



Nobody can be in any  
doubt that the relationship  
between us and the planet  
is dangerously unbalanced.  
We need a New Deal for  
Nature and People.









# CONTENTS

## INTRODUCTION

We need a New Deal for Nature and People	4
The road to the New Deal starts here	8
WWF's role in reversing the loss of nature	10

## OUR GLOBAL WORK IN 2018

Introduction	12
Wildlife	14
Oceans	16
Forests	18
Freshwater	20
Climate & Energy	22
Food	24
Finance	26
Governance	28
Markets	30
Our achievements	32

## TOGETHER POSSIBLE

Introduction	38
Together with the public sector	42
Together with business	44
Together with donors	46
Together with you	50
Financials	52
Our team	54



**WE NEED  
A NEW DEAL  
FOR NATURE  
& PEOPLE**





## INTRODUCTION

“We have an unmissable opportunity to create an unstoppable movement for nature similar to when we came together to tackle climate change”

Marco Lambertini,  
Director General,  
WWF International





# AN OPPORTUNITY TO IGNITE A NEW COMMITMENT TOWARDS THE MORAL AS WELL AS ECONOMIC AND SOCIAL IMPERATIVE TO CONSERVE NATURE

## WWF'S LIVING PLANET REPORT 2018

THIS COMPREHENSIVE  
OVERVIEW OF THE STATE OF  
OUR NATURAL WORLD PROVIDES  
AN IMPORTANT CONTRIBUTION  
TO THE GLOBAL DEBATE ON THE  
FUTURE OF THE PLANET. THE  
REPORT PAINTS A DISTURBING  
PICTURE OF HUMAN ACTIVITY  
PUSHING THE NATURAL  
SYSTEMS THAT SUPPORT  
LIFE ON EARTH TO THE EDGE.

[WWF.PANDA.ORG/LPR2018](http://WWF.PANDA.ORG/LPR2018)





Marco Lambertini  
Director General,  
WWF International

**N**obody can be in any doubt that the relationship between us and the planet is dangerously unbalanced. WWF's *Living Planet Report* laid bare nature's continuing decline, including the shocking statistic that wildlife populations have fallen by 60 per cent on average since 1970. This loss is already causing profound changes to the ecosystems that all life on Earth depends upon – ourselves included. And unless we change course urgently, serious harm to people around the world is inevitable.

This is not doom and gloom – the risk is real!

And yet, we should remain optimistic and determined.

We have an opportunity in the coming two years to set a new direction for our society – to create a New Deal for Nature and People universally endorsed from political and business leaders to communities and individuals. If we get it right, we will create an unstoppable movement for nature similar to when the world came together to tackle climate change.

WWF is determined to play our part in creating this new deal and delivering the fundamental changes required to reverse the loss of nature.

Firstly we need a new narrative that, alongside recognizing the intrinsic value of nature and the moral imperative for us to coexist with the diversity of life we share the planet with, also positions nature and biodiversity at the centre of the sustainable development agenda. The logic is simple: there is not going to be a prosperous, just and secure future for us in a degraded planet.

To achieve a New Deal for Nature and People we also need to raise our ambition and scale up action. Science is clear on what are the problems and the solutions to bend the curve of nature loss. The way we produce food on land, we fish the oceans, we use forests and river systems, we extract minerals and build infrastructure are today's main drivers of nature loss. Using technology and a mind-shift towards long-term planning that benefits all, will allow us to do all these things but in balance with, and not at the cost of, the natural environment. This is true sustainable development or, as the Chinese would say, a new 'eco-civilisation'.

We relish this incredible challenge. It is about changing our relationship with the planet – the most existential opportunity that our civilisation has ever faced.



**THE ROAD  
TO THE  
NEW DEAL  
STARTS  
HERE**

**T**ime is not on our side. In the coming decade, we must see urgent action that sets our planet on a sustainable course. Every moment will count. Already, the momentum

is slowly growing through initiatives like the UN Sustainable Development Goals and the Paris Climate Agreement. But the pace of change must accelerate dramatically – and the next two years are crucial.

In 2020, world leaders will be making key decisions on the environment, climate and sustainable development as a number of international conventions converge. As well as taking stock of progress on the Sustainable Development Goals and the Paris Agreement, leaders will set new targets for protecting nature under the UN Convention on Biological Diversity (CBD). We need to seize this opportunity to secure an international commitment to stop and reverse the loss of nature – a New Deal for Nature and People as comprehensive and ambitious as the global climate deal.

WWF is already engaging in a global momentum for action. In 2018, for example, we highlighted the growing decline in wildlife populations in our latest *Living Planet Report*; engaged millions of people to share their connections with nature via the world's largest grassroots

environmental movement, Earth Hour; and continued partnerships with governments, business and community groups to promote the importance of biodiversity and raise the relevance of nature for people's own well-being and development.

And, in 2019, we will bring the issues to a global audience through a partnership with the forthcoming Netflix natural history series *Our Planet* (from the creators of the acclaimed *Planet Earth* series) supported by a wealth of associated awareness-raising and mobilization activities.

A New Deal for Nature and People is needed to ignite a new awareness of and commitment towards the moral as well as economic and social imperative to conserve nature.

We are determined not to fail in this historic opportunity for life on Earth and for us all.



# WWF'S UNIQUE ROLE IN REVERSING THE LOSS OF NATURE

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**O**ver the last half-century, WWF has achieved remarkable things thanks to our unique and pivotal role in building a sustainable future for people and nature. We have built a powerful reputation for forging conservation solutions at a global and community level, and are trusted by politicians, policymakers and consumers alike.

And yet, the trends are still going in the wrong direction. To halt and reverse nature's decline, we must take our work to another level and help bring about dramatic changes to our world in the coming decade.

To do this, we are developing a number of initiatives – ambitious interventions on a scale we've never before attempted. Some of these will aim to deliver sharp, swift successes. Others will be longer term and larger in scope.

We are determined to make our contribution count, capitalizing on our strengths: the local and global reach of our network; the global influence of our brand; our work on international systems as well as in the field; and our large public support across the whole world.

But delivering the results we're aiming for will also depend on close cooperation and powerful coalitions. And so we're joining forces with partners from all walks of life – from indigenous people and community enterprises, to cities and national governments, to industry and the finance sector.

Together, we know our ambitions are possible – and delivering them essential for the future well-being of people and nature.

*The WWF Network, which is active in almost 100 countries, is working together to achieve seven ambitious global outcomes by 2030. These efforts, which are our contribution to the global 2030 sustainable development agenda, are laying the foundations for reversing nature loss.*



**PROTECT AND RESTORE AT LEAST  
30 PER CENT OF LAND AND SEA**



**ELIMINATE THE ILLEGAL WILDLIFE TRADE  
AND REDUCE OVEREXPLOITATION**



**HALT DEFORESTATION AND DEGRADATION**



**KEEP THE MOST IMPORTANT RIVERS FLOWING**



**DOUBLE SUSTAINABLE FISHERIES**




**HALVE THE IMPACTS OF THE FOOD SYSTEM**



**REDUCE GREENHOUSE GAS EMISSIONS  
BY 40 PER CENT**





# BRINGING OUR WORK TO LIFE



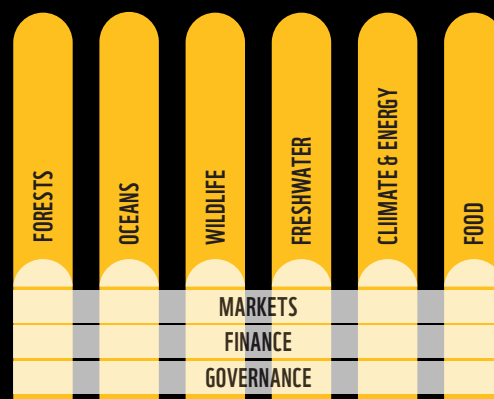
Our global efforts to start reversing the loss of nature by 2030 are driven by nine WWF practices: Wildlife, Oceans, Forests, Freshwater, Climate & Energy, Food; Finance, Governance and Markets.

From communities on the ground to decision-makers in governments and business, we work with people around the world to safeguard the natural world – the **oceans, forests, freshwater** and rich diversity of **wildlife** that provide the essentials of life for all.

We are challenging the two most urgent threats to nature: **climate change** and **food** production.

And we are working tirelessly to address the underlying global drivers for the loss of nature: a **financial** system that must value nature; a **governance** system that needs to consider the impacts of decisions on people and nature; and **markets** where sustainable production and consumption must become the norm.

IN THE FOLLOWING PAGES, EACH PRACTICE LEADER TELLS ONE STORY ABOUT THE PROGRESS WE'VE MADE IN 2018.





# WILDLIFE



**THE MOUNTAIN GORILLA  
STORY IS A MICROCOSM OF WHAT  
WE'RE STRIVING TO ACHIEVE**

**EVERY DAY AT WWF.**

**MARGARET KINNAIRD  
LEADER, WILDLIFE PRACTICE**



## HOPE FOR GORILLAS – AND LESSONS FOR US ALL

If I had to single out one story that best captures WWF's vision of wildlife thriving, it would have to be the extraordinary news that the number of wild mountain gorillas surpassed 1,000 – an increase of 25 per cent since 2010. It shows just what we can do for wildlife when governments, NGOs and communities work together.

Despite the good news, there's growing pressure from the local people with whom these incredible creatures share their dwindling forest landscape. Survey teams in Virunga Massif in central Africa found a shocking 380 snares set for antelopes, but which occasionally trap and kill mountain gorillas. This and threats from illegal wildlife trade, disease and climate change mirror the dangers that threaten to decimate so many of the species that WWF works to protect globally.

I see lessons here for humanity about why we absolutely must maintain, and in many places restore, our Earth's biodiversity. The citizens of the three countries that make up the Virunga Massif – Rwanda, Uganda and the Democratic Republic of the Congo – rely on the clean air, water and food that come from protecting this vital mountain gorilla habitat. And they benefit substantially from the tens of thousands of visitors who venture there each year to glimpse these iconic creatures.

The mountain gorilla story is a microcosm of what we're striving to achieve every day at WWF. And, as 2019 shapes up, we will continue to protect the many habitats that support wildlife and the people who live side by side with them.



**WATCH**  
**MARGARET KINNAIRD**  
**DISCUSS OUR WILDLIFE**  
**WORK IN 2018.**



# OCEANS



**A TRIP TO INDONESIA'S CORAL  
TRIANGLE LEFT ME MORE DETERMINED  
THAN EVER TO HELP INFLUENCE  
THE FUTURE DIRECTION OF THE OCEANS.**

**JOHN TANZER**  
LEADER, OCEANS PRACTICE





## OUR GROWING DETERMINATION TO REVIVE THE OCEANS

The oceans are in crisis due to a perfect storm of over-exploitation, habitat destruction and pollution. We urgently need policy changes and investment to protect the livelihoods of millions and the biodiversity we all rely on.

I spend much of my working life talking to financiers and government leaders. It's vital work, but sadly it doesn't leave me much time to visit the places we work to protect. So when I had the opportunity to go to Indonesia's Coral Triangle, I was determined to go. My daughter Freya had just finished high school and I wanted to share the experience with her of seeing this biodiversity hotspot.

Just like in my day job, I spent my holiday talking about the oceans, but this time with people at the frontline of climate change. The optimistic young man running a small snorkel tour on the beach. The smiling woman selling a few fish to support her family. The community-minded people who had set up a marine protected area.

I found speaking to these people as much of an inspiration as witnessing the unfathomable wonder of the nearby coral reef – a powerful reminder that humanity's future depends on the health of the oceans.

2018 has been as challenging as ever, with both hard-fought progress and disappointing setbacks. But this trip left me more determined than ever to help influence the future direction of the oceans. Many of our conversations may take place in boardrooms, but our actions will be judged for the difference they make in places where it really matters.

 **WATCH**  
**JOHN TANZER DISCUSS**  
**OUR OCEANS WORK**  
**IN 2018.**

*The waters around  
the Raja Ampat  
islands in Indonesia's  
Coral Triangle.*



# FORESTS



THIS YEAR, WE SAW A MAJOR  
MILESTONE IN THE COLOMBIAN AMAZON,  
WITH THE CREATION OF THE WORLD'S  
LARGEST TROPICAL RAINFOREST NATIONAL PARK,  
THE SERRANÍA DE CHIRIBIQUETE.

ALISTAIR MONUMENT  
LEADER, FORESTS PRACTICE





## EVERYONE HAS A PART TO PLAY IN CONSERVING OUR FORESTS

Threats to forests and their unique biodiversity are increasing. The good news is that there is increasing recognition of the role of forests in fighting climate change, protecting the world's most iconic species and improving livelihoods. The key is to work with everyone, from governments to indigenous peoples and local communities.

This year, we saw a major milestone in the Colombian Amazon, with the creation of the world's largest tropical rainforest national park, the Serranía de Chiribiquete. It follows the peace deal signed by the Revolutionary Armed Forces of Colombia (FARC) to disarm and demobilize their jungle bases.

As a forest ecologist, this is really exciting because it's a chance to protect a huge area that provides vital ecosystem services. We need to do more and we need to act fast to find solutions like this that are beneficial for nature and people.

It's not about putting up fences, but engaging people so that they can sustain their livelihoods while recognizing the value of nature. In Colombia, our team has worked on the ground for years with the government, corporations and communities to create an environment that works for all.

This is how forest conservation gets real. It puts decisions in the hands of local people. It encourages companies to do more than clean up their supply chain. And by brokering long-term deals – rather than relying on short-term donations – it incentivizes governments to make sure money is well spent.



 **WATCH**  
**ALISTAIR MONUMENT**  
**DISCUSS OUR FORESTS**  
**WORK IN 2018.**



# FRESHWATER



**RIVERS ARE THE WORLD'S LIFEblood.  
BUT THEY'RE UNDER INCREASING  
PRESSURE FROM AN UNPRECEDENTED**

**WAVE OF NEW DAMS, OVER-EXPLOITATION  
AND POLLUTION.**

**STUART ORR**

**LEADER, FRESHWATER PRACTICE**





## A FRESHWATER REVOLUTION TAKES SHAPE IN LATIN AMERICA

Unprecedented problems call for unprecedented solutions. So we've taken a pioneering approach to protecting our rivers, combining strategy with fresh thinking, scientific expertise and unparalleled collaboration. However, game-changing initiatives don't happen overnight. And in the case of Mexico's Water Reserves programme, it took 12 years of collaboration with communities, universities, conservationists and the authorities, coordinated by WWF and the National Water Commission (CONAGUA). This joint effort culminated in a series of landmark decrees in June this year to establish water reserves in nearly 300 river basins across the country.

These new water reserves will revolutionize water management in Mexico. They will guarantee water supplies for the next 50 years for 45 million people, including indigenous communities, as well as 60 natural protected areas and 41 Ramsar wetland sites.

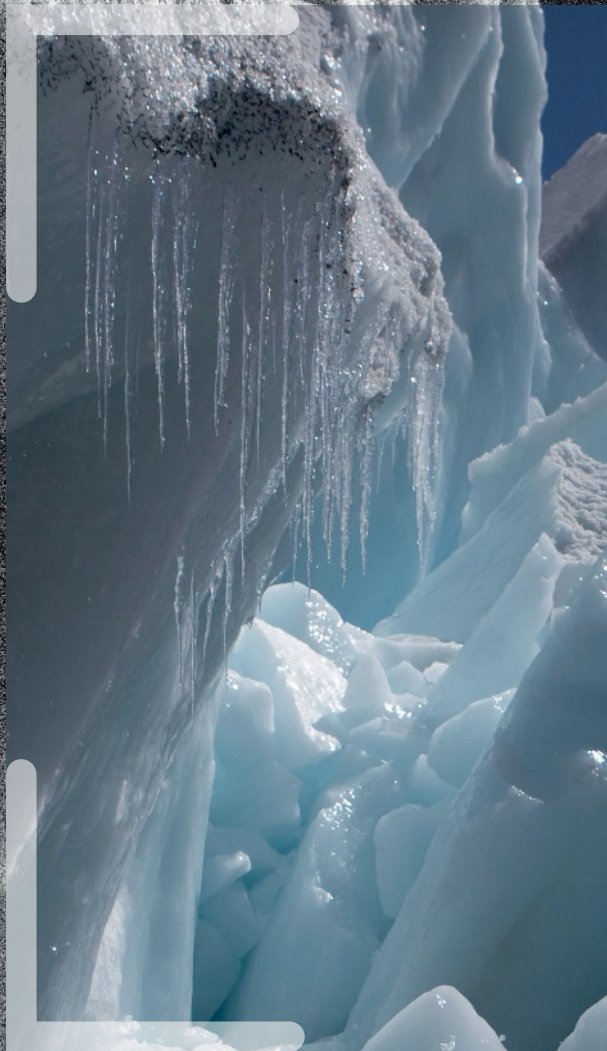
This pioneering approach will also safeguard the country's last major free-flowing rivers. For example, the water reserve covering the Usumacinta – the largest and most biodiverse river in Central America – will not only provide water for extraordinary wildlife, but also for the farming and tourism that local communities rely on.

WWF is now working with governments and the Inter-American Development Bank to roll the approach out across Latin America. Our ability to scale up innovative ideas means we can help to halt the degradation of our rivers – not just in Mexico, but wherever freshwater is under threat.

 **WATCH**  
**STUART ORR DISCUSS**  
**OUR FRESHWATER**  
**WORK IN 2018.**

*Fisherfolk on Lake Patzcuaro in Mexico.*





# CLIMATE & ENERGY



**TARGETING A CEILING POINT FOR  
THE INCREASE IN GLOBAL TEMPERATURES  
MAY SEEM AN IRRELEVANT**

**'NUMBERS GAME' TO SOME. FOR US, IT'S  
A MATTER OF LIFE AND DEATH.**

**MANUEL PULGAR-VIDAL  
LEADER, CLIMATE & ENERGY PRACTICE**



## THE SCIENCE DEMANDS INCREASED AMBITION AND ACTION

We have long called for the average global temperature rise to be limited to no more than 1.5°C as a vital precursor to avoiding dangerous climate change. And, in 2018, there was new evidence from the Intergovernmental Panel on Climate Change (IPCC), the world's leading authority on assessing climate science, that backs this up.

Their special report on global warming of 1.5°C provides a better picture than ever before of the harmful consequences of letting the increase slip to 2°C. Half a degree may not sound very much but the reality would be devastating for people and nature – with increased risks of natural disaster, lower economic growth, lower food yields and increased impacts on species and environments.

Like the IPCC, we still believe that a 1.5°C target is feasible. So we have joined others in contributing strongly on the issue – amplifying the IPCC report's messages, publishing technical papers and lobbying decision-makers.

As a result, the challenge for governments, business and communities has become clearer. They must be more ambitious and they must act now to create a net-zero-carbon economy by 2050.

This is a challenge that WWF can and will contribute to positively: providing the clarity people crave on such a complex and dynamic issue – and giving decision-makers the insights they need to make the right choices.



# FOOD



**WE CAN PRODUCE ALL THE  
FOOD WE NEED TODAY WITHOUT  
CUTTING A SINGLE TREE.**

**JOÃO CAMPARI**  
LEADER, FOOD PRACTICE





## FOOD THAT'S GOOD FOR PEOPLE AND NATURE

Food production is the biggest cause of habitat conversion and the single biggest cause of greenhouse gas emissions. Some of this is necessary to feed the world, but the food system is operating beyond safe planetary boundaries. Swathes of converted land could serve us better as natural vegetation, providing habitats for wildlife and ecosystem services for humans.

Reading about unnecessary deforestation and habitat conversion is frustrating and upsetting. But seeing it first hand is even worse. Unfortunately, I have – from my homeland Brazil to Southeast Asia. Yet I didn't leave these incredibly important landscapes downhearted, as I also saw passionate people doing their utmost to protect our planet.

Two agricultural landscapes of global importance in which WWF is active are the Brazilian Cerrado and the Heart of Borneo. And we have seen signs of progress here this year.

For example, we helped establish elephant corridors in Borneo's Sabah and Kalimantan to protect wildlife from oil palm plantations – part of our efforts to push for new protected areas in ecologically sensitive zones and implement biodiversity corridors to connect vegetation fragments. We also work with those using the land to ensure food production thrives. And this year, the Cerrado Manifesto, which we co-developed, was signed by 119 companies who made zero-conversion commitments.

We can produce all the food we need today without cutting a single tree. So, it is not only necessary but also possible to eliminate new conversions by 2030, to ensure future generations can enjoy these landscapes and the services they provide.



*Oil palm  
smallholding  
on Borneo.*



# FINANCE



**WE'RE HELPING THE SECTOR  
TO INCREASE ITS COMMITMENT  
TO APPROACHES THAT ARE  
BETTER FOR NATURE AND THEIR  
BOTTOM LINE.**

**MARGARET KUHLOW  
LEADER, FINANCE PRACTICE**



## FINANCE AS A FORCE FOR GOOD

Finance – lending, investment and insurance – is changing. Sustainability is becoming a fundamental part of decision-making, as financial institutions better understand their exposure to environmental risks and how they can take advantage of the opportunities of the shift to a more sustainable economy.

This year, we've continued to help the sector increase its commitment to approaches that are better for nature and their bottom line. For example, together with partners like the UN Principles for Sustainable Insurance we launched a global insurance industry commitment to protect World Heritage sites, and introduced the Sustainable Blue Economy Finance Principles to encourage deeper understanding of the value of our oceans.

I was lucky enough to visit the Galapagos Islands, a World Heritage seascape. It was amazing and awe-inspiring to swim with huge turtles, watch marine iguanas bathe in the sun, and see the striking red-throated courtship display of frigate birds. It was a reminder of the beauty and wonder of our world.

When I'm back in my grey suit, I think about how our work is connected to precious places like this. I'm reminded that sustainable finance brings positive purpose to the sector, linking financial resources to our natural and human resources, with the potential to enrich all our lives.

Finance is changing, and WWF is a powerful voice for this change. Recent report cards on the health of our home here on Earth reinforce the need for an economic shift. We all need to do more and to do it faster.

 **WATCH**  
**MARGARET KUHLOW**  
**DISCUSS OUR FINANCE**  
**WORK IN 2018.**



# GOVERNANCE



PEOPLE LOSE THEIR LIVES  
TO CORRUPTION. BUT THE RISKS  
HAVEN'T STOPPED MORE AND  
MORE INDIVIDUALS AND ORGANIZATIONS  
FROM JOINING IN THE FIGHT.

DELFIN GANAPIN  
LEADER, GOVERNANCE PRACTICE





## PARTNERING TO FIGHT CORRUPTION

Corruption is one of the biggest threats to conservation. No matter how good our policies are, corruption can render them useless on the ground. This is a difficult reality to face, so sometimes it can feel like the elephant in the room. But it also underlines how important governance is to making sure all our work has a real impact.

For example, to stop poaching you can't just chase the poachers – you have to follow the money. And you can't do it alone. That's why we've partnered with anti-corruption organizations around the world to tackle wildlife crime at the root.

And it's working. This year the United States Agency for International Development (USAID) recognized the strength of WWF's leadership by awarding us US\$10 million to conduct research into corruption, plus the opportunity to use US\$35 million to set up anti-corruption missions. Such big-money grants are a fantastic opportunity to tackle corruption at scale, and we celebrate the joint effort with our partners that made these possible.

Technology is also putting power into local people's hands to stop them being exploited. We welcome the use of smartphones in Ghana to map boundaries, which has given farmers the documents they need to have their plots formally recognized. This prevents crime gangs from coming in and taking over their land. Again, this wouldn't have been possible without the collaboration of tech businesses, local government and of course the farmers themselves.

People lose their lives to corruption. But the risks haven't stopped more and more individuals and organizations from joining in the fight. For me, that's really heartening.

*Corruption can result  
in illegal logging activities,  
with harmful impacts for  
people and forests.*



 **WATCH**  
**DELFIN GANAPIN**  
**DISCUSS OUR GOVERNANCE**  
**WORK IN 2018.**





 **WATCH**  
KAVITA PRAKASH-MANI  
DISCUSS OUR MARKETS  
WORK IN 2018.

# MARKETS



**IT'S EXCITING TO USE MARKETING  
METHODS AND CONSUMER  
INSIGHT TO PROTECT WILDLIFE.**

**AND, WHILE IT'S STILL EARLY DAYS,  
RESEARCH SHOWS THESE EFFORTS  
ARE STARTING TO PAY OFF.**

**KAVITA PRAKASH-MANI**  
LEADER, MARKETS PRACTICE



## TARGETING CONSUMERS TO SAVE WILDLIFE

Rhino horns. Shark fins. Pangolin scales. Jaguar teeth. People who buy wildlife products like these for food, medicine or even just as artefacts may feel no different to any other consumer. But this is different. This is driving the loss of entire species.

Shockingly, 20,000 elephants are killed every year so their ivory tusks can be used for decorative items, fashion accessories and other products. China accounts for 70 per cent of ivory sales. So when the country banned the ivory trade in December 2017, it presented an unprecedented opportunity to influence this enormous consumer market.

To change people's buying habits, we knew we needed to go beyond the usual awareness-raising efforts and design a much more targeted campaign. We conducted extensive consumer research to understand who is buying ivory, why they buy it, and where they buy it from. This research identified millennials as the must-reach consumer segment, as well as Chinese tourists.

We are now working with consumer behaviour change experts, market research agencies, online tech companies, advertising agencies, travel companies and other NGOs to target these segments. It's exciting to use marketing methods and consumer insight to protect wildlife. And, while it's still early days, research shows these efforts are starting to pay off.

As demand for wildlife products continues to rise, we will put a strong focus on demand reduction to complement anti-poaching efforts and policies to ban wildlife trade. And I'm optimistic that these combined efforts will deliver strong conservation impacts that benefit people and nature.

**#whatyoubuymatters**

*Elephant ivory  
bracelets seized by the  
UK authorities.*



# OUR ACHIEVEMENTS

WWF IS WORKING WITH PARTNERS AROUND THE WORLD TO ENSURE THE GLOBAL LOSS OF NATURE

## WILDLIFE

Since 1970, global populations of fish, birds, mammals, amphibians and reptiles have fallen by 60 per cent. This dramatic decline is the result of habitat destruction and over-exploitation. We are working to create a future where wildlife thrives again.

- Our efforts saw progress across several continents, including increasing populations of mountain gorillas in Africa's Virunga Massif and Irrawaddy dolphins in Asia's Mekong river.
- Our successful calls for habitat protection included the creation of the 3 million hectare New Siberian Islands nature reserve in Russia and the tripling in size to 2.7 million hectares of the Malpelo Sanctuary in the Colombian Pacific.
- We continued to help connect key landscapes, including a government agreement to establish elephant corridors between Malaysian and Indonesian territories on Borneo.
- Key successes fighting the over-exploitation of wildlife included a prime ministerial order in Laos to strictly enforce wildlife laws and new regulations for fishers in the Danube to avoid sturgeon bycatch.
- Our efforts to help communities benefit from wildlife conservation included working with 63 communities in the Democratic Republic of the Congo on a proposed protected area.

[wwf.panda.org/wildlife](http://wwf.panda.org/wildlife)



*Above: Serranía de Chiribiquete National Park was declared a World Heritage site.*

*Left: we helped establish elephant corridors in Borneo.*

## FORESTS

Every year, we lose 8.8 million hectares of forest – threatening the vital services they provide to life on Earth, people's livelihoods, the survival of species and climate change. We need to halt the destruction and restore forests.

- Colombia's Serranía de Chiribiquete National Park was declared a World Heritage site and expanded to become the largest tropical rainforest national park in the world – part of a larger collaboration between WWF and others to manage Colombia's natural heritage.
- Mozambique and China agreed a collaboration, facilitated by WWF, to tackle the illegal timber trade and develop a sustainable forestry sector in the East African country.



© istockphoto LP



# EMENTS IN 2018

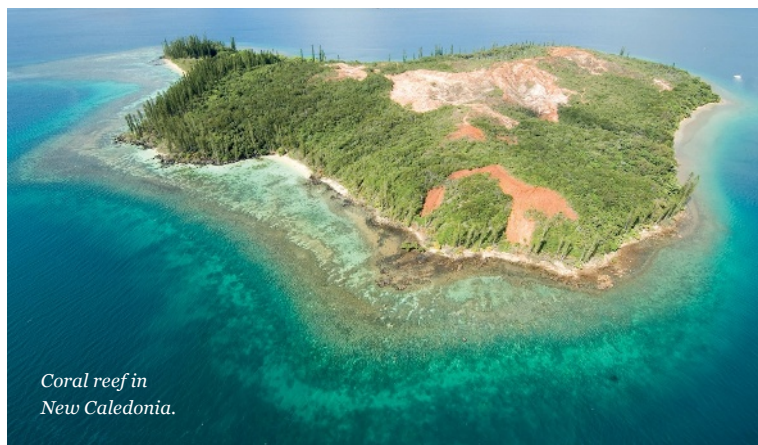
STARTS TO REVERSE BY 2030. HERE ARE JUST SOME OF THE ACHIEVEMENTS WE PLAYED A KEY ROLE IN.



© Cesar David Martinez

- Over 28 million trees are now being protected or restored in Indonesia and Brazil thanks to Unilever-funded projects, part of our Trillion Trees partnership.
- Tanzania pledged to restore 5.2 million hectares of forest, contributing to the WWF-backed AFR100 initiative to restore 100 million hectares of degraded African land by 2030.
- Building on our ongoing work in the Himalayas, Nepal agreed to protect 2.4 million hectares of forests, securing up to US\$45 million in climate finance for the resulting reduction in carbon emissions and improved forest management.

[wwf.panda.org/forests](http://wwf.panda.org/forests)



Coral reef in  
New Caledonia.

© Roger Leguen / WWF

## OCEANS

Oceans provide food and livelihoods for billions of people, and are home to a wondrous array of life. But over-exploitation, habitat destruction and pollution are harming this environment. Oceans must be seen as a shared resource of immense value and fragility.

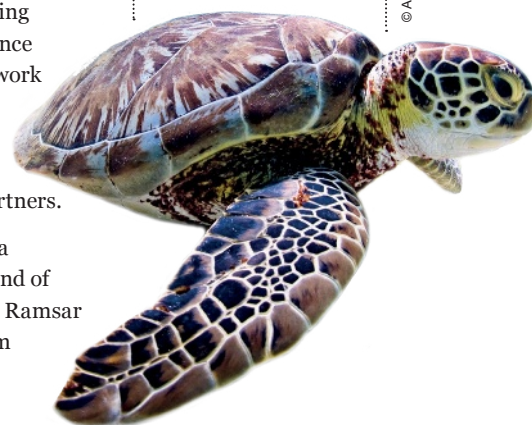
- New protected areas were created after our advocacy, with collaborators, in key marine areas including New Caledonia's near-pristine coral reefs and Pakistan's Indus River Canyon.
- A decade-long campaign by WWF and partners to improve the management of the decimated Atlantic bluefin tuna has led to real signs of recovery and energized initiatives like tackling illegal fishing in the Mediterranean.
- WWF was instrumental in co-creating the Sustainable Blue Economy Finance Principles, the first financial framework for sustainable ocean investments. We've helped to secure the support of major public and private sector institutions together with partners.
- An important area of Fiji's Great Sea Reef has been designated as a wetland of international importance under the Ramsar Convention, after years of work from WWF and partners.

[wwf.panda.org/oceans](http://wwf.panda.org/oceans)

OUR CAMPAIGNING  
HELPED PERSUADE  
BELIZE TO BAN  
OFFSHORE OIL AND  
GAS EXPLORATION.  
AS A RESULT,  
BELIZE'S BARRIER  
REEF WAS REMOVED  
FROM UNESCO'S  
LIST OF WORLD  
HERITAGE SITES  
IN DANGER.

Sea turtle,  
Belize, Central  
America.

© Antonio Busiello / WWF-US





## FRESHWATER

Since 1970, human actions have led to an 83 per cent decline in freshwater species populations and the loss of 35 per cent of wetlands. We must protect the freshwater resources that farming, industry, human beings and all life on land depend on.

- Colombia designated the entire 660km River Bita under the Ramsar Convention with support from WWF and others – the longest river worldwide to have won such protection.
- Europe's largest dam removal so far took place in Spain as momentum builds for reconnecting rivers across the continent, thanks to ongoing efforts from WWF and partners.
- Brazil, Bolivia and Paraguay signed a landmark deal to conserve and sustainably manage the Pantanal, the world's largest tropical wetland – the focus of a major WWF initiative.
- The world's first 18 Wetlands Cities were accredited by Ramsar after taking significant steps to protect their wetlands. WWF helped develop the initiative and supported four of the cities: three in China and one in Tunisia.
- Two multinational banks, Barclays and Standard Chartered, transformed their lending policies to help protect Ramsar wetlands after lobbying by WWF.

[wwf.panda.org/freshwater](http://wwf.panda.org/freshwater)



## CLIMATE & ENERGY

We stand at the precipice. People and nature worldwide are already feeling the impacts of climate change. And scientists warn that more than 1.5°C of warming will have catastrophic impacts. Governments and communities are coming together to act but we need to do more.

- Coalition groups in Japan and Mexico joined Alliances for Climate Action – a new global network formed by WWF and partners to enable domestic climate action coalitions to work together.
- We worked with more than 100 partners to create a new Land Coalition to deliver on the 30X30 Forests, Food and Land Challenge. This aims to deliver 30 per cent of the climate solutions needed by 2030.





## FOOD

The way we produce, consume and waste food poses a widespread conservation threat, causing habitat and land degradation, overuse and pollution of water, and greenhouse gas emissions. With population growth set to double demand by 2050, we must transform our food system.

- We received €2 million from the International Climate Initiative (IKI) to expand our efforts to create low-carbon consumption and production by targeting the maize and palm-oil supply chains and the tourism sector within the food service industry.
- We worked with the China Meat Association to launch the Chinese Sustainable Meat Declaration. This involves companies committing to meat production, trade and consumption that avoids land conversion and degradation, and improves resource efficiency and traceability.
- We worked with hotels in the US to pilot food waste reduction strategies and achieved at least a 10% decrease in food waste. The programme has now expanded to other regions.

[wwf.panda.org/food](http://wwf.panda.org/food)

*Below: our initiative helped challenge land conversion for soy or beef production in Brazil's Cerrado. See more in the Markets section on page 37.*

**IN ZAMBIA, WE TRAINED 2,500 FAMILIES OF SMALLHOLDER FARMERS TO HELP THEM IMPROVE THE FERTILITY OF THEIR SOIL TO STABILIZE YIELDS AND IMPROVE FOOD SECURITY DESPITE A CHANGING CLIMATE.**

© istockphoto LP



- Almost 500 companies have now joined our Science Based Targets initiative, committing to reduce their greenhouse-gas emissions in line with the Paris Agreement.
- Members of the We Are Still In coalition in the US, which we helped set up after President Trump announced his intention to pull the US out of the Paris Agreement, made more than 500 new climate commitments.
- We contributed strongly to international efforts for increased action to limit global warming to 1.5°C, after a new IPCC report highlighted the accelerated efforts needed to achieve this.

[wwf.panda.org/climateandenergy](http://wwf.panda.org/climateandenergy)



© Peter Caton/wwf



## FINANCE

People are using natural resources faster than they can be replaced. Finance, investment, and insurance need to be part of the solution by improving the way they consider environmental risks, supporting more green investment, and reducing support for environmentally harmful activities.

- The European Commission issued its Sustainable Finance Action Plan, the result of extensive work by a group of experts including WWF-France CEO Pascal Canfin.
- WWF's technical expertise on green bond markets continued to be recognized through our membership of both the international standard setting committee ISO14030 and the European Commission Technical Expert Group on Green Bonds.
- We provided guidance to Europe's 100 largest asset owners on how they can align their investments with the science-based target of the Paris Agreement.
- We trained 450 bankers on sustainability matters in Southeast Asia, which has already led to a strengthened approach to environmental issues by 10 banks.
- We engaged with major banks and insurers to protect natural World Heritage sites. And, together with the UNEP-Finance Initiative Principles for Sustainable Insurance and UNESCO, we launched an insurance industry commitment to protect these sites.

[wwf.panda.org/finance](http://wwf.panda.org/finance)



*A women's group demonstrates farming techniques in DRC.*

© Karine Agner / WWF-US

**>> THE DEMOCRATIC REPUBLIC OF THE CONGO (DRC) GOVERNMENT ADOPTED A MONITORING TOOL, DEVELOPED BY WWF WITH LOCAL COMMUNITIES, TO MEASURE PROGRESS ON THE UN SUSTAINABLE DEVELOPMENT GOALS AND MANAGE THEIR NATURAL RESOURCES.**

## GOVERNANCE

Many of today's threats are the results of governance failures. To turn things around, we need to support inclusive decision-making and the recognition of communities' role in conservation. We must also address corruption, weak enforcement of laws and decisions made in isolation of social and environmental impacts.

- The United States Agency for International Development (USAID) awarded WWF US\$10 million to direct research into corruption, plus US\$35 million to set up local anti-corruption missions.
- We worked with Inuit organizations in the Eastern Arctic to secure an 11 million hectare marine conservation area and related Inuit benefit agreement, and to successfully challenge oil and gas development.
- In Russia, we helped change the law on protected areas so indigenous people and local communities can follow their traditional livelihoods and use natural resources sustainably.
- In Indonesia, we worked with partners to map more than 100,000 hectares of indigenous and community conserved areas (ICCAs), and lobby for their legal recognition.

[wwf.panda.org/governancepractice](http://wwf.panda.org/governancepractice)



*The Selous Game Reserve in Tanzania, a natural World Heritage site.*

© Greg Armfield / WWF

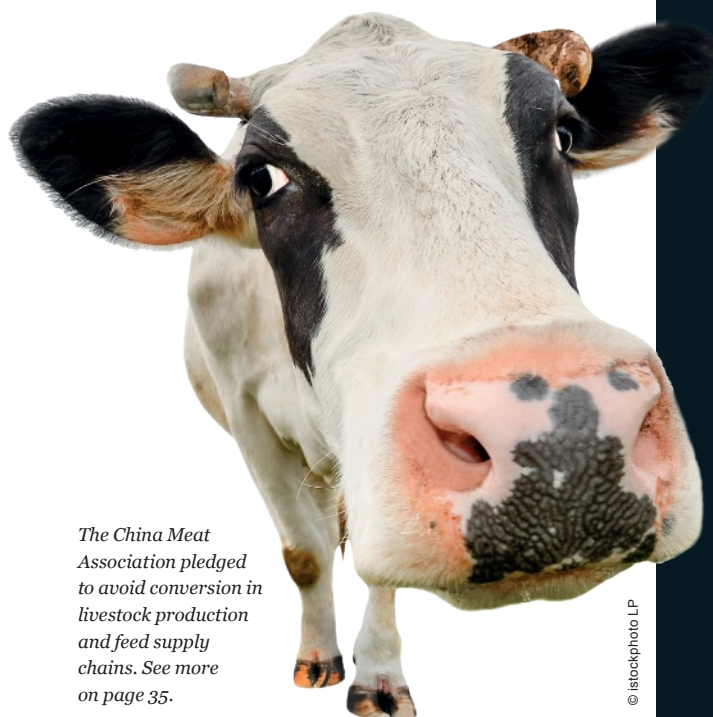


## MARKETS

The way we produce, trade, consume and waste presents huge threats to the natural world. For example, increases in food production and the trade in wildlife are impacting habitats and species. Meanwhile, consumption continues to grow. Urgent action is needed.

- More than 100 companies and investors signed a Statement of Support for the Cerrado Manifesto, developed by WWF with other NGOs, committing to prevent further conversion of Brazil's wildlife-rich savannah for soy or beef production. This builds on our strong engagement with traders and governments through the Collaboration for Forests and Agriculture.
- To ensure palm oil production is more sustainable, we are building buyers' platforms in Asian markets and connecting them to producers in critical landscapes in Indonesia and Malaysia.
- In Latin America, we set up a project spanning six countries to make beef production more sustainable.
- As China's ban on ivory came into force in 2018, we focused on reducing demand for ivory through consumer behaviour change campaigns including collaboration with tourism and online companies.

[wwf.panda.org/markets](http://wwf.panda.org/markets)



*The China Meat Association pledged to avoid conversion in livestock production and feed supply chains. See more on page 35.*

© istockphoto LP

## EDUCATION

# GLOBAL EFFORTS FOR YOUTH MOBILIZATION



© Peter Nguyen / WWF-Canada

**WE STEPPED UP OUR EDUCATION AND YOUTH MOBILIZATION WORK THIS YEAR, WITH THE COORDINATED EFFORTS OF OUR EDUCATION TEAMS ACROSS MANY COUNTRIES HELPING US TO REACH MORE PEOPLE THAN EVER.**

For example, our education teams combined to produce a special version of the *Living Planet Report* aimed at explaining its key messages to young people. Sustainable food production and consumption was a joint theme in more than 30 countries and a variety of education materials, including apps, websites and exhibitions, was used to engage our audiences. And a free online 'Education for Sustainability' course was developed for primary teachers around the world. We also brought together young people from different countries at gatherings in Africa, Asia, Europe and the Arctic to share ideas and build initiatives that cross national boundaries. And we launched innovative collaborations with two tech companies – SAS, to crowdsource training opportunities for conservationists, and Tencent, to develop online training for rangers in China.











# EVERYONE HAS A ROLE TO PLAY



Reversing the loss of nature is a global mission for WWF. We work from offices in 85 countries, with activities in almost a hundred – thousands of committed individuals working together, innovating and striving for impact.

This is a great team but we can only do so much. With such a grand mission covering such a vast domain, we can never succeed in splendid isolation: collaboration and partnership are embedded in WWF's culture, they are part of our DNA. The changes we want to bring about are complex and challenging, and can only succeed through the combined and sustained efforts of constellations of actors.

Our own role in these constellations that deliver change varies. It may be about developing ideas and designing interventions, raising awareness and building support, or calling for change and influencing decision-makers. It may involve raising and channelling funds, providing training and capacity building, or implementing conservation projects on the ground. Or our role may be to coordinate and bring together partners and to keep them working together, cohesively and effectively.

Partners we work with include public sector finance institutions such as development banks, whose investments shape the direction of development; private sector companies whose influence on their sectors and supply chains can have a massive impact; trusts, foundations and other donors who enable us to carry out vital conservation work; and, not least, the millions of supporters around the world who care about the future of our planet.

Everyone has a role to play. And the inspiring stories of our work with partners and supporters in the past year, outlined in the following pages, show that, together, anything is possible.

Pavan Sukhdev  
President,  
WWF International









# TOGETHER WITH THE PUBLIC SECTOR

BY WORKING WITH DEVELOPMENT  
INSTITUTIONS AND NATIONAL GOVERNMENTS,  
WE'RE HELPING COUNTRIES MEET THEIR  
COMMITMENTS ON SUSTAINABLE  
DEVELOPMENT, COMBATING CLIMATE  
CHANGE AND PROTECTING NATURE.



## FISH FORWARD PROMOTES SUSTAINABLE SEAFOOD IN THE EU

The EU is the world's biggest seafood market – but the majority of fish that Europeans consume is imported from elsewhere, often from developing countries. With funding from the EU, our newly launched Fish Forward project aims to get European consumers and businesses to choose sustainable seafood in order to drive better fisheries management around the world. In partnership with the Environmental Justice Foundation, the project brings together WWF offices in 12 EU countries and 5 developing nations.

## RAISING FUNDS FOR PERMANENT PROTECTION

Our public sector partnerships are helping to unlock public and private investment. A good example is our Bhutan for Life project, supported by the Green Climate Fund, which aims to permanently protect over half the Himalayan kingdom's forests. Intended as a model project that would attract further support from other sources, Bhutan for Life this year gained additional funding from the German Environment Ministry as part of its international climate commitments. We've also seen success in raising finance for ambitious protected area programmes in Colombia and Peru: after donors have covered the upfront investment, national governments will eventually assume the long-term running costs.

## PARTNERING TO PROTECT THE HEART OF THE CONGO

Protecting Africa's largest forest reserve – Salonga National Park in the Democratic Republic of the Congo – is a huge undertaking, made possible only by working together with many partners. With support from USAID, the European Development Fund and the German development bank KfW, we're helping the Congolese park authority, ICCN, to tackle poaching of forest elephants and other species, and supporting communities living on the edges of the park to develop sustainable livelihoods.

*Salonga National  
Park in the Democratic  
Republic of the Congo.*



## INTERNATIONAL PAPER HELPS GUIDE FOREST RESTORATION

We are working with fibre-based packaging, pulp and paper producer International Paper to advance the concept of science-based targets for forests. The targets will, for the first time, identify what quantity and quality of forest land is needed globally and regionally to ensure forests provide people and biodiversity with what they need to thrive. This will then help inform the actions that corporations, governments, NGOs and others can take to sustain forests and keep them well above their ecological 'tipping points'. International Paper is already putting this into practice by supporting restoration of Brazil's Atlantic rainforest.

## REPLENISHING WATER SUPPLIES IN SOUTH AFRICA

Concerned about the risk of water scarcity in South Africa, drinks multinational AB InBev and financial services company Sanlam have been supporting our work to clear invasive, water-guzzling tree species from an important water source area. Together with the Department of Environmental Affairs, we've cleared over 850 hectares from Outeniqua mountains in the last four years, releasing about a billion litres of drinking water back into the system. In addition to addressing issues of water security, the project has also created over 20,000 days of work in the local community.

## BLOCKCHAIN PROMISES TAMPER-PROOF TUNA TRACEABILITY

With tech companies ConsenSys and TraSeable and tuna fishing and processing company Sea Quest Fiji, we're testing how blockchain technology can help stamp out illegal fishing and human rights abuses in the Pacific tuna industry. Blockchain offers a digital, tamper-proof record of information that is accessible to everyone, to trace tuna products all the way from 'bait to plate'. With a simple smartphone scan, consumers will be able to see where, when and how their fish was caught.

# TOGETHER WITH BUSINESS

**OUR CORPORATE PARTNERS SUPPORT  
LARGE-SCALE PROJECTS TO CONSERVE  
AND RESTORE NATURE AND SPREAD  
SUSTAINABILITY THROUGH THEIR  
SECTORS AND SUPPLY CHAINS.**

*Seedlings produced  
for acacia  
plantations in  
Vietnam.*





## CONSERVING FORESTS WITH IKEA

IKEA has committed to obtain all its timber from more sustainable sources (FSC-certified or recycled) by 2020 – and we've worked together since 2002 to increase the supply of sustainable wood in many countries. In Vietnam, hundreds of smallholders are now growing certified acacia used in IKEA outdoor furniture, taking the pressure off natural forests in the region. Meanwhile in Bulgaria, Romania, Russia and Ukraine, we've worked together to map out areas of old-growth and intact forest to keep them free from logging.



## WWF INTERNATIONAL DONORS

We could not do what we do without the generosity of our donors and partners. Through your support, WWF has been able to promote, protect and preserve nature all around the world.

WWF has four ways of engaging: the Honorary Circle, Conservation Leaders, Conservation Champions and Conservation Partners. We would like to sincerely thank and recognize all of our donors and partners who have provided leadership and passion for nature in 2018.



# TOGETHER WITH DONORS

THE FOLLOWING DONORS  
AND PARTNERS HAVE PROVIDED  
THE HIGHEST LEVEL OF  
STRATEGIC SUPPORT AND  
INVESTMENT TO WWF.

Northern bluefin  
tuna (*Thunnus  
thynnus*) off the  
coast of Spain.

The **Hoffmann Family** and the **MAVA Foundation** continue to provide generous support. In particular, MAVA is helping to position the Luc Hoffmann Institute (LHI) as an influential environmental convener, catalysing action and delivering sustainable change at scale. Whilst in the Mediterranean, their support has helped to mobilize millions of consumers in a sustainable fishing consumption programme; launched the first generation of green businesses around protected areas in Tunisia; supported sustainable tourism plans; celebrated signs of growth in the bluefin tuna population; and mapped out recovery measures to help the depleted swordfish population.

**Stiftung Usine** has generously donated to our global conservation priorities and our work to slow the extent and pace of nature loss in the Cerrado, Brazil, as a result of agricultural cattle and soy expansion.

The support of a **private Geneva foundation** has sustained our goal of doubling wild tiger populations by 2022. In India, Ramanagar Forest Division became the fourth Conservation Assured | Tiger Standards (CA|TS) approved site globally and Ranthambhore Tiger Reserve has taken the first steps to securing a population of 100 tigers by 2025. Whilst in Nepal, the tiger population has nearly doubled since 2009. This donor also supports the snow leopard subspecies *Panthera uncia irbis* – strengthening habitat management, connecting subpopulations between Russia and Mongolia, and eliminating poaching and retaliation killing following human-wildlife conflicts.

Critical funding from **Oak Foundation** enables us to work for the protection of natural World Heritage sites. In 2018, for example, with partners, we succeeded in removing the Belize Barrier Reef Reserve System from UNESCO's list of World Heritage in Danger sites. We are also grateful for Oak Foundation's support on greening the Belt and Road Initiative (BRI), financing renewable energy projects in



Vietnam, Myanmar and the Philippines. We also thank Oak for their longstanding commitment to supporting our youth volunteer programme Explore!.

The **Ocean Foundation** is generously helping us to restore the health of the Mediterranean Small-Scale Fisheries (SSF) industry for 300,000 people across eight countries including Croatia, Greece, Italy and Turkey. Countries are now beginning to adopt a progressive way of governing their SSF sites, by working collaboratively with fishers and administrators to build co-management systems. A major success was the adoption by the Mediterranean and Black Sea fishery ministers of a regional action plan to govern SSF management over the next 10 years.

**NOMIS Foundation** supported LIVES, an LHI project exploring new ways to study the food, energy and water needs of billions of people. The project focused on Cambodia and Colombia, through an inclusive research process with broad participation in policy-making. NOMIS is also supporting Biodiversity Revisited, LHI's convening of global experts to review biodiversity narratives so that policy-makers increase their focus on the importance of biodiversity. Results will be ready for the Convention on Biological Diversity COP in 2020.

Longstanding support from an **anonymous donor**, dedicated to our global conservation priorities and to securing sustainable wildlife management in Kenya's Mara and Shimba Hills, has enabled us to work with local communities to establish communal conservancies. These conservancies benefit both people and wildlife through tourism, enhanced livestock production, and the development and implementation of human-elephant conflict mitigation measures. The donor's support also aims to improve rangers' welfare and skills to increase their efficiency and reduce poaching in the conservancies of Siana and Oloisukut in the Maasai Mara.

**Associação IEP** is supporting our work on the protection and restoration of the world's coral reefs in critical coastal ecosystems. WWF will develop and accelerate high-impact solutions to remove local threats to reefs in critical locations, while generating substantial political and financial capital to build and maintain their resilience. We will also collaborate with key partners to ensure maximum impact and build the awareness and understanding of the link between human well-being and coral reefs.

Thanks to **Fondation Prince Albert II de Monaco's** dedicated support, we continue to make progress towards improving the habitats for tigers in China and Russia, which His Serene Highness visited in September. Critical funding has also been provided for conservation of the Eastern Atlantic and Mediterranean bluefin tuna; preserving the 30 Hills rainforest in Sumatra for critically endangered Sumatran tigers, elephants and orangutans; and protecting the Gyaros Marine Protected Area in Greece by installing a pioneering remote surveillance system.



## CONSERVATION LEADERS

<b>Fondation Audemars Piguet</b>	Safeguarding the Kikori river basin, Papua New Guinea
<b>Åsa and Martin Hintze</b>	Rescuing coral reefs and supporting the development of a plastics campaign
<b>Hoffmann-La Roche AG</b>	Responding to flooding in southern Nepal
<b>iF! Foundation</b>	Supporting co-management of small-scale fisheries in France
<b>Fondation Philanthropia Lombard Odier</b>	Reducing demand for endangered species in China and curbing poaching in the TRIDOM landscape in the Congo basin
<b>The Persephone Charitable and Environmental Trust</b>	Reducing turtle and dolphin bycatch in the most important fisheries of Peru
<b>Fondation Segré</b>	Saving threatened elephant and great ape populations in the Djoua Ivindo Forest, TRIDOM, Congo basin
<b>UEFA</b>	Supporting the Global Climate Action Agenda
<b>Montagu Foundation</b>	Reducing turtle and dolphin bycatch in the most important fisheries of Peru
<b>The Spillmann Family</b>	Wildlife Crime Initiative

## CONSERVATION CHAMPIONS

Renaud de Planta	Chris James	Fondation de bienfaisance du Groupe Pictet
Patrick and Valentine Firmenich	Patrick Odier	Marcus Cooper and Heather Clark
Fondation Philanthropique Famille Firmenich	Stelios Philanthropic Foundation	
Sophie Firmenich	Family of J. Quincy Hunsicker	

## CONSERVATION PARTNERS

Moiz and Gadya Benkohen  
 Sucafina  
 Richard Ivey  
 Michael Rudge

## THANK YOU

We are also grateful for the generosity of **The 1001: A Nature Trust** members, and other donors who prefer to remain anonymous and all those who have pledged to support WWF through their will.



# 17,900+


LANDMARKS & MONUMENTS

## EARTH HOUR CONNECTS

Earth Hour 2018 was the biggest yet, with people in a record 188 countries and territories taking part. As the world's largest grassroots movement for the environment, the symbolic act of switching off the lights for an hour has helped inspire action on climate change since 2007. But now we're using this opportunity to mobilize millions of people to build a worldwide movement for nature. People were encouraged to use the hashtag **#Connect2Earth** to speak up on why nature matters to them and the steps they are taking to protect it.

# 3.5

BILLION  
IMPRESSIONS  
ON SOCIAL  
MEDIA  
(Jan-Mar 2018)

 [READ MORE  
ABOUT THE HIGHLIGHTS  
OF EARTH HOUR 2018.](#)



# TOGETHER WITH YOU

THE LOSS OF NATURE CAN ONLY  
BE REVERSED WITH THE SUPPORT OF  
INDIVIDUALS AROUND THE WORLD.  
WE MUST INSPIRE HUNDREDS OF MILLIONS  
OF PEOPLE TO BECOME ACTIVE  
CITIZENS AND CONCERNED  
CONSUMERS.

#EARTHHOUR  
& #CONNECT2EARTH  
TRENDED IN OVER  
33 COUNTRIES

188  
COUNTRIES  
& TERRITORIES

## MAKING NATURE MATTER

Maintaining a rich diversity of wildlife and habitats is crucial for all life on Earth – including people. That message is at the heart of our partnership with the UN Convention on Biological Diversity – supporting their target to help people around the world understand the value of biodiversity and nature, and how they can conserve and use them sustainably. With funding from the German government's International Climate Initiative (IKI), we conducted research in 10 of the world's most biodiverse countries, with a combined population of 3.6 billion, to establish people's levels of understanding and willingness to act – a crucial step in our efforts to make nature matter globally.

10 COUNTRIES  
SURVEYED  
>10,000  
RESPONDENTS

## SCOUTS OFFER NEW ROUTE TO SUSTAINABLE FUTURE

We've teamed up with the World Organization of the Scout Movement (WOSM) to inspire young people to take action for nature. With more than 50 million Scouts worldwide, the movement is a powerful force for change among the next generation. As part of its commitment to nature, WOSM has established a network of Scout Centres of Excellence for Nature and the Environment (SCENES) around the world, where Scouts, local communities and visitors can engage with the natural world.

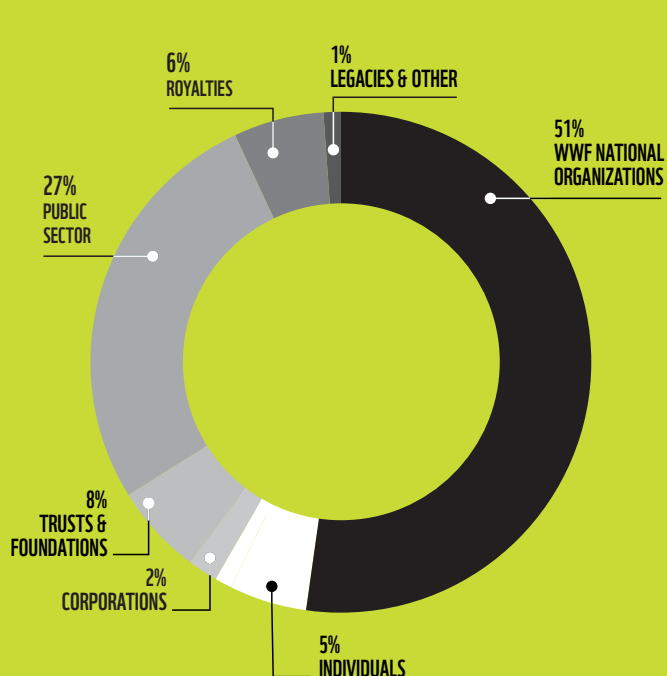
>50 MILLION  
SCOUTS  
WORLDWIDE



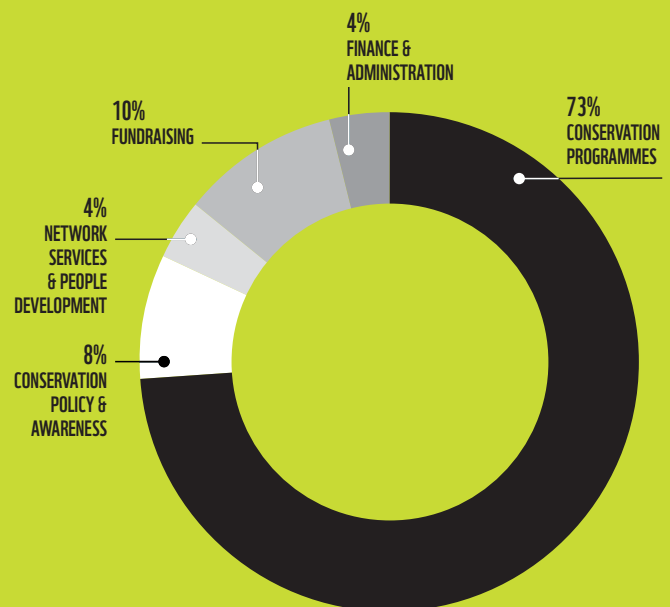
# FINANCIALS

## WWF INTERNATIONAL INCOME AND EXPENDITURE 2018

### INCOME CHF 209 MILLION



### EXPENDITURE CHF 198 MILLION



### WWF INTERNATIONAL

FY18 income was 16 per cent higher than FY17, mainly driven by increased income from public sector partnerships and national organizations (up 28 per cent and 12 per cent respectively).

Total expenditure increased by 5 per cent, primarily driven by higher spending in conservation programmes (up 5 per cent).

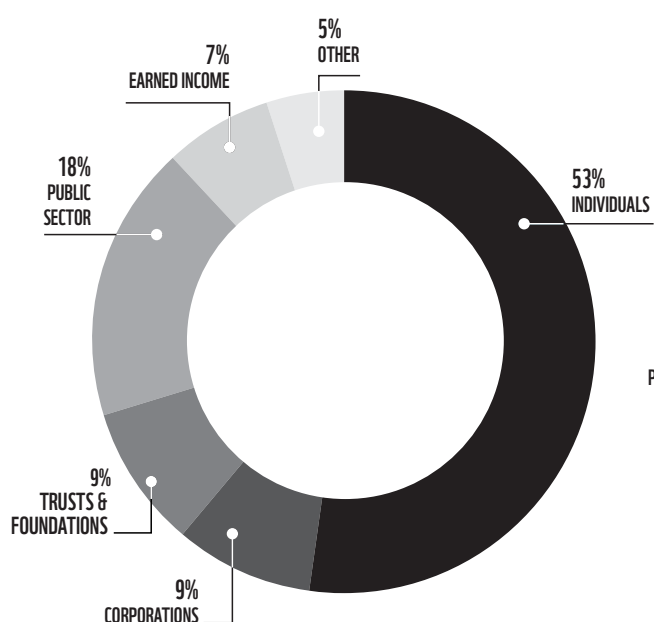


## WWF NETWORK

INCOME AND EXPENDITURE 2018

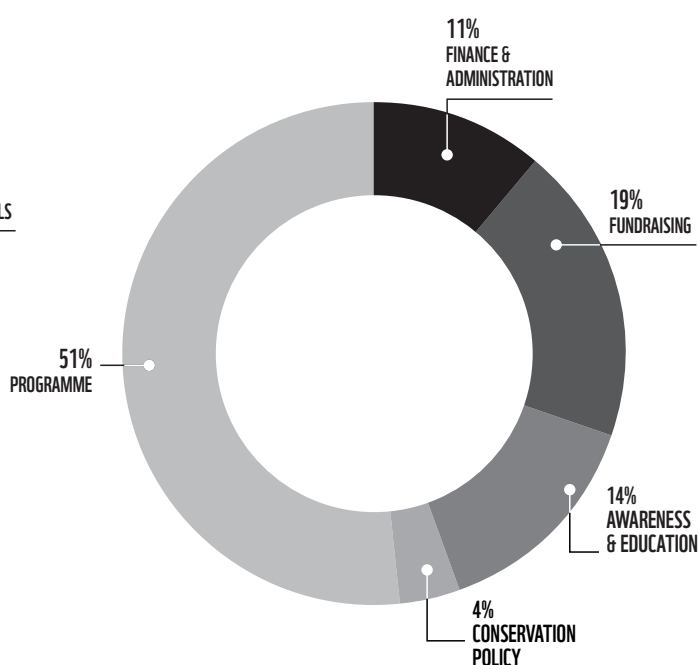
### INCOME

EUR 752 MILLION



### EXPENDITURE

EUR 654 MILLION



### WWF NETWORK

Total WWF Network income decreased by 2 per cent, mainly due to less income from individuals (down 3 per cent) and lower public sector income (down 6 per cent). Expenditure decreased by 12 per cent with less spending in conservation programmes (down 19 per cent).

The resulting surplus of EUR 98m will be used to fund our ongoing projects and programmes, and help us to reach our conservation targets.

RICHARD CAWTHRA, FINANCE DIRECTOR, WWF INTERNATIONAL



## WWF INTERNATIONAL BOARD OF TRUSTEES

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Asia regional  
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& Marketing

Maria Boulos  
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Network Governance

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Resources

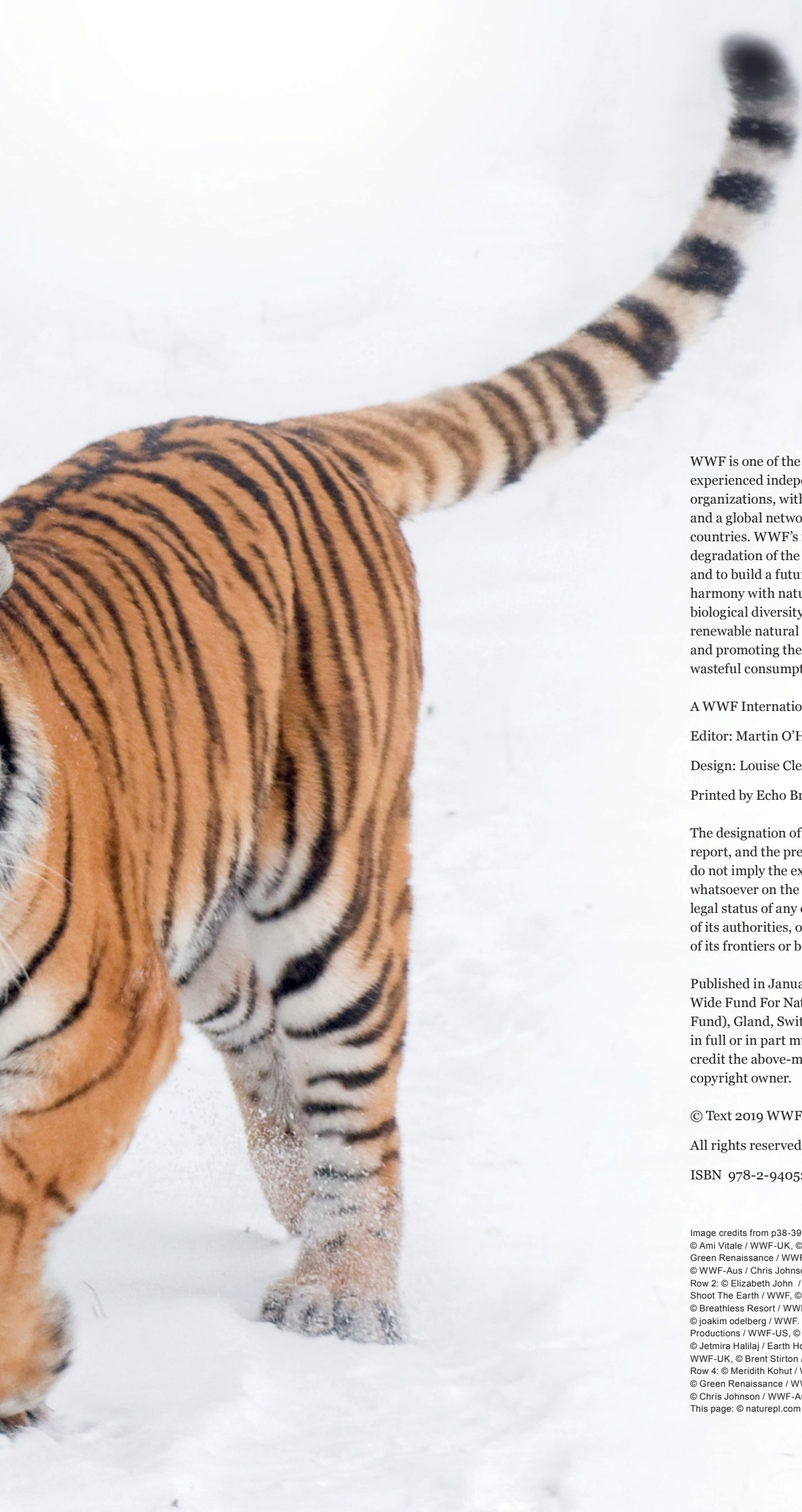
Jon Hutton  
Director,  
Luc Hoffmann  
Institute

Kavita Prakash-Mani  
Global Conservation  
Director  
(appointed January 2019)



*Our efforts continued in  
2018 to achieve the global  
goal of doubling wild tiger  
numbers by 2022.*





WWF is one of the world's largest and most experienced independent conservation organizations, with over 30 million followers and a global network active in nearly 100 countries. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which people live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

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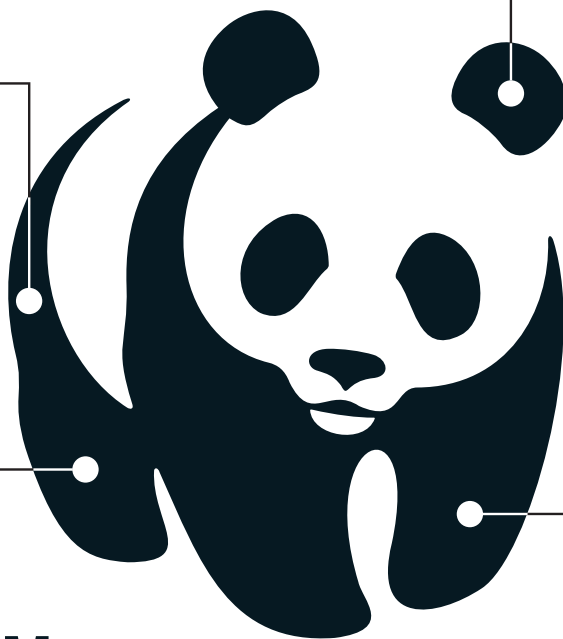


**+100**

WWF is active in  
nearly 100 countries,  
on 6 continents

**1961**

WWF was  
founded in 1961



**+30M**

WWF has over 30  
million followers on  
social media and  
messaging apps

**+5M**

WWF has  
over 5 million  
supporters



Working to sustain the natural  
world for people and wildlife

**together possible** [panda.org](http://panda.org)