve or endowment funds.

6. Capital and Endowment

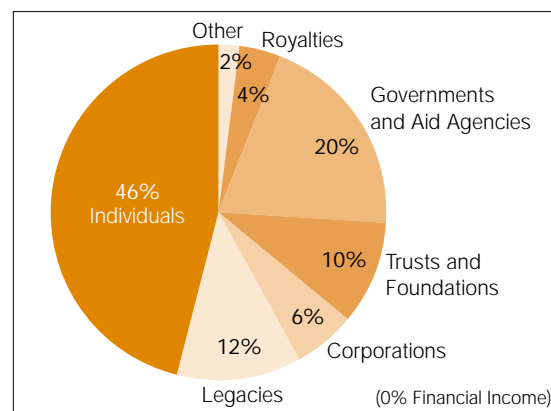
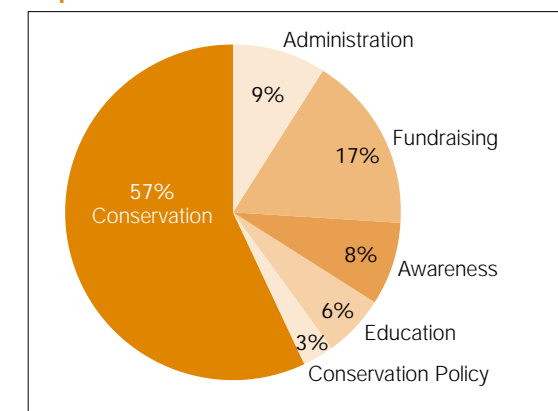
Includes The 1001: A Nature Trust, a trust fund built up through individual membership contributions; the Sigvaldason Fund, a legacy from the late Mrs Gerda Sigvaldason; the Endowment Fund built up primarily from the proceeds of the WWF 25th Anniversary Coin Collection programme; the Prince Bernhard Scholarship Fund for Nature Conservation, the income from which will be used to achieve conservation worldwide, including to help build conservation capacity, provide training and scholarship, etc.; and statutory capital of CHF20,000, representing the initial capital of WWF.

Audited financial statements are available on request.

WWF International: Balance Sheet**Two-year summary 2002-2003**

Financial Year*	2002	2003	2003
ASSETS	(CHF '000)	(CHF '000)	(US\$ '000**)
Current Assets:			
- Cash	18,986	29,250	21,519
- Short-term bank deposits	13,092	16,380	12,050
- Marketable securities (1)	16,362	3,048	2,242
- Recoverable taxes and other items	4,676	5,007	3,684
Long-term Receivables (2)	90	0	0
Fixed Assets (3)	4,994	4,994	3,674
Total	58,200	58,679	43,169
LIABILITIES AND FUNDS			
Accounts Payable and Accrued Expenses	10,162	10,510	7,732
Operating Funds (4)	21,509	26,783	19,704
Investment Reserve (5)	9	0	0
Capital and Endowment (6)	26,520	21,386	15,733
Total	58,200	58,679	43,169

* Financial years cover the period 1 July to 30 June ** Exchange rate CHF1.3593 = US\$1 as at 30 June 2003

WWF Network: Income and Expenditure 2003**Income US\$382 million****Expenditure US\$370 million**

WWF Network: Income and Expenditure*

Two-year summary 2002-2003

Financial Year**	2002***	2003	2003
OPERATING INCOME	(CHF '000)	(CHF '000)	(US\$ '000†)
Individuals (1)	256,621	247,150	175,423
Legacies and Bequests	71,969	65,548	46,525
Corporations (2)	29,430	29,863	21,197
Trusts and Foundations	33,164	53,669	38,093
Governments and Aid Agencies	115,453	107,726	76,462
Royalties (3)	23,778	22,626	16,059
Financial Income (Net) (4)	4,191	1,444	1,025
Other	9,416	9,732	6,908
Total	544,022	537,758	381,692
OPERATING EXPENDITURE			
National Conservation:			
- Conservation (5)	85,704	84,002	59,623
- Conservation Policy, Education, and Awareness (6)	91,119	88,335	62,699
International Conservation:			
- Conservation (7)	238,115	206,617	146,654
- Conservation Policy and Awareness (8)	10,751	7,885	5,596
Fundraising	85,704	87,207	61,898
Finance and Administration	49,870	47,585	33,775
Total	561,263	521,631	370,245
Surplus/(deficit) to support current and future projects	(17,241)	16,127	11,447

* The figures given show total WWF Network income and expenditure but do not represent consolidated accounts. The network includes the WWF International Secretariat and its Programme Offices, and all the WWF National Organizations and their Programme Offices.

** Financial years cover the period 1 July to 30 June for WWF International and all National Organizations except: WWF-India, WWF-Japan, WWF-South Africa (1 April to 31 March); WWF-Germany, WWF-Hungary, WWF-Italy, WWF-Norway, WWF-Philippines, WWF-Spain, and WWF-Turkey (1 January to 31 December, preceding year).

*** Updated

† Average exchange rate for the year: CHF1.40888 = US\$1

NOTES TO THE ACCOUNTS

1. Individuals

Monies received from WWF individual supporters, including regular dues and fundraising activities.

2. Corporations

Donations from corporations, excluding royalties, licensing, and sponsorship fees.

3. Royalties

Monies received from royalties, licensing, sponsorship fees and from the sale of WWF products via WWF catalogues and retail outlets.

4. Financial Income (Net)

The net results of dividends, bank interest, exchange differences, gains/losses on marketable securities, bank charges, etc.

5. National Conservation

Costs of conservation activities by WWF National Organizations within their own territory.

6. Conservation Policy, Education, and Awareness

In FY 2003, the National Organizations spent CHF88,335,000 on:

	(CHF'000)
Conservation Policy	16,485
Education	32,875
Awareness	38,975

7. International Conservation

Costs of the WWF International Conservation Programme.

8. Conservation Policy and Awareness

In FY 2003, WWF Network spent CHF7,884,000 (including fixed asset expenditure) on:

	(CHF'000)
Conservation Policy	2,505
Awareness	5,379

Increasingly, corporations are recognizing the benefits to themselves as well as to the environment through a partnership with WWF.

Our alliances and partnerships are sophisticated, interactive relationships that strive to address shared areas of concern and develop mutually beneficial outcomes. The relationships are demanding and challenging, and ultimately create a unique learning opportunity for both sides.

Individual donors are better informed, much choosier about which charity they give to and expect accountable stewardship of their money. Substantial donors understand the many

challenges facing our environment today. They are giving for the planet, whereas ten years ago they tended to give for a species or a specific project.

Understanding what motivates people to give is crucial. The age of giving is changing. Younger people tend to be wealthier earlier and are very well informed. Impulse giving online is bringing in a whole new range of donors. And they have to trust us to make tough choices to invest where needed.

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The Living Planet Club – getting involved

In 2003, we launched the Living Planet Club to provide major donors an opportunity to get more involved with our work. Members are invited on excursions and to special seminars on topical issues such as the Prestige oil disaster and South Pacific whale sanctuaries.

The 1001: A Nature Trust

The 1001: A Nature Trust is a managed endowment fund with 1001 contributing members. For more than thirty years it has helped to ensure that the international secretariat continues to take a leadership role and give support and strategic input to the global WWF Network. Between 1991 and 2003, members contributed more than CHF7.5 million.

Corporate relationships

We coordinate international relationships with multinational corporations. These partnerships are tailored to best meet the needs of the corporation and its industry sector so that it benefits the company as well as the environment. These are open and honest corporate relationships and we must be ready to agree to disagree on occasion.

WWF & Nokia The cooperation with Nokia is a new and exciting area for WWF. We are launching an environmental learning product targeted at the company's employees and stakeholders that will raise awareness and support for conservation and the environment.

NOKIA

WWF & HSBC Fresh water is a vital resource that increasingly generates conflict. In February 2002, we joined forces with HSBC, the banking and financial services organization, to launch a five-year partnership focusing on protecting global freshwater systems. We are currently working together on reversing the decline in freshwater habitats in Brazil, Mexico, UK, China, and the US.

HSBC 

WWF & Ogilvy As a longstanding partner, the Ogilvy Group has provided creative support to WWF's campaigns worldwide, by supplying us with world-class print advertising and negotiating pro-bono media placement through Mindshare, a global media company.



WWF & Canon Environmental issues have always been central to Canon's management strategy and they have supported our activities in Europe, the Middle East, and Africa since 1998. The partnership provides us with much needed funds and generates excellent communications and networking opportunities with the corporate world.



WWF & Lafarge Lafarge, a world leader in construction materials, has been a partner since 2000. We contribute the expertise Lafarge needs to develop and improve its environmental policies and practices (notably CO₂ emission reduction) and we are developing a joint strategy for

biodiversity to integrate into its worldwide quarry rehabilitation programme. In September 2003, WWF and Lafarge announced a conservation collaboration at the World Forestry Congress. In Canada we began working together near Calgary just outside the world-renowned Banff National Park. A five-step project has been developed which includes mapping of known and potential wildlife habitat (grizzly bears, black bears, timber wolves, and cougars) in the sensitive Bow River valley, where a Lafarge cement plant is located, and identifying conservation actions to benefit wildlife.



Thank you!

We thank all our many donors from the private and corporate sectors for their generous support. We cannot name them all here, however we would like to make special mention of:

ABB Ltd	IKEA of Sweden AB
Canon Europa NV	Lafarge
Charles Stewart Mott Foundation	MAVA Foundation
Groth AG	Nokia Corporation
HSBC Holdings plc	Oak Foundation
IBTT BV	Ogilvy & Mather

Our thanks also go to those donors who prefer to remain anonymous. **MF**

Long-term commitment

For more than four decades, I have never doubted the need to support WWF's work.

Through the Mava Foundation, which specialises in biodiversity conservation, we have helped fund WWF's work in Mauritania's Banc d'Arguin National Park, which is one of the most important coastal marine parks in Africa. It harbours the world's largest concentration of wintering wading birds, as well as vital fishery breeding grounds that generate food and employment for the entire coastal region. Together, our efforts have helped extend the park's boundaries and ban the illegal fishing that was threatening the marine resources and the thousands of people who depend on them for their survival.

The Mava Foundation has also directly supported the work of WWF offices in Spain, Greece, and France on a wide range of projects, including in the Mediterranean. Over the years, WWF has moved away from small projects as it realized the necessity of looking at conservation problems on a much larger scale. Therefore, most of the foundation's commitments are for at least three years. I am confident that through our support, WWF will continue to forge new opportunities for conservation and deliver results that will benefit all.

Dr Luc Hoffmann, Founder of the Mava Foundation, Founder and Vice-President Emeritus of WWF

Never before has the pressure on our environment and its limited natural resources been so great.

Without urgent action to reduce the current destruction and new incentives to protect our environment, we are all at risk. I can think of no greater challenge than serving as president of the world's largest conservation organization. WWF is working around the world to not only tackle critical environmental problems at the global and local level, but to demonstrate the benefits to people and nature.

The world's leaders must take a broader look at the economic and social benefits associated with the wise use of our natural resources and their contribution to our global well-being, and acknowledge that conservation is a worthy investment. At WWF, we are working to persuade them before it is too late.

Chief Emeka Anyaoku, President, WWF International

My devotion to WWF is completely undimmed; if anything it has increased over the years.

WWF is by far the voluntary organization I most admire because it is a fascinating mixture of generous spirited and really superlative professionals. They understand the complexity of the issues, there are no hidden agendas and delivering the result is their highest priority. I became a board member because it is such a pleasure to work with folk who are true realists, and to help with WWF's governance and accountability. The joy is, as a science based organization, WWF doesn't shout before it knows it is right.

The Hon Mrs Sara Morrison, Vice-President, WWF International



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1996-1999

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2000-2000

Prof R F M "Ruud" Lubbers

2000-2001

The Hon Mrs Sara Morrison

Network expansion

Peter Kramer, Network Relations Director, WWF International

WWF has become a much more cohesive network over the past year. The more comprehensively we can view our programme and our finances, the more effective we are as a global network.

This is significant, because some offices are more producers of funds and others are more conservation implementers. In certain parts of the world, conservation needs and financial productivity are not necessarily the same thing. We have grown the

network to be present where the need is greatest. We established a National Organization in Hungary last year and Russia is in the process of joining. Nationally governed organizations exert a much greater influence and raise more funds than a delegation. Brazil and Indonesia are big countries critical for global biodiversity, but not necessarily places that generate a lot of money. These offices are gaining local strength but are also seen as credible executors of work funded from outside the country. **PK**

Steady growth

Timothy Geer, Government & Aid Agency Relations Director, WWF International

WWF's work with governments and aid agencies has grown at about 10 per cent per year for more than a decade.

This growth is based on finding ways to integrate and address mutual goals and priorities in programmes – from helping establish better policy frameworks to delivering innovative programmes on the ground. Environmental sustainability and natural resource management – as expressed in the UN Millennium Development Goals at the World Summit on

Sustainable Development – are the major points of convergence. WWF has a large number of partnership programme agreements with Development Cooperation Agencies focusing on various aspects of conservation and development and laying out mutual objectives, performance monitoring tools, and timeframes. A major partnership signed this year, and rapidly consolidating, is with the Agence Française de Développement, the first they have concluded with any NGO. **TG**

Practising what we preach

As an organization, we go to great efforts to minimize our own impact on the environment. For instance, at WWF International, we have substantially reduced our energy consumption and resource use since 1998.

Electricity

We have decreased our electricity use by 42 per cent by removing air-conditioning, and installing energy efficient electrical equipment, energy saving lights, and timers to switch off electricity at nights and weekends.

Heating Oil

By installing more efficient burners, automatic heating adjustment in relation to outside temperatures, natural ventilation, and better insulation, we have reduced oil consumption by 40 per cent.

Water

We have reduced our water consumption by 80 per cent by separating used water (toilets, kitchens) from clean (garden, ventilation), phasing out air-conditioning, and installing flow reducers on taps and toilet flushes.

Paper

Our paper usage is down 53 per cent through increased use of e-mail and double-sided photocopying and printing. We use recycled paper for stationery and all office purposes.

Waste

We sort and recycle paper, cardboard, plastics, glass bottles, plastic (polyethylene terephthalate – PET) bottles, batteries, toner cartridges, light bulbs, grass, leaves, and other compostable waste. Over the past five years, our unrecyclable waste has decreased by 75 per cent.

*Further information from Jean-François Buvelot
(jfbuvelot@wwfint.org)*



WWF Worldwide Network

- Australia
- Austria
- Belgium
- Bhutan
- Bolivia
- Brazil
- Canada
- Caucasus (Georgia)
- Central Africa (Cameroon)
- Central America (Costa Rica)
- China
- Colombia
- Danube/Carpathian (Austria)
- Denmark
- Eastern Africa (Kenya)
- Finland
- France
- Germany
- Greece
- Hong Kong
- Hungary
- India
- Indochina (Vietnam)
- Indonesia
- Italy
- Japan
- Madagascar
- Malaysia
- Mediterranean (Italy)
- Mexico
- Mongolia
- Nepal
- Netherlands
- New Zealand
- Norway
- Pakistan
- Peru
- Philippines
- Poland
- Russia
- South Africa
- Southern Africa (Zimbabwe)
- South Pacific (Fiji)
- Spain
- Sweden
- Switzerland
- Tanzania
- Thailand
- Turkey
- United Kingdom
- United States
- Western Africa (Ivory Coast, Senegal)
- European Policy (Belgium)
- Macroeconomics for Sustainable Development (US)

WWF Associates:
 Fundación Vida Silvestre (Argentina)
 Fundación Natura (Ecuador)
 Nigerian Conservation Foundation (Nigeria)
 Fudena (Venezuela)

For contact details and further information, please visit our international website:



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for a living planet[®]

WWF is one of the world's largest and most experienced independent conservation organizations, with almost 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
- promoting the reduction of pollution and wasteful consumption.

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