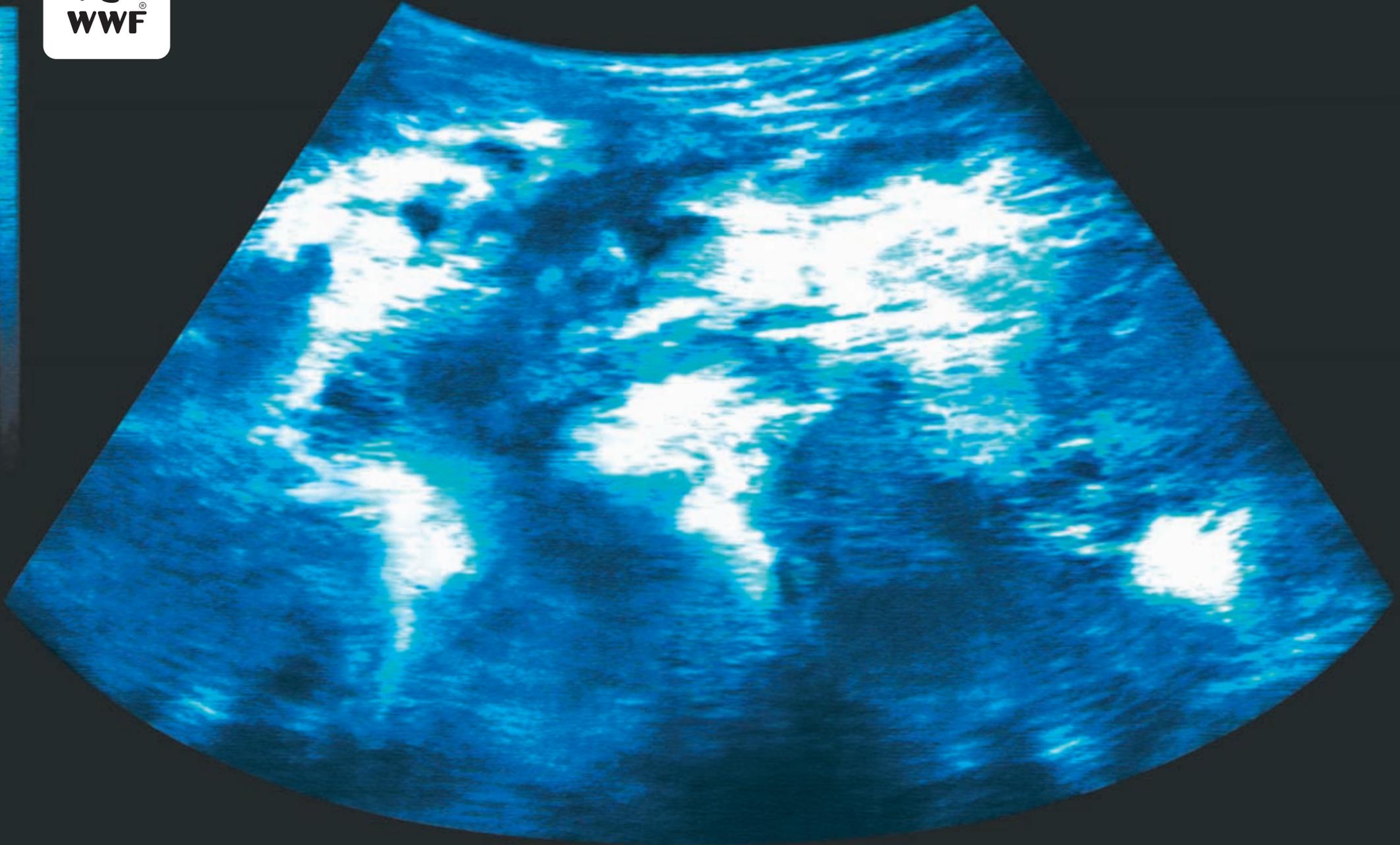




# annual report 2002



SCANNING THE PLANET'S HEALTH.

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This publication is WWF International's official annual report. Copies of the annual reports of other WWF offices may be obtained directly from the relevant office (see insert). For further reading, see *WWF's Global Conservation Programme 2002/2003* on [www.panda.org](http://www.panda.org).

Managing Editor: Zandra McGillivray,  
WWF International  
Written, compiled, and edited by Tim Davis,  
DJEEnvironmental, UK  
Picture research: Michèle Dépraz,  
WWF-Canon Photo Database  
Design and Production: Saatchi & Saatchi  
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Cover: © Tony Stone Imaging

"WWF'S MISSION IS TO STOP, AND EV

# Sustaining life

Ten years ago, the ground-breaking Earth Summit in Rio de Janeiro placed environmental, social, and economic issues on the international policy agenda and gave us *Agenda 21* – a global blueprint adopted by more than 178 governments for ending poverty and caring for the environment. Ten years on, two billion people – one-third of the world’s population – live in extreme poverty, lacking clean water, adequate sanitation, and access to energy. Environmental degradation has continued unabated – the crisis facing the world’s rainforests, for example, had already become a worldwide cause before the Earth Summit, but since then land clearance has continued and half of the world’s tropical rainforests are now lost forever.

WWF was promoting ways for people and nature to live in harmony. Our work with local communities, for example, combines the careful use of natural resources with conservation of plant and animal life, helping at the same time to ease the burden of poverty. WWF’s continuing search for practical solutions to the challenges confronting humanity is reflected throughout the pages of this report.

By focusing on a limited number of global issues and those parts of the Earth which hold the greatest biological diversity, WWF and a growing number of partners worldwide continue to act for people and the planet.

**Chief Emeka Anyaoku**  
President  
WWF International

## WWF welcomes new International President

Former Secretary-General of the Commonwealth, Chief Emeka Anyaoku, a Nigerian national, took up his four-year appointment as President of the Board of Trustees of WWF International on 1 January 2002. Aside from a short term as Nigerian Foreign Minister in 1983, Chief Anyaoku spent 34 years in the Commonwealth Secretariat, which he joined in 1966 shortly after its inception. Chief Anyaoku has also served as a member of the International Board of the United World Colleges and the Governing Council of the International Institute for Strategic Studies, as well as being a trustee of

the Rajiv Gandhi Foundation, the Malaysian Commonwealth Studies Centre, and the World Commission on Forestry.

Of his appointment as International President of WWF, Chief Anyaoku says: “Increasing environmental destruction and the imbalances in resource use between developed and developing countries are having a growing impact on our world. In this context it is an honour and a great challenge to serve as the president of an organization such as WWF, which is working to create a future in which humans can live in harmony with nature.”

During the often troubled preparations for the follow-up to Rio – the World Summit on Sustainable Development (WSSD) in Johannesburg in August – WWF called for action that would be innovative, practical, and deliverable within a clear timeframe. In particular, we were seeking progress on three interconnected issues: fighting poverty and promoting sustainable ways of living, encouraging more Earth-friendly behaviour, and protecting the forest, freshwater, and marine ecosystems on which all life ultimately depends. These are the areas in which WWF has developed considerable expertise. Long before the phrase “sustainable development” was coined,



Chief Emeka Anyaoku

© WWF-CANON / MICHELLE PRAZ

ENTUALLY REVERSE, THE DEGRADATION

# Many voices, one world

In the recent past, non-governmental organizations (NGOs) have often been accused of inhibiting economic growth and wanting humanity to go back into the caves. Ironically NGOs, including WWF, feel that some governments are nowadays withdrawing into their own national caves out of short-term economic interests, rather than showing a willingness to address the obstacles that stand in the way of sustainable development and poverty eradication. A world of free trade without authoritative intergovernmental regulatory institutions will never be able to arrive at the global goals set by the Earth Summit in Rio in 1992 and this year's World Summit on Sustainable Development (WSSD) in Johannesburg.

According to WWF's latest *Living Planet Report* (see page 24), published in July, if current trends continue, humanity's ecological footprint will increase to twice the Earth's regenerative capacity over the next 50 years. It is all too evident that it will be the poor of the world who bear the brunt of the resulting resource degradation. Who would have predicted when the Climate Change Convention was signed in Rio that, within ten years, we would witness severe effects on many ecosystems, with melting ice masses in arctic regions threatening the lives of many indigenous peoples, coral bleaching and tropical storms wrecking the economy of coastal populations and many small island states, and drought and severe flooding causing misery and chaos, particularly in poverty-stricken areas? What, if anything, emphasizes more strongly the need for a multilateral system to address such global issues?

Disillusioned, we watched  
as the Johannes-

burg negotiations often resembled a "race to the bottom", to the extent that we had to be lucky not to go back on the earlier commitments of the Rio Principles and the UN Millennium Goals. Governments should be the legitimate voice of the people they claim to represent and should recognize the great differences between nations, cultures, and economic circumstances. They should act in solidarity instead of in disarray and narrow self-interest. For this to happen, the world needs clear objectives, targets, and timetables. These could have emerged in Johannesburg, where many companies – contrary to popular opinion – joined NGOs in asking for a clear set of rules and operating principles to serve as the foundation for sustainable development.

The outcome of the WSSD calls into question whether such events can make any meaningful contribution, particularly to the implementation of existing agreements, when the dynamics of negotiation turn bold visions into the lowest common denominator. WWF's disappointment with the official result of the summit, however, did not mean that the event was useless. An unprecedented diversity of positive new public-private partnerships and local initiatives was triggered. The most constructive outcome was that greater numbers of people now understand that the prospects of future generations depend on living in harmony with nature, and must be built on equity and the reduction of poverty.

The contribution to sustainable development of many NGOs has been significant and is often underrated. Since Rio, WWF has instigated market mechanisms such as the Forest Stewardship Council (FSC) and the Marine Stewardship Council (MSC). We have forged important partnerships with corporations and helped establish environ-



Claude Martin

© WWF/CANON/HANSRUEDIGER

## OF THE PLANET'S NATURAL ENVIRONMENT

mental and social standards within different branches of industry. We have worked together with intergovernmental institutions such as the United Nations and the World Bank and have supported regional government collaborations in resource management. We have also run many thousands of environmental and sustainable development projects funded voluntarily by millions of individual supporters. Significant though these endeavours may be, they will not be enough – we need something innovative to take us further.

In the run-up to Johannesburg and during the summit itself, a number of governments stepped forward with progressive proposals and a willingness to show leadership that went beyond their own short-term economic interests. Unfortunately, the intergovernmental process has not caught up with what is happening in the real world to the degree necessary for a truly coherent system



The eyes of the world are on President Mbeki of South Africa at WWF's "SOS Planet" concert during the World Summit on Sustainable Development in Johannesburg.

© ARTHUR BOZAS

which puts sustainable development at the heart of everything.

However, WWF sees opportunities and a way forward that would not allow the laggards to jeopardize the prospects of the entire world community. We envisage new constellations of enlightened governments, intergovernmental institutions, environmental and development NGOs, forward-looking companies, and creative thinkers who collectively can address those issues left unresolved in Johannesburg. Such alliances will engage in concrete sustainable development programmes, build momentum at regional and sub-regional levels, create new market instruments that promote sustainable development solutions, and forge new policy alliances which can overcome the current flaws in the multilateral system.

WWF believes that a majority of the people of this planet share a common concern for future generations. As the pressure on natural resources rises and inequities sharpen, this will foster a further growth of NGOs. People will look to leaders from all sectors of society who make a leap forward and commit to concrete solutions based on an ethical, long-term interest for the planet and its people. We shall pursue this agenda with determination and vigour.

**Dr Claude Martin**  
Director General, WWF International

AND TO BUILD A FUTURE IN WHICH HUMANS

# A future for the planet

WWF is one of the world's largest and most effective independent organizations dedicated to the conservation of nature. Its mission is to stop, and eventually reverse, the damage to the planet's natural environment and build a future in which humans live in harmony with nature. Conserving the world's biological diversity, making sure the use of renewable natural resources is sustainable in the long term, and promoting the reduction of pollution and wasteful consumption are the paths WWF is taking to achieve this ambitious goal. Today, the organization operates in more than 90 countries, supported by nearly five million people worldwide. Its initials and famous panda logo have become a powerful rallying point for those who care about the future of the planet and want to help shape it in a positive way.

The organization's success and reputation have been built around a factual, science-based approach to conservation, which focuses on six priority issues of global concern: forests, fresh water, oceans and coasts, threatened species, and the insidious threats of toxic chemicals and climate change. For

each of these issues, WWF maintains highly focused programmes with measurable targets, summarized in the following pages.

To reach these targets, WWF runs more than 1,200 on-the-ground projects around the world in any year. Backing up this work at the frontline are hard-hitting campaigns, wherever possible involving the

general public, and designed to bring about a particular outcome – such as stopping the overfishing of European waters (see page 18). WWF's 3,800 dedicated and professional staff, many of whom come from the corporate sector and have chosen to use their expertise for the good of the Earth, sometimes working in difficult and dangerous conditions, help to get maximum mileage out of the approximately US\$260 million that WWF spends annually on its global conservation work.

## Saving special places

Recognizing that local conservation problems often have their roots in wider social and economic issues, which influence how people use and consume resources and affect the environment, WWF increasingly focuses on areas whose boundaries are defined by nature – what WWF terms “ecoregions”. These may be tropical forests or wetlands spanning one or more countries, or entire coral reef systems such as the Mesoamerican Caribbean Reef which extends 700 kilometres from the tip of the Yucatan peninsula in Mexico south to the Bay Islands off the coast of Honduras.

WWF has identified some 200 such places – the “Global 200 Ecoregions” – which contain the best part of the world's remaining biological diversity, and which must be protected if we are to leave a living planet for future generations. WWF alone cannot save all of them, so the organization has chosen a representative selection of 40 for which to develop action plans. Ambitious, broad-scale, and involving partners from all sectors, these plans combine environmental, economic, and social actions to conserve or restore the biodiversity of an entire ecoregion. Four of the ecoregions in which WWF is working are described in this report.



A special place: Avacha Volcano in Nalychevo Nature Park, Kamchatka – one of WWF's Global 200 Ecoregions and a Gift to the Earth (see opposite) from the Russian government.

# LIVE IN HARMONY WITH NATURE."

### Action for a living planet

Launched in 1996, the “Gift to the Earth” is WWF’s highest accolade for the significant conservation work of others. It provides international recognition and support to a government, a company, or an individual. By October 2002, 79 Gifts had been recognized by WWF. Among the most recent was the declaration in June by the Azores of two marine protected areas conserving unique and fragile life forms on the deep-sea floor of the Atlantic Ocean (see page 18). An earlier Gift, in March, recognized the achievement of the Forestry Chamber of Bolivia in gaining Forest Stewardship Council certification (see page 20) for 1 million hectares of tropical forests.



© WWF-CANON/ELIZABETH KEMF



© WWF/STEPHEN MICHAEL DAWSON

Through WWF's Panda Passport website, thousands of people have campaigned to save species such as the endangered Indo-Chinese tiger (above) and New Zealand's rare North Island Hector's dolphin – here, caught in a fishing line.

### Getting the message across

WWF's award-winning website – [www.panda.org](http://www.panda.org) – is an immensely powerful tool for awareness-raising and activism. Some 200,000 people visit the website every month. In addition, over the past twelve months, 300,000 online actions were taken by concerned individuals through WWF's “Panda Passport” campaigning site. For example, over 17,000 electronic messages urged the New Zealand Minister of Fisheries to protect the North Island Hector's dolphin, the world's rarest marine dolphin. WWF wants the government to close the dolphin's entire habitat to commercial and recreational fishing and urgently develop a recovery plan. A decision is pending. However, some 7,000 e-mails helped convince Malaysia's state government to call off plans to kill all tigers in Kelantan and to work with WWF to resolve the human-tiger conflicts at the heart of the problem. Indo-Chinese tigers are gravely endangered, numbering fewer than 600 in Malaysia and 2,000 worldwide.

WWF's press and video news releases are taken seriously by the international media, bringing conservation stories of the moment to the front pages of newspapers and television news programmes around the world.

### The WWF Network

Since its foundation as a non-profit organization under Swiss law in 1961, WWF's network of offices has grown steadily to cover most regions of the world (see insert). A number of Associate organizations have also adopted WWF's mission and principles. At the heart of this global network is the International Secretariat based in Gland, Switzerland. It identifies and monitors emerging conservation concerns, manages the international conservation programme, guides WWF's position on international issues, coordinates worldwide campaigns, communications, Gifts to the Earth, and fundraising activities, and builds global partnerships.

The rest of the WWF Network contributes expertise and funding to the international conservation programme. Activities range from practical field projects and scientific research to advising on environmental policy, promoting environmental education, and raising public understanding of environmental issues. Two specialist offices in Washington and Brussels work to influence institutions which deal with global economic issues, such as the World Bank and the Global Environment Facility (GEF), and the policies and activities of the European Union.

# The power of partnerships

Changes in corporate practice are essential if we are to make progress in fighting global warming, moving to renewable energy systems and clean technologies, phasing out toxic chemicals, and making sure that resources are used sustainably.

Although companies are often seen as part of the problem, they are also undoubtedly key to the solution. WWF has long recognized that the way ahead in its relationship with business and industry is to forge partnerships that lead to real action and positive results. Since half of the world's top 100 economic entities are corporations, WWF believes that corporate engagement is central to transforming markets, to changing domestic and international

law, and for adopting and promoting best practice in environmental behaviour. In today's increasingly competitive world, consumers expect companies to demonstrate corporate responsibility towards the environment, creating many opportunities for WWF to work with them to mutual advantage.

With this in mind, WWF enters into business and industry relationships with a positive and constructive mindset, searching for solutions which take the organization further along the road to stopping the damage to the planet's natural environment.

We thank all the individuals, foundations, trusts, and corporations from all over the world who generously supported WWF during 2002.

Paul Steele  
Chief Operating Officer, WWF International



Paul Steele

© WWF-CANON / MICHELE DEPRAZ

## RESORT THREAT

WWF is campaigning to stop the Western Australian government from allowing developers to build a resort for over 2,500 people – with holiday homes and power boats – in the heart of Australia's Ningaloo Reef.

## Raising standards

WWF's Conservation Partners are a select group of companies with which WWF works on areas of common concern, such as improved environmental standards. One partnership, now in its third year, is with Lafarge, world leader in building materials. Together, WWF and Lafarge are tackling issues that are central to the business of each organization. Take climate change for example: Lafarge is one of the biggest private sector producers of carbon dioxide (CO<sub>2</sub>) – a main cause of global warming – emitting over 70 million tonnes a year, almost double the emissions of Switzerland. However, under the partnership with WWF, Lafarge has made a major commitment to reducing its CO<sub>2</sub> emissions by 10 per cent below 1990 levels, by 2010 – roughly twice the

commitment made by industrialized countries under the Kyoto climate treaty.

WWF and Lafarge have identified several performance indicators to measure the company's efforts to minimize its global environmental footprint, for example energy consumption, and waste and energy recovery. Lafarge has also adopted strict guidelines for the rehabilitation of its quarries and is looking to improve energy efficiency across all its plants by reducing the use of fossil fuels and by using waste products such as fly ash in the cement production process.

WWF is working with Lafarge to ensure "best practice" is applied across all the company's operations. In China, for instance, Lafarge has a new quarry

close to a panda reserve. Following WWF's recommendations, a 7-kilometre conveyor belt has been constructed to transport minerals, instead of the roads that would have encroached into the forests around the reserve. Other potential environmental impacts are being closely monitored.

Lafarge is also funding some of WWF's conservation activities around the world. But, as in all its partnerships, WWF does not hesitate to be critical of any business decisions or activities which it judges to be bad for the environment.

This quarry in Greece is being rehabilitated with trees from the local Lafarge nursery that supplies 30,000 trees per year for this purpose.



© PHOTOÉQUIPE LAFARGE / DR

## ATTACK BY TUNA FARMERS

A boat with WWF-funded cameraman and photographer aboard was attacked by tuna farm workers off the coast of Cartagena, Spain, and all photos and footage destroyed. WWF campaigns against tuna farming, which – unlike aquaculture – is endangering blue-fin tuna by capturing them in the wild.

only conserve energy and resources, but also eliminate hazardous substances. Together, Canon and WWF raise awareness of the environment through photography competitions – nearly 5,000 entries were received in a “Wild Danish Nature” competition – product and retail promotions, and project and event sponsorship.

## Imaging nature

High-quality images are an essential communications tool for WWF. The Conservation Partnership established with Canon in 1998 is helping WWF to digitize its superb collection of nature photographs, making it readily available online to its offices worldwide. This year, WWF has also been able to commission professional photographers, such as Michel Gunther, Martin Harvey, Roger Le Guen and other top names in the business, to further enhance the WWF-Canon Photo Database.

Canon has put environmental issues at the heart of its vision for the 21<sup>st</sup> century. Having created the world’s first system for recycling used toner cartridges in 1990, the company continues to develop innovative products that not

## Creative help

The creation and placing of advertisements is crucial to WWF campaigns. This is where another of WWF’s Conservation Partners – Ogilvy & Mather – steps in. This leading advertising agency provides WWF with free creative work and negotiates with Mindshare for pro bono placements worth several million US dollars per year in major international media. An advertisement developed this year to help WWF campaign against overfishing in European waters (see page 18) appeared in *Time*, *Newsweek*, *Fortune* magazine, *Scientific American*, *National Geographic*, the *International Herald Tribune*, and *Reader’s Digest*.

## Getting the message across

Products bearing the WWF logo are also appearing in popular feature films and television programmes, thanks to WWF’s partnership with Propaganda, a Swiss-based product placement agency. Millions of people across the world can now see WWF mugs, caps, posters, and stickers – US\$2 million worth of free placements – on shows like “Friends” and in the films “Orange County” and “The Princess Diaries”, thereby increasing WWF’s brand exposure.

## Eco-pasta

Delverde, the Italian pasta manufacturer, and WWF are now in the second year of a Corporate Supporter partnership. WWF’s Corporate Supporters are companies committed to environmentally friendly work-related practices that also contribute financial support or gifts-in-kind to WWF to further its work. Delverde has always taken an active role in nature conservation and is now increasing its range of organic products, as well as helping protect the Majella National Park in the Abruzzo region of northern Italy, where its headquarters are located.

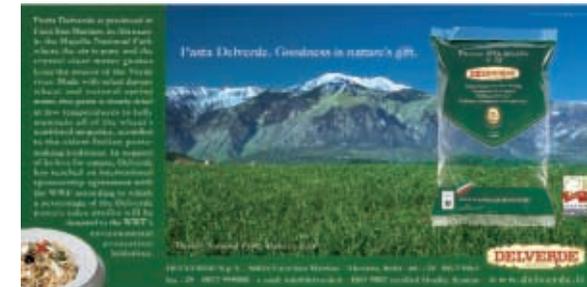
Photographer Tony Heenon, working with Canon equipment, sees eye to eye with a kangaroo.



© WWF-CANON / MARTIN HARVEY



Stop overfishing! This free ad from O&M has appeared in magazines such as *National Geographic*, *Newsweek*, *Time*, and *Reader’s Digest*.



Goodness is nature’s gift. Delverde’s advertising expresses the company’s respect for nature.

## Shaping the message

Market research group INRA Europe has been a Corporate Supporter of WWF for three years, providing free market research into the European public's perception of environmental issues and of WWF and its brand. The first survey was conducted in 1999, in nine European countries, and is being repeated this year in order to analyse where progress has been made in terms of image and awareness. The invaluable information provided by these surveys helps the organization to better shape its messages and to convince potential business partners that WWF is a credible and respected environmental brand.

## Licensed to play

As one of WWF's licensing partners since 1995, International Bon Ton Toys (IBTT) has designed a collection of plush toy animals especially for WWF. The company complies with WWF's rigorous environmental standards by using carefully sourced materials to make its toys, which are sold throughout the world. The relationship is also a good example of "cross-pollination" with other WWF partners: Canon ran a special promotion in more than 12 countries featuring 80,000 hippo-shaped plush camera bags made by IBTT. Anyone buying the Canon product received one of the bags free.

## Investing in fresh water

WWF aims to restore 2 million hectares of river basin habitats in the Amazon in Brazil, the Yangtze in China, and the Rio Grande in the USA, returning rivers to their natural flow, protecting fish and other species, and securing fresh drinking water for millions, thanks to a new partnership with HSBC, one of the world's biggest banks.

"Companies as well as individuals have a responsibility for the stewardship of this planet, which we hold in trust for the future," said HSBC Chairman Sir John Bond. "If we don't act now, by 2025 over half of the world's population could face a water shortage."

Dr Garo Batmanian, Chief Executive of WWF's office in Brazil said: "WWF believes that fresh water is a critical issue worldwide with perhaps

## BOLD BLUEPRINT FOR NATURE

The Papua New Guinea government has adopted ecoregions defined by WWF for the country's conservation planning. This is a crucial step to conserving PNG's vast natural resources and such unique species as the world's smallest parrot, largest butterfly, and only poisonous bird.

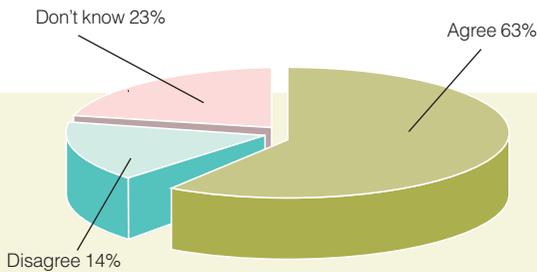
## Corporate Club gains ground

More than 80 companies in six countries (China, Hungary, Poland, Russia, Thailand, and the United Arab Emirates) support WWF financially and in-kind through membership of its Corporate Club. The club in the UAE, for example, provides WWF with the opportunity to save threatened species such as the Arabian oryx in the Middle East. This year saw the launch of the latest club in China – possibly one of the most important growth markets in the global economy and whose impact on natural resources is of great concern to WWF.

the greatest risk of causing conflicts. One and a half billion of the world's poorest people don't have access to safe drinking water. We want to help turn this around, and with HSBC's support we can start to stem the decline in three of the world's key freshwater systems."

## WWF & business partnerships

An association with WWF adds value to a company



In 1999, a survey by market research group INRA in nine European countries showed that a majority of respondents thought an association with WWF added value to a company.

The value of fresh water – here in the Cajari forest reserve, Amapa, Brazil.



© WWF-CANON / JUAN PRAT IGNESTOS

WWF's Corporate Club in the UAE provides fresh impetus for the conservation of the endangered Arabian oryx.



© WWF-CANON / HARTMUT JUNGIUS



## Vital support

At the start of WWF's fifth decade, almost 5 million people worldwide support the organization, contributing almost 50 per cent of the income that WWF spends every year on conservation. These vital funds, amounting to more than US\$150 million, give WWF the flexibility and independence it needs to achieve its goals for wildlife, people, and the planet. WWF commits its resources where and when there is greatest need, whether in efforts to influence policies and decisions affecting conservation, or in practical work on the ground.

The outstanding commitment of members of The 1001: A Nature Trust – a unique funding mechanism created in 1971 by HRH Prince Bernhard of

the Netherlands – continues to provide core support for WWF's work. In 2002, for instance, contributions from The 1001 helped to swell the Prince Bernhard Scholarship Fund. The fund, created in 1991 on the occasion of Prince Bernhard's 80<sup>th</sup> birthday, forms an integral part of WWF's conservation programme. To date, WWF has awarded 147 grants to help people, mostly in developing countries, pursue education in their chosen conservation field – whether in forest and wildlife management, environmental law, or economics – and to take their new skills back to the heart of their communities.

## TURTLE PROTECTION

WWF has been working closely with Hindu high priests in Bali who have now declared that the use of turtle meat during Hindu religious ceremonies is not obligatory and that Hindu people should respect the sea turtle protection law.

## Firm foundations

Securing long-term funding is one of WWF's greatest challenges. In this regard, the organization owes much to the foundations which make this possible.

Funding from the Charles Stewart Mott Foundation in the US is helping WWF bring about better wildlife protection laws, particularly covering the

trade in species. In the Philippines, for example, WWF is examining the trade in live coral reef fish. The project has brought together fishermen, traders, and government representatives to study the impacts of the trade and to try to balance the interests of the environment, the economy, and social well-being. This type of work will help WWF to make "sustainability assessment" an integral feature of any future trade policies and decision-making.

The AVINA Foundation is providing invaluable funding for WWF's work in the Mediterranean, helping local people to make a living without damaging the region's fragile environment.

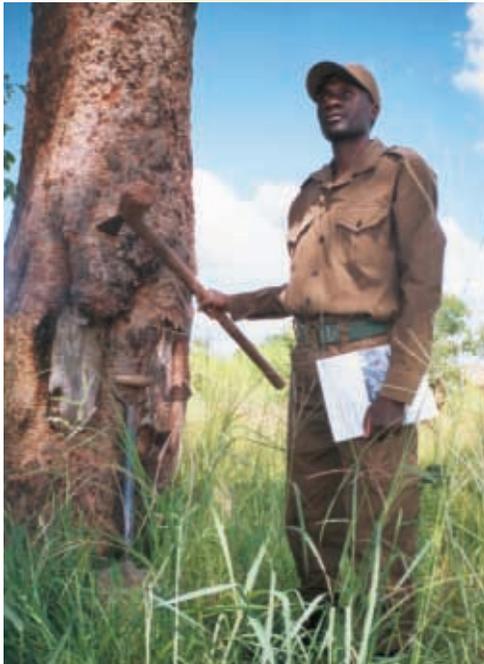
The MAVA Foundation continues to fund WWF in its work to protect Europe's freshwater wetlands. This is enabling WWF to set up marine and

coastal protected areas as well as environmentally sensitive tourism development – less demanding on limited water supplies.

The Oak Foundation is funding WWF to safeguard European seas through the creation of protected areas, better management of Mediterranean coasts, and a curb on fishing subsidies which threaten the survival of certain fish.

*WWF is also deeply grateful to those donors who prefer to remain anonymous.*

David Mutabe of Zambia completed his studies in forestry and wildlife management thanks to a WWF grant.



© WWF

Support from foundations is helping WWF to protect species such as this parrotfish in the Indo-Pacific Ocean...



© WWF-CANON / JURGEN FREUND

© WWF-CANON / JURGEN FREUND



... and these butterfly fish in the Red Sea.

# Turning down the heat

Every year, we burn fossil fuels – coal, oil, and gas – which have taken half a million years to form. While the full impacts of the resulting carbon dioxide (CO<sub>2</sub>) gases emitted will only become truly apparent in the decades and centuries to come, some of the Earth's more fragile places such as the Arctic and mountain wetlands are already feeling the heat. Solutions are at hand but must begin immediately. This is crucial because even if current levels of global warming are reduced by 50 per cent over the next few years, the effects – sea-level rise, melting ice caps, soaring temperatures, unpredictable and violent weather, and loss of species and habitats – would continue well into the next century.

As well as looking to reduce global warming through renewable energies – such as wind and solar power – and a more efficient use of energy, WWF is helping communities adapt to a changing climate. Actions such as restoring

damaged forests, wetlands, and other habitats increase their resilience and help to generate income. Without such actions, climate change might well be the final blow to already stressed ecosystems and the human populations that depend on them.

In addition, WWF's Climate Change Programme is pushing industrialized countries to reduce their current levels of CO<sub>2</sub> emissions by ten per cent below 1990 levels, by 2010. Solutions are also being sought in developing countries to significantly reduce their greenhouse gases. And WWF is pressing countries to develop national plans to prevent climate change from damaging wildlife-rich areas such as national parks and reserves.

Around the globe, WWF is fighting climate change – the challenge is to make sure it happens fast enough. The dramatic flooding in many parts of the world in 2002 may provide the spur to faster action.

Jennifer Morgan  
Director, Climate Change Programme.

## Go for Kyoto

On 7 February, 200 days before governments gathered in Johannesburg for the World Summit on Sustainable Development, WWF launched "Go for Kyoto", a campaign to speed up ratification of the Kyoto climate treaty and bring it into force before the end of 2002. WWF argues that without a legal and binding treaty to stabilize climate change, efforts towards sustainable development will be in vain.

By August, 74 countries, including Japan and the EU member states – responsible for 36 per cent of greenhouse gas emissions – had approved the treaty; ratification by countries emitting a total of 55 per cent would see the treaty become international law. With the US, the world's biggest CO<sub>2</sub> polluter, refusing to participate, WWF campaigned hardest for key countries such as Canada and Russia to join. During a visit to Germany, Russian President Putin was challenged by WWF activists to approve the climate treaty. The following day, the Russian

government began the process of ratification by the Duma. Only Canada now lagged behind, although the Canadian Prime Minister pledged to ratify before the end of the year.

## Melting away

WWF's Climate Change Programme continues to lead the field in documenting and publicizing the impacts of climate change on biodiversity. A new study by WWF, *Polar Bears at Risk*, confirms that climate change is the number one long-term threat to the survival of the world's remaining 22,000 bears.

Global warming has caused Arctic temperatures to rise by 5°C over the past 100 years, and the extent of sea ice has decreased by 6 per cent over the past 20 years. Scientists now predict a 60 per cent loss of summer sea ice by around 2050, which would more than double the ice-free season from 60 to 150 days. Sea ice is critical to polar bears as a platform from which they hunt their prey, mainly seals. Longer

## CLIMATE SAVERS

Smart companies are preparing themselves for a carbon-constrained future: IBM, Johnson & Johnson, Polaroid Corporation, Nike, Lafarge, and The Collins Companies are the first six businesses to have joined WWF's Climate Savers programme – a voluntary agreement to reduce CO<sub>2</sub> emissions.

ice-free periods limit the time the bears have to hunt, reducing the female bears' ability to feed their young.

The WWF report found evidence that global warming is already affecting polar bears in the Hudson Bay area of Canada, one of the leading CO<sub>2</sub> polluters yet to ratify the Kyoto climate treaty. This comes on top of problems that polar bears already face from hunting, toxic pollution, and future oil developments in the Arctic.

A new WWF website – [www.panda.org/polarbears](http://www.panda.org/polarbears) – contains extensive information about polar bears and their Arctic domain, and includes satellite-tracking of two bears as they roam the ice pack in search of prey.



Jennifer Morgan

## FAST FACTS ABOUT CLIMATE CHANGE

- Atmospheric levels of carbon dioxide (CO<sub>2</sub>) – the main global warming gas – are now higher than at any time in the past 420,000 years.
- The world is warming faster than at any time in the last 10,000 years – the 1990s were probably the hottest decade in the past millennium.
- 2001 was the second warmest year on record, beaten only by 1998. It was also the 23<sup>rd</sup> warmest year in a row.
- CO<sub>2</sub> accounts for over 80 per cent of global warming pollution.
- Around 23 billion tonnes of CO<sub>2</sub> are spewed into the Earth's atmosphere every year.

WWF's "Go for Kyoto" campaign urged governments to ratify the climate treaty and speed up measures to reduce CO<sub>2</sub> emissions.



© WWF-CANON / MAURITIAUTKARI

On thin ice – the world's 22,000 polar bears face a bleak future as global warming reduces the ice on which they hunt their prey.



© WWF-CANON / WIM VAN PASSEN



### GREEN POLICIES

A WWF-organized seminar provided information to the Northern Ireland government on how they could save GB£54 million by adopting green purchasing policies, which would make a major contribution to sustainable development by “greening” the supply chain.

### Green electricity

A new scheme developed by WWF and other environmental and consumer organizations is promoting common standards in Europe for “green” electricity – energy generated from clean, renewable sources like wind turbines and solar power. The European Green Electricity Network (EUGENE) aims to bring together under one eco-label the various green energy schemes that currently exist in Europe.

With strong promotion by WWF, Germany has become the fastest growing “green energy economy” in the world, creating almost 3 per cent of its entire electricity from wind. The country’s labour-intensive renewable energy sector employs more than 60,000 people – higher than the nuclear industry with 40,000 employees – contributing 35 per cent of national energy requirements. The European Commission wants to double renewable energy production in the EU by 2010.

In June, WWF started a campaign to promote green electricity in five countries – France, Germany, Italy,

Spain, and the UK – that together account for three-quarters of the EU’s power production. The campaign launch was accompanied by a WWF report which showed that, by buying green electricity, Europe’s businesses and public institutions could cut their CO<sub>2</sub> emissions by 20 million tonnes per year, equal to the annual emissions of Denmark.

### Positive labelling

WWF, together with other organizations, has launched a new standard for building materials. Products bearing the “Natureplus” label are guaranteed to be environmentally friendly and of good quality.

The building industry currently consumes approximately 40 per cent of resources such as timber and minerals and is responsible for over 30 per cent of the world’s energy use. In addition, it uses millions of tonnes of chemicals. The industry is therefore a key market for WWF to target in order to reduce impacts on the environment and climate. Products bearing the new label

contain at least 85 per cent of renewable materials, such as wood from well-managed forests, or minerals from virtually inexhaustible supplies; their manufacture does not use dangerous chemicals; and their production, processing, and disposal do not cause pollution.

Companies displaying the Natureplus label come from seven European countries: Germany, Austria, Switzerland, Italy, the Netherlands, Belgium, and Luxembourg. Among the first products are insulating materials and roof tiles. The product line will be expanded to include linoleum and wooden flooring, paint, lacquer, mortar, and putty.

Wave power – the European Commission wants to double renewable energy production in the EU by 2010.



© WWF-CANON / JOHN E. NEWBY

The Natureplus label guarantees that building materials such as this insulation contain at least 85% of renewable materials and are free of dangerous chemicals.



© WWF-SWITZERLAND

### Building the future

Beddington Zero-Energy Development (BedZED) is sustainability in practice. Situated in south London, this ground-breaking, energy-efficient eco-village includes some 80 homes and enough office and work space for 200 people. The scheme, supported by WWF since the project began in May 2000, was developed by the Peabody Trust, a UK organization committed to providing high-quality, affordable housing for people on low incomes.

BedZED addresses a range of environmental, social, and economic concerns. For example, Forest Stewardship Council (FSC) certified timber and reclaimed steel were used for construction and most building materials were sourced within a 60-kilometre radius of the village – supporting the local

economy and reducing pollution by minimizing freight transport. The new homes use 70 per cent less energy than conventional homes and the development collects rainwater, uses water-saving appliances, and recycles sewage water and household waste. A number of jobs have been created to maintain the village, which also offers a range of community facilities including solar-powered cars.

The success of the project, which is promoting 1 million sustainable homes in the UK by 2012, has led to WWF and its partners developing a twin BedZED eco-village in Johannesburg, South Africa – in what could be the beginning of a worldwide housing revolution.

For more information on these and other climate change stories, visit the WWF International website at [www.panda.org/climate](http://www.panda.org/climate)



© WWF-CANON / CHRIS MARRAS



© WWF-UK / JUSTIN SWARBRICK

Sustainability in practice – BedZED homes use 70% less energy than conventional homes. The success of the project in the UK (right) has led to a similar scheme in South Africa (above).



Above: Greylag geese, Ichkeul National Park, Tunisia.  
© WWF-CANON / FRÉDY MERÇAY

Opposite: Brown bears, Nalychevo Nature Park, Russian Federation.  
© WWF-CANON / DARREN JEW



# Saving species

For many people, the world's best-loved animals and the threats they face provide the inspiration needed to fight for their conservation. WWF is using this energy and commitment to ensure that, by the end of the current decade, the numbers of elephants, rhinos, tigers, pandas, great apes, sea turtles, and whales are either stable or increasing and that their habitats are safeguarded. Successful conservation of "flagship" species like these benefits the thousands of lesser-known plants and animals – as well as human communities – with which they coexist. At the same time, WWF is fighting to stop the illegal trade in some of the world's most endangered species, such as snow leopard, Tibetan antelope, and big-leaf mahogany – one of the world's most valuable and sought-after trees.

Nobody doubts the road ahead is uphill but the organization can already point to some successes. For example, populations of the two African species of rhinos are slowly growing. Intensive conservation efforts have helped the black rhino to increase from an estimated 2,704 in 1999 to 3,100 in 2001. In the same period, the number of white



© WWF-CANON/NERRET & BENASTAR  
WWF is fighting to stop illegal trade in the seriously endangered snow leopard.

rhinos rose from 10,405 to some 11,600. These are encouraging trends but there is still much to be done.

To ensure a future for threatened plants and animals, WWF works in two spheres. It engages with local communities and organizations in practical conservation, such as the creation of protected areas or reintroduction of rare species. And in the wider world, WWF works to influence government decisions affecting international treaties such as the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES).

With the help of many partners and supporters, WWF's Species Programme is making a difference where it counts – on the ground.

Susan Lieberman  
Director, Species Programme



Susan Lieberman

© WWF-CANON/FRENE LENGUI

## WILDLIFE TRAFFICKING

Huge profits – two Lear's macaws are worth more than a Mercedes car – combined with low risks of detection and lack of serious punishment have made illegal wildlife trade highly attractive to organized criminal gangs, says a WWF and TRAFFIC\* report released this year.

\* Trade Records Analysis on Flora and Fauna in Commerce

## Campaigning at CITES

Patagonian toothfish, one of the most valuable fish on Earth, was one of a number of species for which WWF campaigned for greater protection under the CITES Convention at the November 2002 meeting of member countries.

The Patagonian toothfish fetches as much as US\$60 per kilogram on the Japanese market and up to US\$40 on the European and US markets where it is usually sold under the name of Chilean sea bass. Currently, international regulation is inadequate to prevent "pirate" fishermen from catching up to four times the legal catch of the fish and then selling it to the legal market. The toothfish is acutely vulnerable because it grows slowly to a length of two metres and does not start to breed until over six years old. In some areas of the Pacific the toothfish has declined by as much as 99 per cent.

By strengthening international wildlife protection laws through conventions such as CITES, catches can be regulated and fish stocks better man-



Patagonian toothfish – also sold as Chilean sea bass.

aged to meet global market demands. WWF's work on the Patagonian toothfish shows that sustainable development and species conservation can go hand in hand.

## Africa's great apes

Africa is home to four of the six species of great apes. All four are endangered, in particular the mountain gorilla, of which about 650 individuals survive in two groups.

These great apes face a number of threats. Each year, illegal hunting and trade account for 3,000 to 6,000 apes – killed for their meat. Logging of forests in West and Central Africa continues to reduce habitat, and roads built through forests allow easier access for poachers. Apes are susceptible to many of the same viruses and parasites as humans and have suffered as a result. In Gombe National Park in Tanzania, for instance, scabies, pneumonia, and gut parasites have caused an almost 40 per cent decline in chimpanzees. And with increasing human expansion, people and apes are coming into conflict more regularly, with apes raiding crops and being killed as a result.

In 2002, WWF renewed its efforts to counter these threats and save the continent's dwindling numbers of primates. Protection of the apes' forest home is one priority, along with winning community support for their conservation, strengthening the numbers and the training of park guards and staff, lobbying for stronger laws to protect the species, reducing illegal trade, and increasing public awareness – particularly among the young – of the plight in which Africa's great apes find themselves.

## Fighting for whales

In spite of the ban on commercial whaling imposed by the International Whaling Commission (IWC), more than 1,300 whales are being killed each year, and the number is rising. WWF is trying hard to get this either stopped or brought under tight control. At the 2002 IWC meeting in the Japanese whaling port of Shimonoseki, WWF helped ensure that the pro-whaling nations, especially Japan and Norway, were outvoted in



© WWF-CANON/FREDERICK JWEYERHAUSER

Increasing public awareness may help protect Africa's dwindling numbers of great apes.



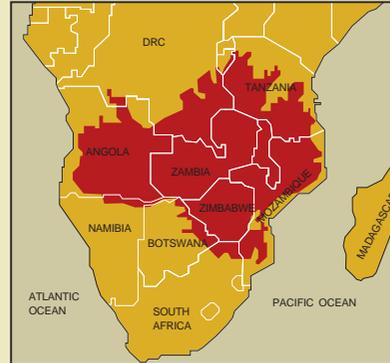
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# The Miombo of southern Africa

**The most effective way to ensure the long-term survival of plants and animals is through conservation of entire “ecoregions” (see page 4) – extensive, largely unspoiled places that support large numbers of species.**

The Miombo savannah woodlands, which cover 350 million hectares across ten countries of southern Africa (Angola, Botswana, Democratic Republic of Congo, Malawi, Mozambique, Namibia, South Africa, Tanzania, Zambia, and Zimbabwe) are home to some of the most



■ Miombo ecoregion



Black rhino.



Cacti in Zimbabwe.

important mammal populations left in Africa. Among them are black rhino, African elephant, African hunting dog, and cheetah, along with the slender-nosed crocodile and many lesser-known reptiles, birds, insects, fish, and plants. More than half of the estimated 8,500 plant species there are found nowhere else on Earth.

The biggest threat to wildlife is the large and rapidly growing human population and its demand for agricultural land. In addition to forest clearance for crops, wood is taken for building and fuel, leaving increasingly large holes in

forest cover. As the soil becomes eroded and infertile, so more woods are cleared and the cycle is repeated.

WWF’s response has been to develop programmes in which local communities manage their own resources. The establishment of conservancies – in which fees are levied for the use of environmental resources – across southern Africa is yielding significant benefits for nature and for people, with profits ploughed back into the community through grants to local schools. For WWF, wildlife conservation is inextricably linked to human development.

their attempts to resume commercial whaling. The meeting, however, was notable for its blatant political games. Furious at their failure to obtain a commercial quota of minke whales, Japan and its group of supporting countries managed to deny the Alaskan Inuit and Russian Chukotkans their legitimate traditional annual hunt of a small number of bowhead whales – which they depend upon for their subsistence.

Better news came from the South Pacific where WWF’s successful campaign to encourage Pacific Island nations to declare their Exclusive Economic Zones (EEZ) as whale sanctuaries gathered pace. The Cook Islands, Niue, French Polynesia, Papua New Guinea, and Samoa, as well as Mexico, were among countries which, together, brought the total area of EEZ sanctuaries in the Pacific close to 12 million square kilometres.

PNG’s Prime Minister Sir Mekere Morauta said: “Papua New Guinea’s waters cover migratory routes and may contain important breeding grounds for whales. Our decision will help protect some of the whale species that are at risk from commercial hunting.”

More than 1,300 whales are killed each year despite the IWC ban on commercial whaling.



© WWF-CANON / PETER LAGENDYK

## Giant panda corridors

A WWF project in China is aiming to create new panda reserves, preventing large areas of continuous habitat from being broken up, and establishing “green” corridors linking protected areas in the Qinling Mountains of Shaanxi Province. The Qinling Mountains are extremely rich in wildlife and are home to a number of endangered species, such as the golden monkey, crested ibis, golden eagle, and clouded leopard – as well as being one of the few remaining areas where wild pandas live.

“Qinling is expected to become the first network of protected areas that enables the free movement of – and genetic exchange between – different groups of giant pandas,” said Wu Hao-han, WWF’s Qinling Project Leader. “The experience gained in Qinling can be used in other panda areas as well as for other animals facing the same fragmentation of their habitat.”

Creating “green corridors” between reserves in China’s Qinling Mountains may help this 18-month-old giant panda to survive.



© WWF-CANON / CHRISTOPHER HALLS

## BOOST FOR TIGERS

WWF’s efforts to save the tiger received a boost when Thailand’s Ministry of Health banned 30 companies from selling 78 different traditional medicines containing the bones of tigers and other endangered species.

## Porpoise in peril

The number of harbour porpoises in the North Sea was estimated in 1994 at between 267,000 and 465,000, with fewer than 600 in the Baltic Sea. How many animals remain today is unknown but, with at least 7,000 dying every year in nets set on the sea-floor to catch cod, turbot, and plaice, concerns for the future of the mammal are rising. WWF’s plan to save the species includes halting fishing in areas of high accidental “by-catch”, the use of “pingers” (boxes attached to fishing nets which emit a sound that discourages porpoises from entering the net), and a reduction in the use of deadly gill nets in the North Sea. A first step will be a new survey to establish their current distribution and numbers.

Rescuing a stranded harbour porpoise – at least 7,000 are dying every year in commercial fishing nets.



© WWF / MORTEN LINDHARD

For more information on these and other species stories, visit the WWF International website at [www.panda.org/species](http://www.panda.org/species)

# Living waters

More than ever before, the world is facing a freshwater crisis. Over 1.5 billion people already lack safe drinking water and, at current rates of consumption, almost half the world's projected population will face serious water shortages within 25 years. On top of this, pollution forces 3.3 billion people to use contaminated water, causing about 250 million cases of water-related diseases each year, with some 5 to 10 million deaths.

Although 70 per cent of the Earth is covered by water, only 2.5 per cent of this is fresh water. And since most of it is locked away in glaciers or deep underground, only 0.25 per cent is actually readily available. Much of this available fresh water is stored in wetlands. Yet half the world's wetlands have been destroyed in the last 100 years through pollution or drainage for agriculture and construction. Few people realize the value of these ecosystems, which provide not only water, but also food such as fish and rice, medicinal plants, building materials, and so on. And not only

goods: wetlands also protect from flooding and act like highly efficient sewage treatment works, absorbing chemicals, filtering pollutants, and neutralizing harmful bacteria.

The goal of WWF's Living Waters Programme is to achieve the protection and sound management of 250 million hectares of the world's most important wetlands by 2010. To date, efforts by the organization have led to the safeguarding of 20 million hectares. Alongside this, WWF is working towards restoring at least 50 large river basins – such as the Danube in Europe, the Mekong in Asia, the Niger in Africa, and the Orinoco in South America – and campaigning for changes in government water policies and private sector practices. Work such as this is becoming increasingly urgent to help prevent the disastrous flooding that struck many parts of the world this year.

Jamie Pittock  
Director, Living Waters Programme



Jamie Pittock

© WWF-CANON / CHRIS MARAIS

## RESTORING THE KAREZ

A joint UNICEF-WWF team has been assessing water management in Afghanistan. The *karez* – an ancient and extensive system of underground irrigation tunnels – could be repaired for about US\$20 million and help solve the country's water needs, as well as creating jobs and improving the lives of millions.

## Floodwaters with nowhere to go

As floodwaters rose in Europe and other parts of the world during the summer of 2002, bringing death and destruction to people, livestock, and homes, WWF pointed to climate change as one of the leading causes of the increasing frequency of violent weather events. However, WWF also pointed out that poor management of freshwater ecosystems plays a crucial role.

During the last 150 years, floodplains – low-lying areas of land adjacent to rivers, lakes, and coasts – have been drained on a massive scale to make way for agriculture and urban and industrial development. In times of flood, rivers spread out over floodplains, which in their natural state act as giant sponges. Where they have been destroyed, floodwater is channelled

into unnaturally small spaces, often with sudden and catastrophic results in times of extreme weather.

As flood-related insurance claims continue to rise – US\$2.5 billion was paid out worldwide in 2000 – the industry is beginning to refuse protection for homes and buildings built in floodplain areas. A WWF study along the Rhine estimated that the annual cost of treating drinking water and building flood protection barriers, and other services that the river's floodplains used to provide for free, is as much as US\$2 billion.

WWF argues that the enormous economic and social cost of flooding could be prevented by restoring floodplains to a more natural state.

## Boost for China's wetlands

Population growth and rapid economic development in China have resulted in a large number of wetlands in the eastern part of the country being drained and converted to farmland, with increasing pressure on remaining natural areas.

WWF was instrumental in bringing about the launch, on 2 February – World Wetlands Day – of a huge wetland conservation programme by the Chinese government. The organization celebrated this move as a significant Gift to the Earth (see page 5) which will greatly benefit the whole country. Over the next ten years, China will invest US\$1 billion to set up more than 200 new wetland protected areas, securing the future of some 20 million hectares.

Climate change and the way in which rivers and floodplains are managed are the main causes of the severe flooding now occurring more frequently around the world.



© BERND LAMMEL

Cormorant fishing – a traditional activity on China's Dongting Hu Lake.



© WWF-CANON / EDWARD PARKER

## HISTORIC WETLANDS DEAL

WWF was instrumental in brokering the Tri-national Wetlands agreement between Australia, Indonesia, and Papua New Guinea to protect some 3 million hectares of the countries' tropical freshwater wetlands.

## Protecting the Niger River

Freshwater conservation in West Africa took a leap forward in February when the government of Guinea designated more than 4.5 million hectares of wetlands for protection under the Ramsar Convention – a treaty signed by more than 130 countries.

The newly protected wetlands – the second largest in Africa after Botswana's Okavango Delta – include the source of the Niger River, which rises on the Fouta Djallon highlands in Guinea. More than 250 species of freshwater fish live in the 4,180-kilometre long river; of these, 20 species are endemic – found nowhere else in the world. The move followed WWF's forceful lobbying of governments to protect their mountain wetlands in the context of the UN "International Year of Mountains".

The Niger is at the heart of WWF's activities in West Africa, which aim to strengthen the conservation and sustainable management of freshwater

wetlands. Guinea's announcement is a major step towards achieving the organization's objectives.

"Africa is making great strides in the protection of its freshwater sources and WWF is part of the solution, working with committed partners on a freshwater crisis that touches not just Africa, but the whole world," said Sarah Humphrey, WWF's Freshwater Officer for Africa and Madagascar.

## Cold water pollution

Cold water released from large dams is posing a major threat to Australia's rivers, according to research undertaken in the Murray Darling Basin by WWF and Australia's Inland Rivers Network. The two organizations are urging the federal and state govern-

ments to take immediate action to control the problem.

Cold water pollution occurs when water is released from valves at the bottom of dams to meet downstream agricultural, industrial, and domestic use. Studies have shown that thermal pollution can occur for up to 300 kilometres downstream from dams, with temperatures frequently well below natural levels. In spring and summer, water stored in deep dams forms layers, with a surface layer warmed by the sun overlying a cold bottom layer. When water is released from the dam, a slug of unnaturally cold water is released. The resulting cold water pollution can kill fish eggs and larvae and cause localized extinction of some species. Recreational fishing is an important tourism asset for many small riverside towns and the loss of fish through cold water pollution can severely affect rural economies. Over 2,500 kilometres of major rivers in New South Wales are estimated to be seriously affected.

The 4,180-km Niger River is at the heart of WWF's work in the region, providing fresh water and fish for thousands of people.



© WWF-CANON / MEG GAWLER

Cold water released from large dams is a threat to rivers such as the Murray River, New South Wales, Australia.



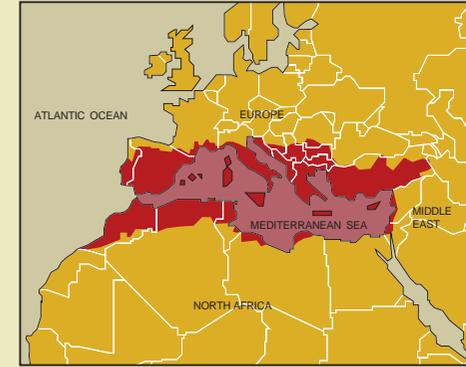
© WWF / FREDY MERQAY

## Freshwater wetlands in the Mediterranean

The pressures on fresh water in the Mediterranean are many and varied, not least from agriculture, tourism, and construction. Severe drought in the region as the climate changes have added to these pressures. To meet the growing demand for fresh water, countries such as Spain, Greece, and Turkey are developing plans to transfer water between river basins. Already, the diversion of water from the Segura River in Spain to irrigate fields and vast acreages of greenhouses has severely reduced the flow of the river and increased pollution. This not only demonstrates the inadequacy of planning procedures but also jeopardizes local economies and livelihoods, as well as wildlife.

The Spanish National Hydrological Plan (SNHP) involves the building of 120 dams and a further 261 secondary structures to enable large-scale transfers of water from the north of the country – mainly from the delta of the Ebro River – to the south. Just over half of the water is earmarked for intensive agriculture, and the remainder for tourism development. The total estimated cost is in excess of €22 million, of which the Spanish government is seeking almost €8 million from the EU. Such developments are totally at odds with EU attempts to reduce agricultural subsidies and to bring food prices closer to world market levels.

Transferring this amount of water will reduce the quality of drinking water for one million people in the Valencia region and threaten the local fishing industry at the mouth of the Ebro, especially the port of Tarragona, as a result of reduced water



■ Mediterranean ecoregion



Wetland flora in Extramadura National Park, Spain.

flow and increased sedimentation. The Ebro Delta, a designated Ramsar site, is one of the most important areas for breeding birds in the Mediterranean and the third most important wetland in Spain.

Branding the SNHP a "yesterday's plan" that runs contrary to sustainable development, WWF is actively opposing the proposals, both nationally and across the EU. WWF is also campaigning for the enormous budget to be reallocated for use in social, economic, and environmental improvements that are more likely to deliver long-term solutions, in line with EU priorities.

For more information on these and other freshwater stories, visit the WWF International website at [www.panda.org/livingwaters](http://www.panda.org/livingwaters)

# Keeping the oceans alive

The oceans are the natural environment for millions of species in an intricate weave of a complexity we may only just have begun to grasp. But human activities, such as overfishing, insensitive coastal development, pollution, and climate change are threatening the health of the seas and the long-term survival of coastal communities across the entire globe.

Take Kiunga Marine National Reserve in Kenya, for example. Despite its protected status, Kiunga is suffering from overfishing and the illegal capture of turtles, dugongs, and dolphins, as well as coastal erosion and damage to its mangrove forests and coral reefs. These natural resources are vital to the local communities as well as to the national economy in terms of employ-

ment, food, and tourism. WWF and its partners in the region are looking for ways of using the resources sustainably – to sustain human life without depleting the resource base – and safeguarding the area's exceptional marine life for future generations.

WWF's Endangered Seas Programme aims to stop overfishing and establish networks of well-managed marine protected areas to cover at least 10 per cent of the world's oceans. By encouraging businesses and industry to adopt practices which are both profitable and good for the marine environment, by changing legislation and showing leadership, and by applying pressure when appropriate, WWF is helping to restore the balance in the use of oceans and coasts.

Simon Cripps  
Director, Endangered Seas Programme



Simon Cripps

© WWF-CANON / REINE LENGUIT

## ANTARCTIC PROTECTION

The October declaration by the Australian government of a 6.5 million-hectare protected area in Antarctic waters – Heard Island and McDonald Islands Marine Reserve – is the culmination of two years of negotiations involving WWF and other stakeholders and will help protect such rare species as the wandering albatross.

## Stop overfishing!

Too many boats are chasing too few fish and, in the process, are wiping out fish stocks, bulldozing ocean floors, and killing thousands of other marine animals – and your taxes are paying for it! This was the message that launched WWF's multi-pronged attack on the European Union's Common Fisheries Policy (CFP) when it came up for review this year.

"The truth is that fish stocks are severely depleted and cannot sustain Europe's fishing fleet at its current size," said WWF European Fisheries Campaign Director, Karl Wagner. "Tough decisions have got to be made. Ten years ago, in Canada, politicians ignored scientific advice until their cod fishery collapsed. Thirty thousand jobs were lost practically overnight and the fishery has still not recovered. We are heading for exactly the same catastrophe in Europe unless radical action is taken now."

WWF believes that redirecting the yearly €1.4 billion in subsidies – currently paid out from public funds to maintain an oversized EU fishing fleet – would give the industry a long-term future by conserving fish stocks at levels which can be sustainably fished, as well as allowing smaller-scale fishermen fairer access. Funds should also go towards new techniques to increase fish stocks and protect juvenile fish, to improve the safety of fishermen, and to help coastal communities.

## Life at the bottom of the ocean

In June, the regional government of the Azores, a group of volcanic islands situated in the mid-Atlantic, formally protected two deep-sea hydrothermal vents.

Chimney-like structures on the seabed, the two vents, lying at depths of 850 and 1,700 metres, eject seawater superheated to 350°C by underground

volcanic activity. The scalding water mixes with the cold water of the ocean floor to create a plume of fluids and minerals which settle on the sea-floor. The life which forms in this hostile environment, minute bacterial organisms on which larger species such as blind shrimps feed, is unique and fragile. Hydrothermal vents, which play an important role in regulating the temperature and chemical balance of the oceans, were first discovered by scientists in 1988.

The legal protection afforded the area surrounding the Azorean vents, following intense lobbying by WWF, is the first in a proposed network of deep-sea marine protected areas in the north-east Atlantic. It also sets an important precedent for the future protection of ocean sites lying outside national jurisdiction.



Making the headlines: a WWF demonstration at an EU Fisheries Ministers meeting in Luxembourg – part of an innovative campaign which included a digital petition and interactive website.



© LUXPRESS / JEAN-CLAUDE ERIST

Life on the deep-sea floor – crab and mussels at the newly protected Menez Gwen hydrothermal vent off the Azores.



© D. DESBRUNERES / IFREMER

## NORTH SEA WASTAGE

WWF accosted environment ministers in Norway to protest about the half-a-million tonnes of marine animals that are thrown back dead or dying into the North Sea every year because they are either too young, the wrong species, or over-quota. These include more than 7,000 harbour porpoises (see page 15).

## Community response to oil spills

Batangas Bay, in the Philippines, is a major source of food and income for many fishermen and, with one of the largest coral reefs in the country, is a prime ecotourism site. It is also, however, the site of two major oil refineries, which pose an ever present threat to the waters and environment in and around the bay.

The refineries in Batangas Bay produce 135,000 barrels of crude oil twice a month. Should a spill occur in these waters, the consequences would be nothing less than disastrous. To date, responses to oil spills have been limited to the Philippine Coast Guard and teams from two oil companies operating in the bay. Based on the assumption that no one agency, company, or government unit would be able to cope with a spill, WWF has helped form and train response teams of local people – a first for the Philippines. Participants are shown dispersion and recovery techniques, using native materials such as coconut husks and dried rice stalks as well as ordinary fishing nets to handle the oil.

To counter potential oil spills in Batangas Bay, Philippines, WWF has helped to train response teams of local people, including fishermen.



© WWF-CANON/JÜRGEN FREUND

## Greening fish farms

The number of fish farms is rapidly increasing in many parts of the world, bringing a host of negative impacts along with the potential benefits of food production and employment. Discharges of nutrients and pesticides, the escape of non-native species, the spread of diseases, and damage to natural habitats such as mangroves, are all grave threats to marine waters and native wild fish.

In 2001, a WWF report showed that wild Atlantic salmon have disappeared from 309 rivers in Europe and North America and that 90 per cent of the remaining populations are found in only four countries – Norway, Iceland, Scotland, and Ireland. Farmed salmon in the North Atlantic amounts to

600,000 tonnes annually – 300 times greater than the annual catch of wild salmon. This means that for every wild salmon caught, one tonne of farmed salmon is produced.

In 2002, WWF presented “Business strategies for a sustainable aquaculture industry” to the bi-annual conference of the salmon farming industry. The paper details the problems associated with fish-farming and suggests many possible solutions, such as eco-labelling, not farming in sensitive and protected areas, buying fish feed from sustainable sources, better security to avoid farmed fish escaping and breeding with wild ones, and greater social responsibility towards local communities and employees. Aquaculture has a poor record, but there is a willingness in several parts of the industry to change for the good.

Wild salmon are exposed to many threats from the expanding aquaculture industry.



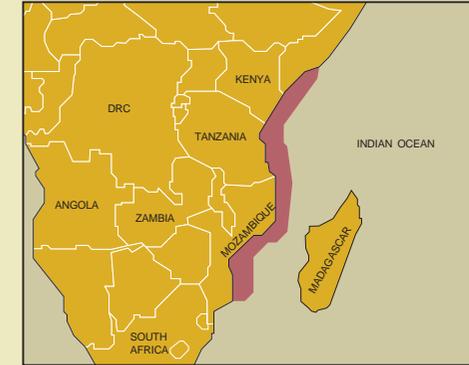
© WWF-CANON/MICHEL ROGGO

## The seas of eastern Africa

From the coastal waters of Sodwana in South Africa to Chisamayu, some 4,600 kilometres to the north in Somalia, the eastern African seas are home to a wealth of tropical wildlife and millions of coastal people. Yet all is far from well along these golden coasts, particularly in and around major towns and river mouths. Here, pollution, the over-harvesting of fish, molluscs, crustaceans and sea cucumbers, and the destruction of coastal forests and coral reefs – partly as a result of climate change – are all taking a toll. Turtles and dolphins are declining as a result of both deliberate and accidental capture, as is the rare dugong which lives its entire life in coastal waters.

WWF has been working with partners, such as the Western Indian Ocean Marine Science Association, as well as local communities, such as bee-keeping and tree-planting groups, on a conservation plan for this vast ecoregion. It aims, among other things, to stop the damage being done to coral reefs and the species that live in them, and to protect at least 100,000 hectares of mangrove forests and their wildlife.

Already, two outstanding areas in Mozambique have been protected. The 140,000-hectare Bazaruto Archipelago National Park, in which WWF has been working for the past 15 years, provides much needed protection for the



■ Eastern African marine ecoregion



Loggerhead turtle in Bazaruto National Park, Mozambique.

highly endangered dugong, while the newly created Quirimbas National Park – 150,000 hectares of which form a marine protected area – safeguards both the area's fish stocks and the rights of local fishing communities that depend on them. These efforts were recognized by WWF as Gifts to the Earth (see page 5).

# Forests for life

Forest protection has always been a priority for WWF, but it also recognizes that up to 90 per cent of the world's 1.2 billion people living in extreme poverty depend on forests for their livelihood. In addition, trade in wood and wood products is an important source of income for many countries. Forests are thus used on the one hand to satisfy the needs of local communities and on the other hand to supply international markets. WWF's role is to identify and promote ways in which these demands can be met sustainably through good forest management and responsible consumption. In some parts of the world forests have been severely damaged and require restoration before they are once again able to provide a full range of benefits for people and nature.

To achieve its broad aims – and counter the 14 million hectares of forest that the world loses each year – WWF has established three targets:

- to protect all types of forest by setting up and maintaining networks of protected areas – for example, the development of Sangha National Park, which covers some 2 million hectares of forests across the borders of Cameroon, the Republic of Congo, and the Central African Republic
- to make sure that the highest international standards of forest management are applied to at least 100 million hectares out of the world total of 3.9 billion hectares, and
- to establish 20 landscape restoration programmes in the world's most damaged forested regions.

Chris Elliott  
Director, Forests for Life Programme



Chris Elliott

© WWF-CANON / IRENE LENGUI



## RECORD NUMBER OF SPECIES

A WWF survey found that the lowland tropical forest of Tesso Nilo, on the island of Sumatra, holds the widest variety of plant species known to science – much more than in similar forests in countries such as Brazil, Cameroon, New Guinea, and Peru. But Tesso Nilo is being logged at an unsustainable rate.

## Protecting the Amazon

In August, the creation of Tumucumaque National Park in the Amazon – the world's largest tropical forest protected area – came about as a direct result of WWF's work.

Located in the Brazilian state of Amapá, and bordering French Guiana and Suriname, the new park covers more than 3.8 million hectares – almost the size of Switzerland – and protects a significant part of the Amazon forest. The borders of the park were defined by WWF and the Brazilian environmental agency Ibama, in agreement with the Brazilian Ministry of the Environment. Its creation is a significant step towards fulfilling the pledge made by President Cardoso in 1998 to fully protect 41 million hectares – 10 per cent – of the Brazilian Amazon. This is the minimum needed, according to scientists, to secure a future for the region's biodiversity.

## Managing forests

Although the amount of forest under protection is growing worldwide, WWF is concerned that too many protected areas are poorly managed, if at all. Certification, by which forests meet the highest economic, environmental, and social standards, provides a market incentive for better forest management. Over the last year, the area of forests certified under the Forest Stewardship Council (FSC), which WWF helped to set up in 1993, increased by 4 million hectares to a total of 28 million hectares.

Every year, the forest industry harvests 1.6 billion cubic metres of wood to meet the growing demand for timber products and paper. But recent research undertaken by WWF and the World Bank indicated that global demand for wood could be met from as little as 600 million hectares of forest – one-fifth of the world's forests.

In April, the Forest Leadership Forum, a WWF-organized event in Atlanta, USA, brought together for the first time the world's biggest timber

users – such as International Paper, Weyerhaeuser, Home Depot, and IKEA – and environmental groups to promote responsible trade in forest products and certification.

Timber products from certified forests are now available to consumers around the world. A line of WWF-branded furniture has been produced by Orro & Christensen, a Brazilian company with FSC “chain of custody” – from forest floor to finished product – certification for all its goods. In the Netherlands, FSC products are available in some 1,500 stores. WWF Forest Officer Arnold van Kreveld commented: “If the demand for FSC timber continues to grow, businesses will invest more in order to increase the supply, saving more forests around the globe. The fate of the forests now lies in the hands of the consumer. People can make a real difference with their choices.”

The world's largest tropical forest protected area – Tumucumaque National Park in the Brazilian Amazon – is home to wildlife such as this nymph (top) and jaguar (bottom).



© WWF-CANON / ANDRÉ BARTSCH



© WWF-CANON / MICHEL GÜNTHER

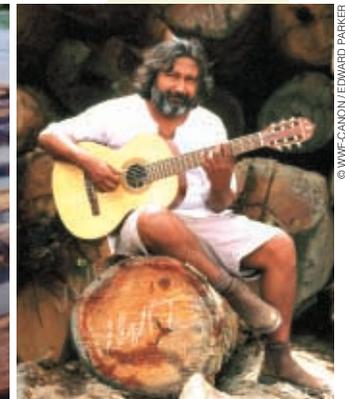
Checking certified timber logged in Indonesia's Kayan Mentarang National Park.

© WWF-CANON / TANTYO BANGUN



Certified timber products, such as this guitar, are now available to consumers around the world.

© WWF-CANON / EDWARD PARKER



# Amazonian forests

Much of WWF's conservation work on forests is taking place in "ecoregions" (see page 4). One of these lies in the Amazon jungles of South America, home to over half of the world's remaining tropical rainforest. At the heart of this still vast region lie almost 200 million hectares of largely intact forests covering part of the western Brazilian states of Amazonas, Acre, and Rondonia, stretching into the lowlands of south-eastern Peru and north-western Bolivia. Among their abundant riches is an incredible array of trees, including the valuable big-leaf mahogany, as well as some of the continent's most spectacular wildlife, including jaguar, harpy eagle, and giant river otter.



Giant otters, Peru.

great opportunity for conservation. This opportunity, however, is fleeting and is tempered by rapidly increasing development plans in all three countries. WWF's efforts in the ecoregion are currently focusing on the creation of new protected areas and the effective management of existing ones.

Although 92 per cent of the original forested area remains today, the region faces numerous threats, such as road construction, illegal logging, gold mining, human settlement and agricultural expansion, and oil and gas exploration. Human populations remain relatively low, traditionally consisting mainly of indigenous tribespeople, river dwellers, Brazil nut gatherers, and rubber tappers. However, migrants from overpopulated and deforested regions of Bolivia, Brazil, and Peru are moving into the region, converting forest into farm and pasture and threatening the traditional way of life. The remoteness of most of the forest has insulated it from the worst development pressures so far, presenting a

## Restoration

Developed by WWF and IUCN\*, forest landscape restoration, which aims to restore once-forested land to a more natural state, is fast becoming a key element of forest conservation. Restoration projects are now being set up in different parts of the world, including East Africa, Southeast Asia, Eastern Europe, and the South Pacific.

Close to the Kinabatangan Wildlife Sanctuary in Malaysia, for example, WWF is working with local palm oil companies and communities to restore forest cover on either side of the Kinabatangan River. This will create a corridor for endangered animals such as Asian elephants and rhinos, improve water quality, support an ecotourism industry, and protect palm oil plantations from seasonal flooding.

Palm oil is used in a wide range of consumer products, such as margarine, lipstick, and detergent. Globally, over 10 million hectares of land are now under plantation. The problem is that in major producing countries like

Malaysia, tropical forests are being replaced with palm oil plantations. WWF is working with the industry to reduce its impact, as well as encouraging buyers to purchase palm oil from plantations that have not been established at the expense of tropical forests. In January, Switzerland's largest retail chain, Migros, in collaboration with WWF, became the first European retailer to make this commitment.

\* IUCN-The World Conservation Union

## Fighting forest crime

The trade in illegal timber is a multi-million dollar industry taking place in over 70 countries. A new report by WWF, published in February, shows that at least 20 per cent of timber in Russia is logged illegally. The report blames corruption by local officials as well as lack of funds to enforce controls on shipments. "Illegal logging in the Russian Far East is highly profitable for both smugglers and the local mafia," said Anatoly Kotlobay, WWF Project Manager. The trade is worth about US\$150 million on the Russian market

## FOREST & TRADE NETWORK

WWF launched **Ecwood@asia** to promote sustainable forest management in some of the heaviest timber importer and consumer countries in the world, such as Hong Kong, China, Taiwan, and South Korea. The launch of this network signals the beginning of a sustainable future for timber trade in Asia.

and twice as much on the international market.

Unlicensed timber extraction is particularly hard on the very poor, as sources of local income and employment dry up, along with medicines and firewood. It is also responsible for the loss of vital habitat for wildlife such as the endangered Amur leopard and Siberian tiger, of which fewer than 500 remain.

In May, representatives from G8 governments and key timber-producing countries met in London for a briefing organized by WWF on illegal logging and forest crime. WWF asks them to urgently put in place national purchasing policies which ensure that timber and forest products are acquired from legal and sustainably managed forests.

Plantation forestry takes a severe toll on natural forests, particularly in Southeast Asia, where WWF is working with the palm oil industry to improve standards.



© PAUL SOCHACZENSKI

WWF is pressing G8 countries to import wood from legal and sustainable sources, helping to eradicate illegal logging camps such as this one in Indonesia.



© WWF / ROB WEBSTER

For more information on these and other forest stories, visit the WWF International website at [www.panda.org/forests4life](http://www.panda.org/forests4life)

# A toxic-free future

Contamination from toxic chemicals has become all-pervasive. Wherever scientists look – the tropics, the oceans, industrial areas, the Arctic – they find traces of chemicals and pesticides which alter sexual, neurological, and behavioural development and affect reproduction and immune systems. And every community – human, plant, and animal – is exposed to them, whether from industrial and urban pollution, agricultural pesticides, or contaminated water or food supplies.

Around the world, WWF is working with governments, local organizations, and the private sector to reduce or

eliminate at least 30 of the world's most dangerous chemicals and pesticides by 2007, targeting in particular toxic substances which have a long life-span and synthetic chemicals that disrupt hormones in humans and wildlife (see POPs and EDCs, opposite).

By promoting environmentally acceptable, effective, and affordable alternatives to toxic chemicals, WWF is working to make farming practices more sustainable and less destructive of the soil, to reduce the levels of toxics entering natural environments such as freshwater wetlands, and to improve human health and livelihoods.

Clifton Curtis  
Director, Toxics Programme



Clifton Curtis

© WWF-CANON / MICHELE DEPRAZ

## ORGANIC COCOA EXPORTS

Thanks to WWF and local NGOs, the first organic cocoa grown amid native trees and without agro chemicals was exported to Switzerland by former landless workers from Southern Bahia, in Brazil.

## WHAT ARE POPS AND EDCS?

Persistent organic pollutants (POPs) are extremely toxic industrial chemicals and pesticides that persist in the environment and accumulate in the body fat of humans and wildlife. They include industrial chemicals like polychlorinated biphenyls (PCBs) and pesticides like



© WWF-CANON / JAMES W THORSELL

Almost every human, plant, and animal is exposed to chemicals, whether from industrial and urban pollution, pesticides, or contaminated water or food.

dichlorodiphenyltrichloroethane (DDT), and are products and by-products from industrial processes, chemical manufacturing, and resulting wastes. They are found almost everywhere – in food, soil, air, and water – and can travel great distances on wind and water currents.

Endocrine disrupting chemicals (EDCs) are synthetic substances that block, mimic, or otherwise interfere with naturally produced hormones – the body's chemical messengers that control how an organism develops and functions. There is strong evidence that adverse trends in human health are linked to these chemicals, which are found in common household goods like electrical appliances, plastic bottles, food cans, disposable nappies, and garden hoses.

## Policy overhaul in the EU

Around the world, the system for regulating chemicals is extremely weak. It systematically fails to protect humans, wildlife, and ecosystems from the threats posed. Under most national laws, chemicals are assumed innocent until proven guilty, placing the burden of proof on governments and civil society, rather than on the companies that create, manufacture, and market untested products.

However, in the EU, a major overhaul of chemicals policy is being undertaken. The proposed reforms would reverse the presumption of innocence and require adequate health and environmental data as a precondition for selling chemicals in the world's largest trading block. It would also usher in a system to phase out the most dangerous chemicals in favour of safer alternatives. WWF has played a major role in ensuring that this opportunity is realized and is continuing to promote a progressive, precautionary, and science-based chemicals policy.

## Pesticides disposal in Africa

Across the African continent, at least 50,000 tonnes of obsolete and extremely toxic pesticides have accumulated over the last 40 years. Many of these chemicals and their containers are in poor condition, threatening the environment and the health of surrounding communities – often the poorest and most vulnerable – through the contamination of food, water, soil, and air.

Lack of regulation, insufficient information, untimely distribution, inadequate storage, and supply of unsuitable products are just some of the key factors that contribute towards these stockpiles. And although certain problems are being addressed, many developing countries do not possess the financial and technical means to safely dispose of obsolete pesticides.

The concept of a continent-wide clean-up programme grew out of informal discussions between WWF and several intergovernmental organiza-

Proposed reforms in the EU would require chemical manufacturers to provide information on toxic substances as a precondition of sale.

© WWF / ROB WEBSTER



## KILLER ALGAE

In February, thousands of fish and other marine life were found dying in the sea off the Kenyan coast. WWF researchers quickly identified the massive red tide as an unusual occurrence of the toxic algae *Karenia mikimotoi* but were able to reassure local inhabitants that they themselves were not at risk.

## Russia commits to phase-out

Hard work by WWF and other organizations in Russia led, in May, to the signing by the Russian government of the Stockholm Convention, a landmark treaty which aims to phase out some of the most dangerous chemicals on Earth. While Russia still needs to ratify the convention, their decision to sign was a

major step toward addressing serious toxic pollution in the country.

As a heavily industrialized country and a major producer of organic chemicals, Russia faces a variety of threats from toxic contamination. Huge volumes of DDT and other, now banned, chemicals were widely used for agricultural production from the 1960s to the 1980s and there are approximately 20,000 tonnes of discarded pesticide stockpiles. In addition, toxic PCBs are leaking from thousands of outdated electrical goods dumped or being destroyed without proper environmental controls.

The Stockholm Convention not only provides international assistance for dealing with contamination issues, but also helps countries move to environmentally safe alternatives.

## Ships for the future

Since the mid-1960s, organotin compounds such as tributyltin (TBT) have been used in “anti-fouling” paints to repel barnacles and algae from ships’ hulls. In the 1970s, evidence of their toxicity and subsequent effects on marine life began to mount. Finally, in October 2001, the world’s shipping nations, through the International Maritime Organization (IMO), called for a ban on these lethal chemicals.

The IMO decision sent a clear message that these chemicals are no longer acceptable and will force the paint industry to stop producing, marketing, and selling organotin paints. The world’s largest supplier of paints for the shipping industry, International Coatings Ltd, reacted almost immediately by announcing it would phase out their range of TBT paints by the end of 2002.

At the same time, WWF launched its “2003 Group”, a voluntary group of concerned ship owners committed to

making their fleets free of TBT-based paints by 31 December 2002. Its founding members are Hamburg Süd and Hapag Lloyd Cruises from Germany, and the Nordic Wallenius Lines and Wallenius-Wilhelmsen Lines.

“This group obliterates the myth that phasing out TBT is impossible because there are no efficient alternatives,” said Dr Simon Walmsley, WWF Marine Pollution Officer. “These companies are maintaining their position in a competitive market despite going organotin-free. Their commitment, and that of International Coatings Ltd, will help eliminate a large amount of the contaminants going into the marine environment.”

For more information on these and other toxic chemicals activities, visit the WWF International website at [www.panda.org/toxics](http://www.panda.org/toxics)

tions. The Africa Stockpiles Programme (ASP) aims to clean up and safely dispose of obsolete pesticide stocks within ten to fifteen years and help prevent future accumulation.

Until now, less than 3,000 tonnes of old pesticides have been destroyed over a ten-year period, largely owing to lack of funds. With up to one third of the needed US\$250 million provided by the Global Environment Facility, WWF and its partners – the African Development Bank, the Pesticide Action Network, the World Bank, and the United Nations Food and Agriculture Organisation among others – will start removing and destroying the pesticides. This huge undertaking will also help in the development of new disposal techniques.

A website – [www.africastockpiles.org](http://www.africastockpiles.org) – provides more detail on the programme.

Leaking death – the Africa Stockpiles Programme aims to rid the continent of toxic waste, such as these barrels dumped in the desert in Niger.



Russia is taking major steps towards addressing serious toxic pollution in the country.



Making the seas safer – the world’s shipping nations have called for a ban on the lethal chemicals used in anti-fouling paints.

# Restoring the balance

In July, WWF published its *Living Planet Report\**, a periodic update on the state of the world's forests, freshwater wetlands, and seas – and the human pressures on them. The report shows that over 20 per cent more natural resources are being used each year than the Earth can regenerate. Based on likely scenarios of population growth, economic development and technological change, and current trends, the report projects that, by 2050, human beings will consume twice as many resources than the planet can replace every year.

Unless action is taken urgently by governments and with full backing from business and industry, WWF believes that, within 30 years, human welfare – as measured by average life expectancy, educational levels, and world economic product – could go into decline.

“We do not know exactly what the result will be of running this massive overdraft with the Earth. What is clear though is that it would be

better to control our own destiny, rather than leave it up to chance,” said Jonathan Loh, author of the report.

Dr Claude Martin, Director General of WWF International, said: “The fact that we live on a

bountiful planet, but not a limitless one, presents world leaders with a clear challenge. Ensuring access to basic resources and improving the health and livelihoods of the world's poorest people cannot be tackled separately from caring for the planet.”

WWF believes that some fundamental changes must be made to bring our ecological overdraft back into balance:

- improve the way in which we use natural resources to generate economic wealth
- consume resources more efficiently while also redressing the disparity between high- and low-income countries, and
- protect, manage, and restore forests, wetlands, and marine environments better than we have succeeded in doing so far.



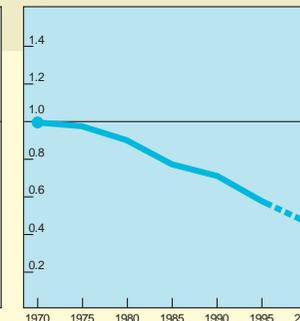
© WWF-CANON / KEVIN SCHAEFER

Climate change and air pollution are thought to be responsible for the dramatic decline – and in some cases extinction – of amphibians, such as this common tree frog in the Western Andes Mountains of Ecuador.

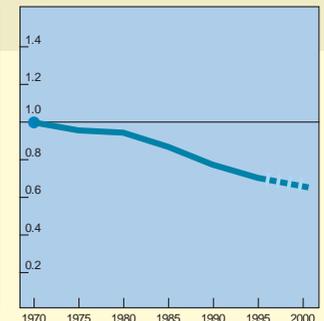
**Forest species**  
Population index, 1970 – 2000



**Freshwater species**  
Population index, 1970 – 2000



**Marine species**  
Population index, 1970 – 2000



WWF's Living Planet Index shows that the world is losing its biodiversity at a rate comparable with the great mass extinctions of the past.

\* The *Living Planet Report 2002* can be accessed at [www.panda.org/livingplanet/lpr02](http://www.panda.org/livingplanet/lpr02)

Opposite: Dragsfard, Baltic Sea, Finland.  
© WWF-CANON / MAURI RAUTKARI





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 90 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.

**WWF International**

Avenue du Mont-Blanc  
1196 Gland  
Switzerland

Tel.: +41 22 364 9111

Fax: +41 22 364 5358





# **WWF in perspective**

## **Financials and global network**

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### **The WWF Network**

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# WWF International – Income and Expenditure 2001 and 2002

Financial Year*	2 0 0 1**	2 0 0 2	2 0 0 2
<b>OPERATING INCOME</b>	(CHF'000)	(CHF'000)	(US\$'000***)
WWF National Organizations (1)	70,304	67,097	40,846
Individuals (1)	1,333	2,198	1,262
Legacies and Bequests	1,528	201	122
Corporations (1)	3,320	3,031	1,845
Trusts and Foundations (1)	4,705	6,258	3,810
Governments and Aid Agencies	18,759	18,714	11,392
Royalties (1)	457	523	318
Financial Income (Net) (2)	3,719	4,643	2,827
Other	631	872	607
<b>Total</b>	<b>104,756</b>	<b>103,537</b>	<b>63,029</b>
<b>OPERATING EXPENDITURE</b>			
Conservation Programmes	84,464	84,643	51,526
Conservation Policy, Education, and Awareness (3)	14,342	10,580	6,441
Network and Learning Services (4)	4,096	3,734	2,273
Fundraising	2,829	2,847	1,733
Finance and Administration	1,185	1,284	782
Fixed Assets Expenditure	704	795	484
<b>Total</b>	<b>107,620</b>	<b>103,883</b>	<b>63,239</b>
Operating surplus/(deficit)	(2,864)	(346)	(210)
Non-operating items (5)	(4,261)	(10,287)	(6,262)
Surplus/(deficit) after non-operating items	(7,125)	(10,633)	(6,472)

\* Financial years cover the period 1 July to 30 June

\*\* Re-expressed

\*\*\* Average US\$ exchange rate for the year: 1,6427

## Notes to the accounts

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### 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 6 per cent of investable funds. See also note 5 to the Balance Sheet.

### 3. Conservation Policy, Education, and Awareness

In FY 2002, WWF International spent CHF10,580,000 on:

	(CHF'000)
Conservation Policy	4,132
Education	721
Awareness	5,727

### 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:	2 0 0 1	2 0 0 2
	(CHF'000)	(CHF'000)
Unrestricted investment reserve	(5,221)	(10,859)
Donations to endowment funds	960	572
<b>Total</b>	<b>(4,261)</b>	<b>(10,287)</b>

# WWF International – Balance Sheet

## 2001 and 2002

Financial Year*	2 0 0 1	2 0 0 2	2 0 0 2
<b>A S S E T S</b>	(CHF'000)	(CHF'000)	(US\$'000**)
Current Assets			
– Cash	12,194	18,986	12,808
– Short-term bank deposits	13,444	13,092	8,832
– Marketable securities (1)	36,532	16,362	11,038
– Recoverable taxes and other items	3,549	4,676	3,155
Long-term Receivables (2)	170	90	61
Fixed Assets (3)	4,994	4,994	3,369
<b>Total</b>	<b>70,883</b>	<b>58,200</b>	<b>39,263</b>
<b>LIABILITIES AND FUNDS</b>			
Accounts Payable and Accrued Expenses	10,737	10,162	6,855
Operating Funds (4)	20,430	21,509	14,511
Investment Reserve (5)	2,468	9	6
Capital and Endowment (6)	37,248	26,520	17,891
<b>Total</b>	<b>70,883</b>	<b>58,200</b>	<b>39,263</b>

\* Financial years cover the period 1 July to 30 June

\*\* Exchange rate CHF 1,4823 = US\$ 1, as at 30 June 2002

### **1. Marketable Securities**

As would be expected, the recent general downward trend of world financial markets has negatively impacted the value of WWF International's investments in marketable securities. In line with its long-term strategy, WWF International will continue to invest in marketable securities, which are expected to contribute towards the funding of operating costs. As part of the precautionary measures taken to address the current negative market situation, WWF International's Investment Committee decided to invest a larger portion of the assets in cash and bank deposits. At the end of the financial year, cash and short-term bank deposits comprised 66% of total cash, bank deposits, and marketable securities, compared to 41% a year ago.

### **2. Long-term Receivables**

This represents a loan to WWF-Norway.

### **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, education, public policy, National Organization support, direct fundraising, administration and finance, and fixed asset expenditure.

### **5. Investment Reserve**

Based on 6 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.

### **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 25<sup>th</sup> Anniversary Coin Collection programme; the Prince Bernhard Scholarship Fund, the income from which pays for the training and tertiary education of conservationists; and statutory capital of CHF 20,000, representing the initial capital of WWF.

*Audited financial statements are available on request.*

# WWF Network – Income and Expenditure\* 2001 and 2002

Financial Year**	2 0 0 1***	2 0 0 2	2 0 0 2
<b>OPERATING INCOME</b>	(CHF'000)	(CHF'000)	(US\$'000†)
Individuals (1)	275,772	256,515	156,154
Legacies and Bequests	68,139	70,811	43,107
Corporations (2)	20,284	29,246	17,804
Trusts and Foundations	32,270	32,675	19,891
Governments and Aid Agencies	126,513	117,801	71,712
Royalties (3)	29,323	24,577	14,961
Financial Income (Net) (4)	7,803	4,153	2,528
Other	8,138	9,352	5,693
<b>Total</b>	<b>568,242</b>	<b>545,130</b>	<b>331,850</b>
<b>OPERATING EXPENDITURE</b>			
National Conservation			
– Conservation (5)	90,096	87,953	53,542
– Conservation Policy, Education, and Awareness (6)	104,657	89,651	54,576
International Conservation			
– Conservation (7)	237,053	238,740	145,334
– Conservation Policy, Education, and Awareness (8)	23,771	10,751	6,545
Fundraising	88,595	85,299	51,926
Finance and Administration	43,967	49,901	30,377
<b>Total</b>	<b>588,139</b>	<b>562,295</b>	<b>342,300</b>
Surplus/(deficit)	<b>(19,897)</b>	<b>(17,165)</b>	<b>(10,450)</b>

\*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-Italy, WWF-Norway, WWF-Philippines, WWF-Spain, and WWF-Turkey (1 January to 31 December, preceding year)

\*\*\* Updated

† Average exchange rate for the year: CHF 1,6427 = US\$ 1

## Notes

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### 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 2002, the National Organizations spent CHF 89,651,000 on:

(CHF'000)

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Conservation Policy	16,435
Education	34,654
Awareness	38,562

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### 7. International Conservation

Costs of the WWF International Conservation Programme.

### 8. Conservation Policy, Education, and Awareness

In FY 2002, WWF International spent CHF 10,751,000 (including share of fixed asset expenditure) on:

(CHF'000)

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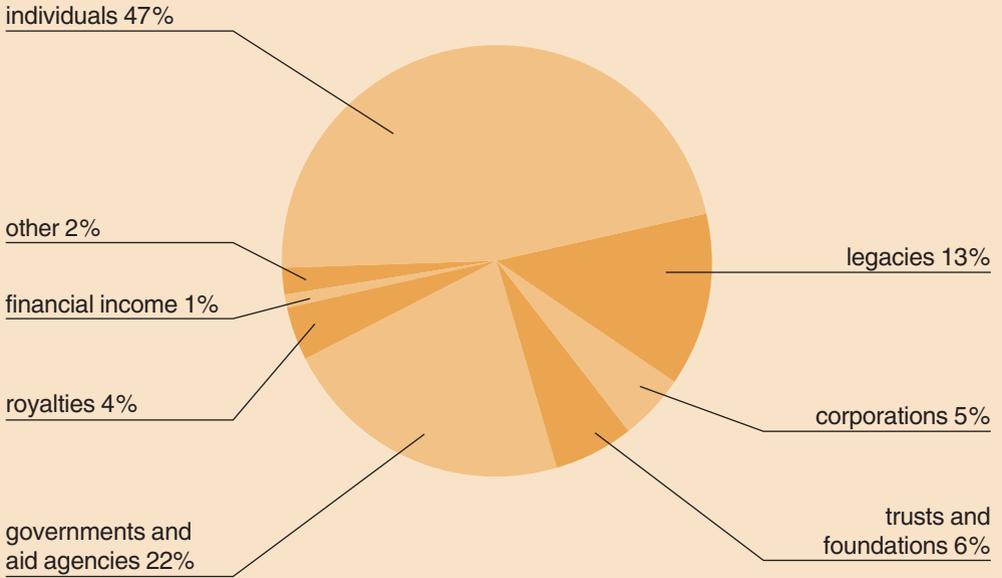
Conservation Policy	4,142
Education	721
Awareness	5,888

---

# WWF Network – Income and Expenditure 2002

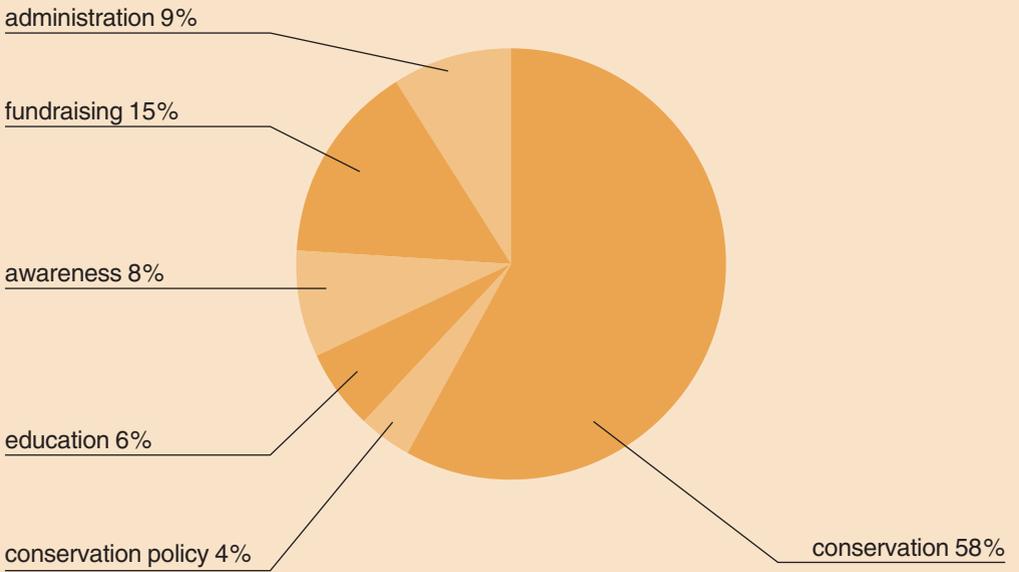
## Income

US\$ 332m



## Expenditure

US\$ 342m



# WWF International: Board and Directors

## International Board Members 2002

### PRESIDENT

#### **Chief Emeka Anyaoku\*** (Nigeria)

- Chairman, Presidential Advisory Council on International Relations, Nigeria
- Distinguished Visiting Fellow, London School of Economics and Political Science

### VICE-PRESIDENT

#### **The Hon Mrs Sara Morrison\*** (United Kingdom)

- Chairperson WWF-UK

### HONORARY TREASURER

#### **André Hoffmann\*** (Switzerland)

- Director Roche Group Basel
- Founding Patron BirdLife International

### TRUSTEES

#### **YM Tengku Datuk Dr Zainal Adlin** (Malaysia)

- Executive Chairman Lintasan Mayang Group of Companies
- Chairperson Borneo Resort Karambunai
- Chairperson WWF-Malaysia

#### **Teymour Abdulla Alireza** (Saudi Arabia)

- President and Deputy Chairperson Alireza Group of Companies
- Director Riyadh Bank
- Non-Executive Director Shell Trading & Transport

#### **Haroen Al Rasjid** (Indonesia)

- President Commissioner PT Caltex Pacific Indonesia
- Vice-Chairman Dana Mitra Lingkungan Friends of the Environment Fund
- Chairperson WWF-Indonesia

#### **Prof George Benneh** (Ghana)

- Emeritus Professor University of Ghana
- Chairman International Advisory Committee of the Economic Commission for Africa on Population, Environment and Food Security
- Trustee Population Council New York

#### **Paul Bowe** (New Zealand)

- Member Chartered Institute of Transport, New Zealand
- Chairperson WWF-New Zealand

#### **Michael de Pencier** (Canada)

- Chairperson Key Publishers Company Limited
- Trustee WWF-Canada

#### **Prof Marco Frey** (Italy)

- Associate Professor of Marketing
- Trustee WWF-Italy

#### **Jamshyd Godrej** (India)

- Chairperson Godrej & Moyce Manufacturing Company Limited
- President WWF-India

#### **Dr Gustav Harmer** (Austria)

- Director Harmer Holdings
- Trustee WWF-Austria

#### **J Quincy Hunsicker** (Switzerland)

- Director McKinsey & Co Europe and Asia

#### **Her Majesty Queen Noor** (Jordan)

- Patron IUCN
- Honorary President BirdLife International

#### **The Hon William K Reilly\*** (USA)

- Chairman and Chief Executive Aqua International Partners
- Chairperson WWF-US

#### **Daniel Richard** (France)

- Director of Innovation and Development, Groupe Galeries Lafayette
- President WWF-France

- Dr Rauno Väisänen** (Finland)
- Director National Heritage Services, Finnish Forest and Park Service
- Chairperson Executive Committee WWF-Finland

- Carl-Albrecht von Treuenfels** (Germany)
- Chairperson Executive Committee WWF-Germany

- Dr Hans Wijers** (Netherlands)
- Board of Directors Akzo Nobel nv
- Chairperson WWF-Netherlands

*\*Executive Committee Member*

PRESIDENT EMERITUS

**HRH The Prince Philip**  
Duke of Edinburgh

VICE-PRESIDENT EMERITUS

**Dr Luc Hoffmann**

VICE-PRESIDENT EMERITUS

**S Babar Ali**

DIRECTOR GENERAL

**Dr Claude Martin**

**WWF International Directors**

(as of 1 January 2002)

Programme

**Dr Chris Hails**

- *Africa/Madagascar Regional Programme*  
**Dr Yaa Ntiamoah-Baidu**

- *Asia/Pacific Regional Programme*  
**Dr Isabelle Louis**

- *Europe/Middle East Regional Programme*  
**Dr Magnus Sylvén**

- *Eastern Europe/Central Asia Programme*  
**Dr Hartmut Jungius**

- *Western Europe*  
**Dr Georg Schwede** (from 1 July 2002)

- *Latin America & Caribbean Regional Programme*  
**Dr Guillermo Castilleja**

- *Conservation Policy*  
**Jenny Heap** (to 31 March 2002)

- *International Policy*  
**Gordon Shepherd**

- *Programme Services & Evaluation*  
**Peter Dickinson** (to 30 November 2002)

- *Government and Aid Agency Coordination*  
**Dr Timothy Geer**

Operations

**Paul Steele**

- *Communications*  
**Thomas Schultz-Jagow**

- *Finance & Administration*  
**Chiew Chong**

- *Fundraising & Marketing*  
**Mario Fetz**

- *Learning Services*  
**Lynda Mansson**

- *Human Resources Development*  
**Dorothy Bray**

- *Network Relations*  
**Dr Peter Kramer**

LEGAL ADVISER

**Michael Rogers**

# The WWF Network

## **AUSTRALIA**

GPO Box 528, Sydney NSW 2001  
Tel.: +61 2 9281 5515  
Fax: +61 2 9281 1060  
President: Mr Robert Purves  
Chief Executive: Dr David Butcher

## **AUSTRIA**

Postfach 1, 1162 Vienna  
Tel.: +43 1 488 170  
Fax: +43 1 488 1729  
Chairperson: Dr Helmut Pechlaner  
Chief Executive:  
Dr Günther Lutschinger

## **BELGIUM**

Boulevard Emile Jacqmain 90  
1000 Brussels  
Tel.: +32 2 340 09 99  
Fax: +32 2 340 09 33  
President & Chairperson:  
Mr Guido Ravoet  
Chief Executive:  
Mr Xavier Ortegat

## **BHUTAN**

Post Box 210, Chubachu, Thimphu  
Tel.: +975 2 323 528  
Fax: +975 2 323 518  
Representative: Mr Kinzang Namgay

## **BOLIVIA**

PO Box 1633, Santa Cruz  
Tel./Fax: +591 3 3115041  
Representative: Mr Roger Landivar

## **BRAZIL**

SHIS EQ QL 6/8, Conjunto E-2º andar  
71620-430 Brasilia  
Tel.: +55 61 364 7400  
Fax: +55 61 364 7474  
President & Chairperson:  
Mr José Roberto Marinho  
Chief Executive: Dr Garo Batmanian

## **CANADA**

245 Eglinton Ave East, Suite 410  
Toronto, Ontario M4P 3J1  
Tel.: +1 416 489 8800  
Fax: +1 416 489 3611  
Chairperson: Mr Michael de Pencier  
Chief Executive: Mr Monte Hummel

## **CAUCASUS**

M Aleksidze str 11, 380093 Tbilisi  
Republic of Georgia  
Tel.: +995 32 33 0154  
Fax: +995 32 33 0190  
Representative:  
Dr Giorgi Sanadiradze

## **CENTRAL AFRICA**

Bastos BP 6776  
Yaounde, Cameroon  
Tel.: +237 221 70 83  
Fax: +237 221 42 40  
Subregional Representative:  
Mr Laurent Magloire Somé

## **CENTRAL AMERICA**

Centro Agronómico Tropical  
de Investigación y Enseñanza  
Turrialba, 7170 Cartie, Costa Rica  
Tel.: +506 556 13 83  
Fax: +506 556 14 21  
Country Representative:  
Ms Sylvia Marin

## **CHINA**

Room 901, The Gateway  
No 10 Yabao Road  
Chaoyang District  
Beijing 100020  
Tel.: +86 10 856 36538  
Fax: +86 10 856 15731  
Representative: Mr Jim Harkness

## **COLOMBIA**

Carrera 35 #4A-25  
San Fernando, Cali, Valle  
Tel.: +57 2 558 2577  
Fax: +57 2 558 2588  
Representative:  
Ms Mary Lou Higgins

## **DANUBE/CARPATHIAN**

Mariahilferstrasse 88a/3/9  
1070 Vienna, Austria  
Tel.: +431 52 45 470  
Fax: +431 52 45 470 70  
Representative:  
Mr Jonathon Hornbrook *ad interim*

## DENMARK

Ryesgade 3 F  
2200 Copenhagen N  
Tel.: +45 35 36 36 35  
Fax: +45 35 24 78 68  
Chairperson: Mr Johan Schroeder  
Chief Executive: Mr Kim Carstensen

## EASTERN AFRICA

PO Box 62440, Nairobi, Kenya  
Tel.: +254 2 577 355  
Fax: +254 2 577 389  
Subregional Representative:  
Dr Samuel Kanyambwa

## EUROPEAN POLICY

36, Avenue de Tervuren – B12  
1040 Brussels, Belgium  
Tel.: +32 2 743 88 00  
Fax: +32 2 743 88 19  
Representative: Mr Tony Long

## FINLAND

Lintulahdenkatu 10  
00500 Helsinki 50  
Tel.: +358 9 774 0100  
Fax: +358 9 774 02139  
President & Chairperson (Board):  
Mrs Elisabeth Rehn  
Chief Executive: Mr Timo Tanninen

## FRANCE

188 Rue de la Roquette  
75011 Paris  
Tel.: +33 1 55 25 84 84  
Fax: +33 1 55 25 84 74  
President: Mr Daniel Richard  
Chief Executive:  
Mr Cédric du Monceau

## GERMANY

Postfach 190 440  
60326 Frankfurt/Main  
Tel.: +49 69 79 14 40  
Fax: +49 69 61 72 21  
Chairperson (Board): Dr Michael Otto  
Chairperson (Exco/President):  
Mr Carl-Albrecht von Treuenfels  
Chief Executive: Dr Peter Prokosch

## GREECE

26 Filellinon Street, 105 58 Athens  
Tel.: +30 10 331 4893  
Fax: +30 10 324 7578  
President: Mr Thymio Papayannis  
Chief Executive:  
Mr Demetres Karavellas

## HONG KONG

GPO Box 12721, Hong Kong  
Tel.: +852 2526 1011  
Fax: +852 2845 2734  
Chairperson: Mr Markus Shaw  
Chief Executive: Ms Winnie Sek

## HUNGARY

Németvölgyi út 78/b, 1124 Budapest  
Tel.: +36 1 214 5554  
Fax: +36 1 212 9353  
President: Prof Dr Ferenc Ligetvari  
Chief Executive: Mr Ferenc Markus  
*ad interim*

## INDIA

172-B Lodi Road, New Delhi 110 003  
Tel.: +91 11 469 17 60  
Fax: +91 11 462 68 37  
President: Mr Jamshyd N Godrej  
Chief Executive: Mr Ranjit C Nag  
*ad interim*

## INDOCHINA

International PO Box 51  
Hanoi, Vietnam  
Tel.: +84 4 733 8387  
Fax: +84 4 733 8388  
Representative: Mr Eric Coull

## INDONESIA

PO Box 5020 JKTM 12700, Jakarta  
Tel.: +62 21 576 1070  
Fax: +62 21 576 1080  
Chairperson: Mr Haroen Al Rasjid  
Chief Executive: Dr Mubariq Ahmad

## ITALY

Via Po 25/c, 00198 Rome  
Tel.: +39 06 844 971  
Fax: +39 06 853 006 12  
President: Mr Fulco Pratesi  
Chief Executive: Mr Michele Candotti

## JAPAN

Nihonseimei Akabanebashi Bldg  
3-1-14 Shiba, Minato-ku  
Tokyo 105-0014  
Tel.: +81 3 3769 1711  
Fax: +81 3 3769 1717  
Chairperson: Mr Teruyuki Ohuchi  
Chief Executive: Mr Michio Hino

## MACROECONOMICS FOR SUSTAINABLE DEVELOPMENT

1250 24<sup>th</sup> St NW  
Washington, DC 20037-1175  
Tel.: +1 202 778 9752  
Fax: +1 202 293 9211  
Representative: Dr David Reed

## MADAGASCAR

BP 738, Antananarivo 101  
Tel.: +261 20 22 34885  
Fax: +261 20 22 34888  
Representative:  
Mr Jean-Paul Paddock

## MALAYSIA

49 Jalan SS23/15,  
47400 Petaling Jaya, Selangor  
Tel.: +60 3 7803 3772  
Fax: +60 3 7803 5157  
Chairperson:  
YM Tengku Datuk Zainal Adlin  
Chief Executive:  
Dato' Dr Mikaa'il Kavanagh

## MEDITERRANEAN

Via Po 25/c, 00198, Rome, Italy  
Tel.: +39 06 844 97227  
Fax: +39 06 841 3866  
Representative: Mr Paolo Lombardi

## MEXICO

Ave Mexico No 51  
Col Hipodromo Condesa  
06170 Mexico DF  
Tel.: +525 286 5631  
Fax: +525 286 5637  
Representative:  
Mr Miguel Jorge *ad interim*

## **MONGOLIA**

c/o Hydrometeorological &  
Environmental Monitoring Agency  
Khudaldaany Street 5, Ulaanbataar 46  
Tel.: +976 11 311 659  
Fax: +976 11 310 237  
Representative: Ms Junain Chimeg

## **NEPAL**

Post Box 7660, Kathmandu  
Tel.: +977 1 410942  
Fax: +977 1 438458  
Representative:  
Dr Chandra Prasad Gurung

## **NETHERLANDS**

Postbus 7, 3700 AA Zeist  
Tel.: +31 30 6937 333  
Fax: +31 30 6912 064  
Chairperson: Dr Hans Wijers  
Chief Executive: Mr Hans Voortman

## **NEW ZEALAND**

PO Box 6237, Wellington  
Tel.: +64 4 499 2930  
Fax: +64 4 499 2954  
Chairperson: Mr Paul Bowe  
Chief Executive: Ms Jo Breese

## **NORWAY**

Postboks 6784, St Olavs plass  
0130 Oslo  
Tel.: +47 22 03 65 00  
Fax: +47 22 20 06 66  
Chairperson (Board):  
Dr Jorgen Randers  
Chief Executive:  
Mr Rasmus Hansson

## **PAKISTAN**

PO Box 5180, Lahore 54600  
Tel.: +92 42 586 2360  
Fax: +92 42 586 2358  
President: Brig Mukhtar Ahmed  
Chief Executive: Mr Ali Hassan Habib

## **PERU**

Casilla Postal 11-0205, Lima 11  
Tel.: +51 1261 5300  
Fax: +51 1463 4459  
Country Representative:  
Mr Edgar Maravi

## **PHILIPPINES**

LBI Building, #57 Kalayaan Avenue  
Diliman, 1101 Quezon City  
Tel.: +632 433 3220  
Fax: +632 426 3927  
Chairperson:  
Mr Jaime Zobel de Ayala  
Chief Executive:  
Mr Jose Ma Lorenzo Tan

## **POLAND**

ul Wisniowa 38 m 1, 02-520 Warsaw  
Tel.: +48 22 849 84 69  
Fax: +48 22 646 36 72  
Representative: Mr Ireneusz Chojnacki

## **RUSSIA**

From Europe:  
Account No WWF 232  
PO Box 289, Weybridge  
Surrey KT 13 8WJ, UK

From the US:

Account No WWF 232  
208 East 51st Street, Suite 295  
New York, NY 10022, USA  
Tel.: +7 095 727 0939  
Fax: +7 095 727 0938  
Representative: Dr Igor Chestin

## **SOUTH AFRICA**

Private Bag X2, Die Boord  
Stellenbosch 7613  
Tel.: +27 21 888 2800  
Fax: +27 21 888 2888  
Chairperson: Mr Ton Vosloo  
Chief Executive: Mr Tony Frost

## **SOUTHERN AFRICA**

PO Box CY 1409, Causeway  
Harare, Zimbabwe  
Tel./Fax: +263 4 703902  
Subregional Representative:  
Dr Harrison O Kojwang

## **SOUTH PACIFIC**

PMB, GPO Suva, Fiji  
Tel.: +679 331 5533  
Fax: +679 331 5410  
Representative: Mr Dermot O'Gorman

## **SPAIN**

Gran Via de San Francisco 8  
28005 Madrid  
Tel.: +34 91 354 05 78  
Fax: +34 91 365 63 36  
President:  
Prof Dr Francisco Díaz Pineda  
Chief Executive:  
Mr Juan Carlos del Olmo

## **SWEDEN**

Ulriksdals Slott, 170 81 Solna  
Tel.: +46 8 624 74 00  
Fax: +46 8 85 13 29  
Chairperson (Board):  
Dr Lennart Ahlgren  
Chief Executive:  
Prof Lars Kristoferson

## **SWITZERLAND**

Postfach, 8010 Zürich  
Tel.: +41 1 297 21 21  
Fax: +41 1 297 21 00  
President: Dr Hans Hüsey *ad interim*  
Chief Executive:  
Dr Christoph Imboden *ad interim*

## **TANZANIA**

PO Box 63117, Dar es Salaam  
Tel.: +255 22 27 00077  
Fax: +255 22 27 75535  
Representative:  
Dr Hermann Mwageni

## **THAILAND**

PO Box 4, Klong Luang 12120  
Tel.: +66 2 524 6129  
Fax: +66 2 524 6134  
Representative: Dr Robert Mather

**TURKEY**

PK 971, Sirkeci 34436, Istanbul  
Tel.: +90 212 528 20 30  
Fax: +90 212 528 20 40  
President: Mr Okan Tapan  
Chief Executive: Mr Gernant Magnin

**UNITED KINGDOM**

Panda House, Weyside Park  
Godalming, Surrey GU7 1XR  
Tel.: +44 1483 426444  
Fax: +44 1483 426409  
Chairperson: Mr Christopher Ward  
Chief Executive: Mr Robert Napier

**UNITED STATES**

1250 24<sup>th</sup> St NW  
Washington, DC 20037-1193  
Tel.: +1 202 293 4800  
Fax: +1 202 293 9211  
Chairperson (Board):  
The Hon William K Reilly  
Chief Executive: Ms Kathryn S Fuller

**WESTERN AFRICA**

08 BP 1776, Abidjan 08, Côte d'Ivoire  
Tel.: +225 22 44 87 86  
Fax: +225 22 44 87 74  
Subregional Representative:  
Mr Souleymane Zeba

**ARGENTINA**

**FUNDACION VIDA SILVESTRE**

Defensa 251, 6° Piso, Dto K  
C1065 Buenos Aires  
Tel.: +54 11 4343 4086  
Fax: +54 11 4331 3631  
President: Dr Héctor Laurence  
Chief Executive:  
Mr Javier Corcuera

**ECUADOR**

**FUNDACION NATURA**

Casilla 17-01-253, Quito  
Tel./Fax: +593 2 2503 385  
President: Ms Andrea Mantilla  
Chief Executive:  
Mr Xavier Bustamante

**NIGERIA**

**NIGERIAN CONSERVATION  
FOUNDATION**

PO Box 74638, Victoria Island, Lagos  
Tel.: +234 1 2642 498  
Fax: +234 1 2642 497  
President: Chief Isoma P C Asiodu  
Chief Executive:  
Dr Muhtari Aminu-Kano

**VENEZUELA**

**FUDENA**

Apartado Postal 70376  
Caracas 1071-A  
Tel.: +58 212 238 2930  
Fax: +58 212 239 6547  
President: Mr Enrique Sanchez  
Chief Executive:  
Mrs Deborah Bigio



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 90 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.

#### **WWF International**

Avenue du Mont-Blanc  
1196 Gland  
Switzerland

Tel.: +41 22 364 9111  
Fax: +41 22 364 5358

