



WWF®

ANNUAL  
REVIEW

INT

2017

# PEOPLE AND NATURE CAN LIVE IN HARMONY

*Here in the coral reef around Belize, a UNESCO World Heritage site, oil exploration would have threatened both people's livelihoods and local wildlife. WWF and other NGOs empowered communities and individuals to convince the government to stop this from happening, achieving a landmark moment in marine conservation.*

*Together, we are stronger.*

“SCIENCE HAS NEVER BEEN CLEARER, AWARENESS HAS NEVER BEEN GREATER. IT’S TIME FOR DECISIVE ACTION.”

GROWING SUPPORT FOR OUR UNIQUE NETWORK

WWF has spent many years tackling this challenge. As a truly local-to-global network of diverse nationalities, cultures and skills, creating awareness, mobilizing millions of people and working together with business and governments to trigger change, we feel the responsibility to make an even greater difference. This year, our network had a presence in nearly 100 countries. The funds donated to our vital conservation work have continued to increase. Crucially, the support from millions of individuals around the world has also consistently grown, with our social media following now over 30 million.

# THE GLOBAL CHALLENGE

## ...AND OPPORTUNITY



Marco Lambertini  
Director General,  
WWF International

WWF has been here for more than half a century, and during that time the world has changed.

Many success stories have saved species and natural places, and driven our economy and society towards a more sustainable

path. But wildlife numbers globally have fallen by more than half. We continue to see forests destroyed, coral reefs dying, rivers running dry, and species going extinct at an alarming rate. Climate change is starting to bite. And, as a growing human population consumes ever more, the pressures on nature continue to mount.

The loss of nature’s riches makes us all poorer, spiritually and emotionally. But it also threatens our future. Extreme weather, soil degradation, collapsing fish stocks,

biodiversity extinction and water scarcity jeopardize food security and the livelihoods of hundreds of millions. Overexploitation of natural resources undermines the foundations of development. The social and economic impact of climate change and the degradation of natural systems is incalculable and, if unabated, will be catastrophic.

The good news is that we are beginning to realize the danger posed to us by an unbalanced, wasteful and destructive relationship with the planet. The foundations for change are already in place. The evidence of harm is clearer than ever. More and more people care about the loss of nature. And our greatest minds work tirelessly on solutions.

But humanity needs to take the next difficult step – to convert this knowledge and sentiment into stopping and reversing the damage to our living planet. We must do this together. And quickly.

We are grateful and humbled. WWF is only as strong as the trust of our partners and supporters.

In our new strategy, partnerships play a greater role than ever before, as we scale up our ambition and pursue new challenging high-impact initiatives. Reversing the global loss of nature can’t be delivered by a single organization. And so collaboration – we call it ‘together possible’ – is at the heart of how we are helping to build a better future for people and nature.

Governments are beginning to make unprecedented commitments to combat climate change, support sustainable development, restore degraded land, protect the ocean and tackle illegal wildlife trade. Businesses are beginning to take action to end deforestation, cut pollution and manage water more responsibly. And an ever-growing number of individuals are speaking up for the environment, locally and globally, and making changes in their own lifestyles.

If we can harness all this awareness and positive collective action, and translate it to changes on the ground, then we will achieve the impact at the scale we need.



Yolanda Kakabadse  
President,  
WWF International

## A TIME TO BE BOLD

*At the beginning of 2018, I will step down as President. Even as I look back on a fantastic eight years, I look ahead to where WWF goes next – because we have never been more important to the planet.*

It has been a time of great change as we seek to adapt to the challenges of the last decades, and those to come in the future. We must not be afraid of change: conservation today is different from how it was yesterday, and it will be different again tomorrow. We cannot be the same organization we were 60 years ago, but our dream of building a different future, where people live in harmony with nature, remains as relevant as ever.

I believe we now have a better understanding of the role of WWF in the 21st century. We have a greater focus on the priority themes we need to address to achieve our mission, and have put in place an institutional structure that can help us to deliver.

Increasingly, that means working as an active, decentralized network, built on trust and a shared sense of purpose, where all regions of the planet contribute according to their different realities, needs and resources. It also means working with all sectors and societies to achieve the changes we want and need, remembering that together, all is possible.

My greatest hope comes from all the extraordinary people that I have met during my time with WWF – people who really care about their work, who believe in the power of good ideas and actions, and who are taking action every day to protect and restore nature and improve quality of life, especially for the most vulnerable people.

Protecting the environment should be a passion for all of us. So be bold, never lose the courage to speak up for what you believe is right, and get involved!

I would like to express my heartfelt gratitude to our outgoing Vice-President, André Hoffmann. André has been WWF International Vice-President for 10 years, a board member for 20, and a tireless advocate for environmental issues for close to half a century. He has helped WWF rise to the global conservation and sustainable development challenges of our age, as well as raise over US\$100 million for priority conservation programmes worldwide.

*The People's Climate March saw hundreds of thousands of people in the US call for climate action.*



**PAVAN SUKHDEV:  
OUR NEW PRESIDENT**

Few people understand the links between the environment and the economy better than Mr Sukhdev. From 2008 to 2011 he headed up the UN Environment Programme's Green Economy Initiative and its landmark TEEB (The Economics of Ecosystems and Biodiversity) study. These were hugely influential in demonstrating that conserving ecosystems and biodiversity is crucial to sustained economic growth.

As the founder and CEO of consultancy firm GIST Advisory, Mr Sukhdev has helped governments and corporations discover, measure, value and manage their impacts on natural and human capital. His influence, leadership, knowledge and passion will be a major asset for WWF.

# MAKING BIODIVERSITY MATTER TO PEOPLE

WWF can't do it alone. But we do have a unique role in supporting global efforts for a sustainable future. The UN Convention on Biological Diversity has recognized our expertise as a conservation communicator, asking us to help deliver one of their key goals for 2020. Our challenge is to help people understand the importance of biodiversity and how they can conserve and use it sustainably. Biodiversity – the huge variety of life in a variety of places – provides a global safety net for us all. Every one of us relies on nature for essentials like food, drinking water, clean air, medicines and shelter. And biodiversity helps nature to cope better with change. But we need many more people to recognize its vital importance.

together possible.



*An ocelot in Costa Rica.*

# A NEW STRATEGY

## DESIGNED FOR HIGH IMPACT

WWF is determined to make our contribution count.

Our new approaches will enable us to make the most difference where it matters most.

### FUTURE AT RISK

The stakes couldn't be higher. If the loss of nature isn't reversed, the natural systems of our planet will be seriously damaged, and our civilization will head into volatile, dangerous territory as this century progresses. The future of humankind and much of life on Earth, as we know it, is at risk.

Turning this round is the biggest task humanity has ever faced. And what happens over the next few years will determine our future.

However, a global response is beginning to gather momentum. UN initiatives like the Sustainable Development Goals, the Paris Climate Agreement and the Convention on Biological Diversity point the way forward, with a series of targets set for 2020. Although this is exciting progress, we know that the current commitments are not enough. Together, we must scale up our ambition for change and translate commitments into action.

### NEW DETERMINATION

Only a new determination for greater impact can put us on track by 2020 to reversing the loss of nature and living within our environmental means.

And these global initiatives need to be co-ordinated, unified and deepened over the coming decade.

WWF is 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.

We have agreed a set of seven integrated outcomes that the WWF Network will work with many partners to achieve by 2030 (see on page 11). They are ambitious and challenging, but necessary.

Driven by a greater ambition we're uniting our network in identifying areas where we'll achieve greater collective impact. We are boosting learning and innovation. We're developing new 'high impact initiatives' where we see the urgency and opportunity to lead rapid progress. And in everything we do, we are looking for powerful partnerships and coalitions able to design solutions that deliver the new ambition.

### HIGH AMBITION

We are discussing with partners a set of new high impact initiatives. These include shutting down demand for ivory, doubling tigers in their heartlands, mobilizing finance at scale for securing large protected area networks, a coral reef rescue, conservation led by communities and indigenous peoples, reliable and impactful green bonds, and more.

Achieving the ambitious outcomes of these initiatives won't be easy. But by working at every level – from community conservation to global systems – and pulling together the right coalitions from all walks of life, we can do it.

We must. And we will.

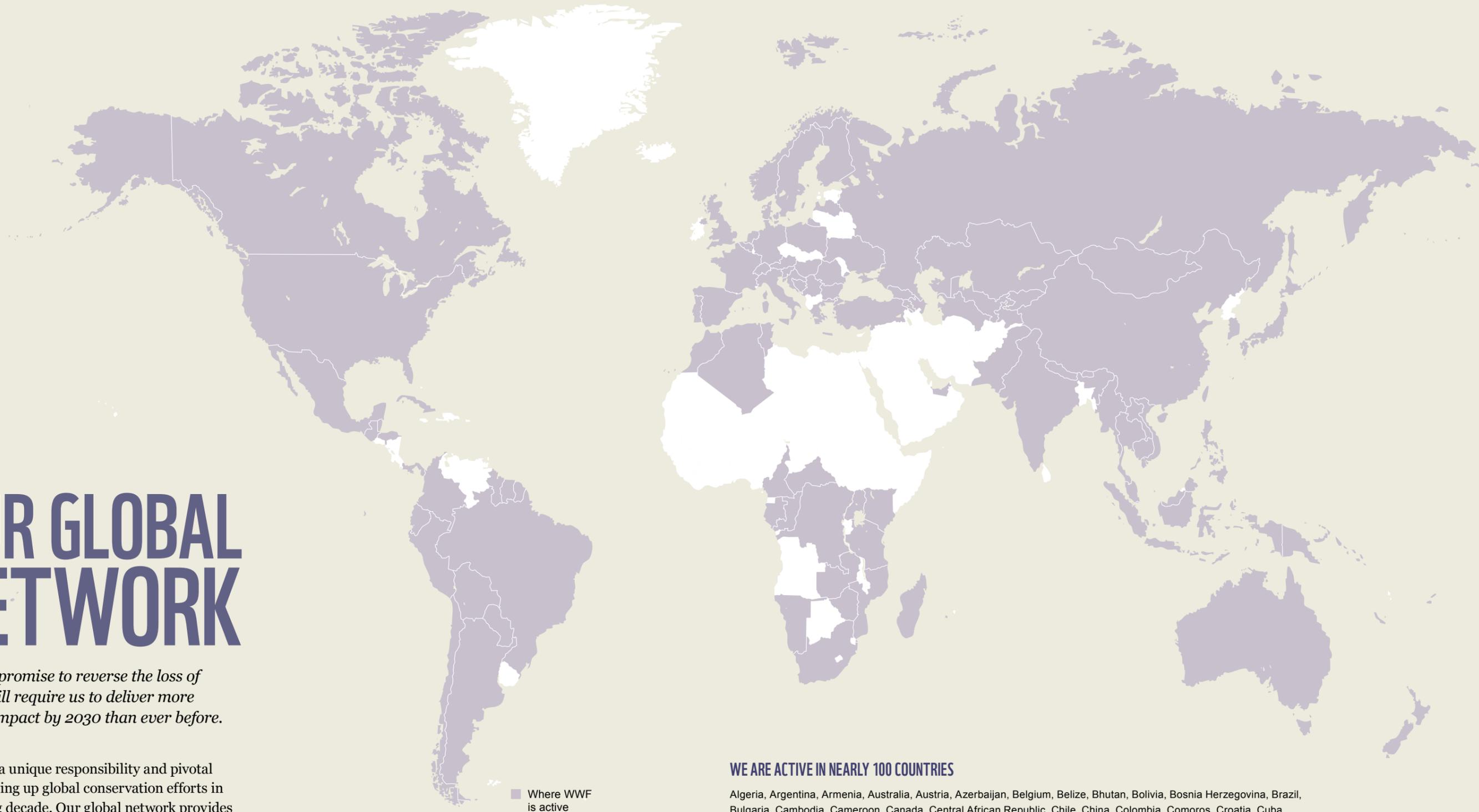
**“DRIVEN BY A GREATER AMBITION, WE ARE BOOSTING LEARNING AND INNOVATION – AND DEVELOPING NEW ‘HIGH IMPACT INITIATIVES’”**



# OUR GLOBAL NETWORK

*Our new promise to reverse the loss of nature will require us to deliver more positive impact by 2030 than ever before.*

WWF has a unique responsibility and pivotal role in scaling up global conservation efforts in the coming decade. Our global network provides an incredible powerhouse for change, built on the efforts of committed individuals in nearly 100 countries across six continents. This global participation and reach means we are well placed to create strong relationships, ambitious goals and innovative approaches with consumers, corporations and governments.



## WE ARE ACTIVE IN NEARLY 100 COUNTRIES

Algeria, Argentina, Armenia, Australia, Austria, Azerbaijan, Belgium, Belize, Bhutan, Bolivia, Bosnia Herzegovina, Brazil, Bulgaria, Cambodia, Cameroon, Canada, Central African Republic, Chile, China, Colombia, Comoros, Croatia, Cuba, Democratic Republic of Congo, Denmark, Ecuador, Fiji, Finland, France, French Guyana, Gabon, Georgia, Germany, Greece, Guatemala, Guyana, Honduras, Hong Kong SAR, Hungary, India, Indonesia, Italy, Japan, Kazakhstan, Kenya, Korea, Kyrgyzstan, Laos, Latvia, Madagascar, Malaysia, Mexico, Mongolia, Morocco, Mozambique, Myanmar, Namibia, Nepal, Netherlands, New Caledonia, New Zealand, Norway, Pakistan, Panama, Papua New Guinea, Paraguay, Peru, Philippines, Poland, Portugal, Republic of Congo, Romania, Russia, Serbia, Seychelles, Singapore, Slovakia, Solomon Islands, South Africa, Spain, Suriname, Sweden, Switzerland, Tajikistan, Tanzania, Thailand, Tunisia, Turkey, Turkmenistan, Uganda, UK, Ukraine, United Arab Emirates, USA, Uzbekistan, Vietnam, Zambia, Zimbabwe

# WILDLIFE



“ OUR GOAL IS TO SECURE THE WORLD’S MOST THREATENED AND ECOLOGICALLY, ECONOMICALLY AND CULTURALLY IMPORTANT SPECIES IN THE WILD. ”

MARGARET KINNAIRD  
LEADER, WILDLIFE PRACTICE



Right: Poached ivory confiscated by the Chinese authorities.



## WE NEED TO LOOK AT THE UNDERLYING DRIVERS...

We need to look at the underlying drivers of biodiversity loss and seek more holistic solutions to give wildlife a stable future. Our work on wildlife crime is a good example: our Zero Poaching approach, which takes in everything from the smart use of technology and increasing frontline capacity to working with communities and the judiciary, has been successfully deployed in Nepal and is now being rolled out across Asia and Africa.

At the other end of the chain, the ban on ivory sales in China by the end of this year is a game-changer, assuming it is rigorously enforced.

We’ll continue our work in China and neighbouring countries, engaging and mobilizing consumers to support the closure of all markets for ivory and other illegal wildlife products.

Our new global goal to protect and restore at least 30 per cent of land and sea will also support our efforts. As part of the TX2 initiative to double tiger numbers, for example, we’ve identified sites for 50 new ‘tiger heartlands’ covering 16 million hectares. By ensuring the effective management of these heartlands, we will not only accelerate the tiger’s recovery but also secure the future of other species and the people whose livelihoods depend on these vast natural habitats. In 2017, the government of Kazakhstan announced a WWF-backed tiger reintroduction programme, including the protection of 500,000 hectares of forest and wetlands.

# OCEANS



“OUR GOAL IS TO SEE RESILIENT OCEAN ECOSYSTEMS FULL OF LIFE THAT SUSTAIN HUMAN WELL-BEING.”

JOHN TANZER  
LEADER, OCEANS PRACTICE

*Below: our ground-breaking report, demonstrating the value of the Western Indian Ocean's resources, inspired a series of events linking ocean conservation with sustainable development.*

## FINALLY IT FEELS LIKE THE TIDE IS TURNING...

I've been working in ocean conservation for more than two decades, and this year felt different from anything I've experienced before. It felt like a breakthrough.

In June, the first ever UN Ocean Conference took place in New York. For the first time in history, the ocean took centre stage in the global arena. And it was inspiring to see governments, business leaders and civil society united in their conviction that our oceans – so long neglected – are fundamental to sustainable development and the future well-being of billions of people. Major ocean summits in Indonesia, Chile and Malta drew new commitments and added to the momentum.

Another priority for us is extending the area of ocean under protection. This year, we welcomed almost 5 million hectares of new protected areas off Colombia, five new sites off Madagascar, four new areas in Swedish waters, a new site in Canada and Pakistan's first marine protected area, among others. Chile also committed to protecting 160 million hectares by 2018. Protected areas have doubled in size over the past five years to 6 per cent of the Earth's oceans, an important step in the right direction.

From overfishing and habitat destruction to climate change and pollution, our oceans face immense and growing threats. But, finally, it feels like the tide is turning and the oceans are starting to receive the necessary attention.



# FORESTS



“OUR GOAL IS TO SAFEGUARD AND RESTORE FOREST LANDSCAPES, WHICH ARE VITAL FOR PEOPLE, BIODIVERSITY AND CLIMATE.”

ALISTAIR MONUMENT  
LEADER, FOREST PRACTICE



## SOLUTIONS ARE ALREADY IN PLACE...

We want a future where people, wildlife and the climate all benefit from healthy forests. Fulfilling this vision will not be an easy task, but many solutions are already in place to help us get there.

Take our work in Bhutan, a country that's leading by example on forests and climate change. In collaboration with the Royal Government of Bhutan, WWF and donors from around the world are helping to create a US\$43 million fund that will ensure the long-term protection of more than half of the country's forests, and in turn the people and wildlife that depend on them. It's the first initiative of its kind in Asia and one of only a few in the world.

We also saw progress in many countries in developing new approaches to support indigenous people, local communities and small land owners to conserve and sustainably manage their forest resources. In Guyana, we've empowered indigenous people – who legally own around 3 million hectares of the country's rainforests – to monitor and manage their natural resources and receive incentives for preventing deforestation. In Cameroon, we've supported local communities, including indigenous Baka people, to sustainably harvest and sell timber from their forests – there are now over 250 community-run forests in the country. And in Vietnam, we're fighting deforestation by helping hundreds of smallholders to sustainably grow acacia trees for the furniture industry.

*Above right:  
WWF is backing  
efforts to protect  
Bhutan's forests.*

*Below: 2017 saw the birth of at least nine Irrawaddy dolphin calves in the Mekong.*



# FRESHWATER



“OUR GOAL IS TO PROTECT AND REVIVE THE RIVERS AND WETLANDS THAT SUSTAIN PEOPLE AND NATURE.”

STUART ORR  
LEADER, FRESHWATER PRACTICE

## A TRANSFORMATION IN THE WAY WE MANAGE WATER IS GATHERING MOMENTUM...

Life on Earth depends on water – but for too long we’ve used it carelessly, and taken for granted the rivers and wetlands that sustain us all. In the 21st century, that simply can’t continue.

Encouragingly, a transformation in the way we manage water is gathering momentum – and WWF has played a major role. Nearly 150 of the world’s largest companies are now using our Water Risk Filter to assess their water risks and, crucially, take action in response. We’re seeing a change in thinking from leading companies and financial institutions, which understand that investing in water stewardship pays long-term dividends.

Governments, too, are recognizing that water resources are fundamental to sustainable development – and it’s encouraging to see more countries in the global south taking steps to protect crucial wetlands. This year, we supported the creation of a new Ramsar wetland of international importance in the Democratic Republic of the Congo with an area larger than Switzerland, Ecuador’s largest ever Ramsar site, 10 more sites in Madagascar, and Algeria’s first wetlands conservation strategy.

Against this backdrop, our work to conserve freshwater species remains crucial. For example, we launched a last-ditch strategy to save sturgeon – these giants were swimming with dinosaurs 200 million years ago, but could disappear if we don’t act now.



The #pandahub pavilion.

# CLIMATE & ENERGY



“OUR GOAL IS TO FIND WAYS TO LIMIT GLOBAL WARMING TO 1.5°C AND BUILD A RESILIENT CLIMATE FUTURE FOR PEOPLE AND NATURE.”

MANUEL PULGAR-VIDAL  
LEADER, CLIMATE & ENERGY PRACTICE

## IT WILL TAKE EVERYONE DOING EVERYTHING TO AVOID THE WORST IMPACTS...

Climate change is one of the most urgent threats we face, and it will take everyone doing everything to avoid the worst impacts. Efforts by non-state actors – businesses and cities, for example – are critical for ambitious climate action.

Our #pandahub pavilion at the UN climate talks, held in Bonn this year, showcased how greater collaboration can unlock action to keep the average global temperature rise below 1.5°C. We hosted more than 50 events, bringing together over 2,000 participants from government (including French President Emmanuel Macron), business and civil society.

Building on our work with businesses and cities in the US, we were proud to help bring together more than 2,500 organizations – representing over 130 million Americans – in support of the We Are Still In declaration, pledging their continued commitment to ambitious climate action. We played a key role in bringing more than 100 American leaders to Bonn to reaffirm their support.

We also saw what collaboration can achieve in Vietnam, where WWF is a key member of the Vietnam Sustainable Energy Alliance. Our ‘Power Sector Vision’ for the country has helped to influence government energy policy, resulting in new feed-in tariffs being introduced to support wind and solar power.

# FOOD



“OUR GOAL IS TO CREATE SUSTAINABLE FOOD SYSTEMS THAT PROTECT BIODIVERSITY

WHILE ENSURING FOOD AND NUTRITION SECURITY FOR ALL.”

KAVITA PRAKASH-MANI  
INTERIM LEADER,  
FOOD PRACTICE



## TOGETHER, WE'LL BUILD THE SUSTAINABLE FOOD SYSTEMS OF THE FUTURE...

Nothing has a greater impact on conservation than food production, which uses 40 per cent of land and 70 per cent of fresh water, and emits 24 per cent of greenhouse gases. There's increasing global interest in addressing these impacts – from land use and climate change to smallholder livelihoods and human health. And WWF has a unique contribution to make.

We're focusing our work to make food production and consumption more sustainable, through engaging businesses, guiding policymakers, working on the ground with farmers and influencing consumers. For example, we aim to address deforestation due to palm oil production by improving practices among smallholders – and not just on individual farms but across whole jurisdictions, as in the state of Sabah in Borneo where the ambition is to produce only certified palm oil by 2025.

We're also focusing down the value chain. A third of all food produced is lost or wasted between the field and the consumer. We're building partnerships to tackle this – including with the hospitality industry in the US and Germany; with industry, government and academia in South Africa; and through consumer campaigns in Southeast Asia. And we're also educating consumers to make healthier, more sustainable food choices. Our work in schools, for example, has reached over a million students.



*A forest burns near palm oil plantations in Riau province, Indonesia.*

# COMMUNITY COMMITMENT

Whatever walk of life we come from, we can play a part in challenging the loss of nature. That's why working with local people is such an important part of what we do. This community-led anti-poaching team in Nepal is on the frontline of efforts to protect tigers, guarding a crucial wildlife corridor that links Bardia National Park with India's Katarniaghat Wildlife Sanctuary.

Empowering local communities in conservation has contributed to a tripling of the tiger population in Bardia National Park, and helped achieve similar results in other parts of Nepal, as well as in southern Bhutan. And as wild tigers continue to thrive, the future prospects for local communities and habitats grow brighter too.

Our efforts have also promoted coexistence between herders and snow leopards in Kyrgyzstan and Mongolia; farmers and elephants in Kenya; and whale sharks and fishermen in Indonesian Papua. We are committed to grow our work with local communities, embracing a logic of co-benefits, inclusivity and synergy.

together possible



# DIRECTING THE DRIVERS

Financial flows, governance good and bad, and market forces affect all our conservation priorities. We're working together across the WWF Network to address each of these issues.

DRIVERS



Margaret Kuhlow  
Leader,  
Finance Practice

## FINANCE

*By highlighting the value of nature, we're redirecting the ways that money flows.*

Our goal is to influence the way money flows, directing it away from activities that harm our planet and towards those that help people and nature.

How can we do that? Firstly, we're working with investors, financial institutions and regulators to demonstrate the risks that issues like climate change, water scarcity and biodiversity loss pose to their investments – and how to respond. This year, for example, we published a scorecard showing how banks in the ASEAN region are addressing environmental and social risks in their lending, and organized several workshops to raise awareness.

Where there are risks, there are opportunities. We encourage investment in the solutions, and are involved in various green finance mechanisms – for example, to direct private capital towards achieving the UN Sustainable Development Goals. We're also working with international sustainable finance initiatives like the Global Environment Facility, Green Climate Fund and Land Degradation Neutrality Fund to mobilize resources for conservation, climate action and landscape restoration.

Thirdly, we're using the influence of finance to drive sustainable practices through the rest of the economy – for

example, many banks now demand that clients in high-risk sectors like palm oil gain credible sustainability certification.

The backdrop for these efforts is an ever-increasing understanding of the interlinkages between financial and environmental risk, the growth opportunities of sustainable development, and the value of the natural capital that underpins our economies.

**“OUR GOAL IS TO INFLUENCE THE WAY MONEY FLOWS, DIRECTING IT TOWARDS THOSE THAT HELP PEOPLE AND NATURE”**

Margaret Kuhlow





Delfin Ganapin  
Leader,  
Governance  
Practice

## GOVERNANCE

**“ONE OF OUR PRIORITIES IS PROMOTING THE RIGHTS OF INDIGENOUS PEOPLES TO SUSTAINABLY MANAGE RESOURCES THEY RELY ON”**

*From community plans to global agreements, we’re influencing the decisions that affect nature.*

Who makes the decisions that impact people and nature? How do we make sure everyone with an interest gets a say? And how can we influence these processes to deliver sustainable development? WWF has always grappled with these issues, but we are now addressing them more strategically than ever before.

One of our priorities is ‘inclusive conservation’. This is about ensuring that, as well as protecting wildlife and habitats, conservation benefits the people who live alongside them. It’s also about promoting the rights of indigenous peoples, traditional stewards of the environment, to sustainably manage the resources they rely on. We’re developing

models and building alliances to enable this, for example with the World Resources Institute and the ICCA Consortium, which represents areas conserved by indigenous people and local communities.

Another important focus is corruption, a key enabler of environmental crimes such as poaching and illegal wildlife trade, illegal logging and pirate fishing. We’ve begun discussions with anti-corruption specialists like Transparency International on developing an anti-corruption tool linked to environmental degradation, with on-the-ground monitoring technology to measure our impact.

A third priority is encouraging governments to put their sustainable development commitments into practice. This includes strengthening the participation of civil society in implementing and monitoring the UN Sustainable Development Goals, and advancing policies and tools to promote sustainable and green infrastructure.



Kavita Prakash-Mani  
Leader,  
Markets Practice

## MARKETS

*From community enterprises to multinational companies and consumers, we’re creating markets that are good for the planet and for people.*

Whenever people buy and sell products, there are potential consequences for nature. This could be through deforestation caused by food production, water and energy used in products, or direct loss of wildlife caused, for example, by the demand for ivory and rhino horns. Our aim is to shift markets to be more sustainable and drive positive change.

In recent years we have influenced markets for commodities that have the biggest impact on habitats, notably by using certification to raise production standards. Certified products now account for 17 per cent of global timber production, 21 per cent of palm oil and 12 per cent of wild seafood.

We’re building on this work to include smallholder farmers, create demand for sustainable commodities in emerging economies, and develop approaches to protect habitats at a landscape level.

In addition, we’re exploring sectors like mining and tourism which also have direct impact on habitats, and looking at how markets can drive innovation in

areas like alternative aquaculture feed, ocean plastics and renewable energy.

We’re also using markets to scale up sustainable community enterprises that support habitat conservation. For example, our Impact Ventures programme is boosting investment for enterprises like Goma Stoves, which reduces charcoal use around Virunga National Park, and The Manuripi Sourcing Company, which sells wild Brazil nuts harvested by communities in the Bolivian Amazon.

**“OUR AIM IS TO SHIFT MARKETS TO BE MORE SUSTAINABLE AND DRIVE POSITIVE CHANGE”**

# SAVE OUR HERITAGE

UNESCO'S WORLD HERITAGE SITES CONTAIN SOME OF THE MOST PRECIOUS NATURE ON THE PLANET. THIS YEAR, WE CELEBRATED SOME BIG WINS IN OUR CONTINUING CAMPAIGN TO PRESERVE THIS SHARED HERITAGE.

*The Belize Barrier Reef System*

## BELIZE VICTORY

After receiving more than 450,000 emails from WWF supporters, the government signed into law an indefinite moratorium on offshore oil activity around its barrier reef – a World Heritage site.

## NO MINING IN SELOUS

Tanzania announced that no mining will take place in the Selous Game Reserve World Heritage site – but we're pressing for more action to secure this important wilderness against poaching and other threats.

## NO DREDGING IN DOÑANA

At the UNESCO World Heritage meeting in July, Spain reaffirmed its commitment not to dredge the Guadalquivir River – one of the threats facing Doñana, Europe's most important wetland.

## ACTION ON BIAŁOWIEŻA

Acting on a complaint by WWF and other NGOs, the European Commission is taking Poland to court over increased logging in the Białowieża Forest World Heritage site, which breaches European environmental legislation.

## PIRIN'S FUTURE UNCERTAIN

We've managed to stall Bulgaria's attempts to fast-track disastrous plans that threaten the ancient forests and pristine mountain landscapes of Pirin National Park – but its future remains uncertain.

## TOUGHER OECD GUIDELINES

The OECD strengthened its guidelines for multinational companies and their investors operating in World Heritage sites, meaning they can be held to account for any damaging activities.

## EFFORTS FOR THE VAQUITA

With fewer than 30 of these porpoises left in the wild, Mexico agreed emergency measures to protect the world's most endangered marine mammal, the vaquita, including a permanent ban on lethal gillnets in the Gulf of California World Heritage site.

# PARTNERS & SUPPORTERS

Transformational change requires action by many parties, ranging from public and private sector bodies to civil society and individual donors. We are building a strong global coalition with the determination to succeed.



**+9%**

GROWTH IN INCOME  
YEAR ON YEAR

“ WWF IS ONLY AS STRONG AS THE TRUST OF OUR PARTNERS AND SUPPORTERS ”

MARCO LAMBERTINI  
DIRECTOR GENERAL,  
WWF INTERNATIONAL

## PARTNERSHIPS DEEPEN WITH GLOBAL FUNDING BODIES

WWF successfully completed its first project as an implementing agency for Global Environment Facility funding. The three-year project, undertaken in collaboration with the Government of Nepal, supported 6,000 people in the Himalayan foothills by tackling land degradation and soil erosion. Meanwhile, the Green Climate Fund (GCF) signed the agreement that formalizes WWF's accreditation status – meaning that we can partner with developing countries seeking GCF funds to tackle climate change. Our new status led to a collaboration with the government of Bhutan that resulted in a US\$26.5 million GCF investment in securing the country's national network of protected areas.

*Pictured: protecting nature in Bhutan*



# +11%

CONTRIBUTIONS FROM PUBLIC PARTNERS INCREASED BY 11% YEAR ON YEAR

## PUBLIC SECTOR PARTNERSHIPS

*By influencing the policies and priorities of governments and public finance institutions, we're supporting nature conservation, the green economy and sustainable development.*

### GLOBAL FUND SUPPORTS LAND RESTORATION

Around the world, the way people use land is having harmful impacts on biodiversity, food security and economic productivity. A new fund which aims to raise US\$300 million to support land restoration got its official launch this year. The Land Degradation Neutrality Fund will help improve land management and rehabilitate some of the world's 2 billion hectares of degraded land while protecting vital ecosystems and empowering sustainable business. We've been working closely with the UN Convention to Combat Desertification, Mirova and the Global Environment Facility to develop the fund and some ambitious projects it may invest in.

### AVOIDING DEFORESTATION FOR NATURE, CLIMATE AND PEOPLE

Giving developing countries incentives to reduce emissions from deforestation and invest in sustainable, low-carbon development is a vital part of international efforts to combat climate change. In the Democratic Republic of Congo, we've been working with the government, the World Bank and local communities to put the concept into practice. Our project in Mai-Ndombe

Province aims to avoid 25 million tonnes of carbon emissions by supporting alternatives to deforestation. With our support, 13 communities are now managing their own forest areas, where they're developing projects like agroforestry, beekeeping and sustainable logging.

### GREENING ASIAN DEVELOPMENT

We've had an increasing impact on Asian Development Bank's (ADB) efforts to promote social and economic development since our strategic partnership started in in 2001. Our recent collaborations include making climate change resilience a key criteria in ADB's lending and assistance policies and co-hosting a conference on how to build infrastructure without harming local nature. WWF-Nepal has since encouraged the government of Nepal to follow the draft guidelines that came out of the conference in future road designs. WWF President Yolanda Kakabadse also spoke at ADB's 50th Annual Meeting, providing an important stage for us to be heard on key issues such as the implementation of the UN Sustainable Development Goals.



## TOGETHER WITH BUSINESS

*By partnering with influential companies, we're transforming business practices across whole industries, reaching new audiences and raising vital funds for conservation.*

### SUPERMARKET TAKES A LEAD

Our partnership with Germany's biggest supermarket EDEKA is leading transformation across important sectors and offering customers more sustainable choices. All EDEKA's private label paper goods and personal hygiene products are now made from recycled material; 99 per cent of its own products containing palm oil use more sustainable sources, while 80 per cent of wild fish is certified by the Marine Stewardship Council (MSC) or from other approved sources. Meanwhile, the company has analysed water risks across 2,300 supplier locations.

### SUSTAINABLE TUNA FISHING

We helped launch a major project to transform tuna fishing in the Indian Ocean. The region accounts for around a fifth of the world's production of tuna, but too often this is done in ways that harm the delicate ocean environment. We're turning the tide through our partnership with Thai Union Europe (TUE), one of the largest seafood processors and owner of major brands such as John West and Petit Navire. Focused on the Seychelles

tuna fishery, the project brings together many partners including government agencies and fishing companies. Together, we're taking action to enable the fishery to achieve the MSC sustainability standard.

### PROTECTING FORESTS WITH MONDI GROUP

Over the last three years, our partnership with packaging and paper group Mondi has helped conserve key forest areas in Europe and improved water stewardship in South Africa. The partnership secured agreements with forestry companies to prevent logging in over 120,000 hectares of pristine forest in north-west Russia, where we also helped establish a new 78,000 hectare protected area. In Bulgaria, we worked together to enable over 150,000 hectares of state forest achieve Forest Stewardship Council certification, while in South Africa the partnership brought together different sectors to improve water stewardship in water-stressed river basins. We've recently signed another three-year partnership with Mondi to continue this work.



*Pictured right: Our partnerships are driving sustainable practices in the natural rubber market. These include DHL, GM, Michelin Group, Pirelli and Toyota.*



## WWF INTERNATIONAL'S LARGEST CORPORATE PARTNERSHIPS

- AERIA GAMES
- BOLTON ALIMENTARI
- DU GROUP
- FRASERS HOSPITALITY
- FROMAGERIES BEL
- GROTH AG
- H&M
- HSBC
- HUMBLE BUNDLE
- IKEA
- INTERNATIONAL BON TON TOY B.V
- KIK
- MARS PETCARE
- MERCHANT AMBASSADOR
- MONDI GROUP
- ROYAL CARIBBEAN CRUISES
- SANDS CHINA LTD
- THE COCA-COLA COMPANY
- TIGER BEER
- TOMMY HILFIGER
- TOYOTA

We also wish to recognize other partnerships with the WWF Network, as well as pro bono partnerships such as FISA (The World Rowing Federation), Ogilvy & Mather Advertising UK and The Boston Consulting Group.

Read our 2017 corporate report at [wwf.panda.org/partnershipsreport2017](http://wwf.panda.org/partnershipsreport2017)

14  
MAJOR TRANSFORMATIONAL PARTNERSHIPS INCREASED FROM 11 TO 14

# TIGER EFFORTS BROADEN

Exciting new partnerships with WWF are strengthening global efforts to deliver TX2 – the global goal to double wild tiger numbers by 2022 (see more on page 15). Companies such as Mars Petcare (Whiskas), Discovery Communications and Hull City FC have come on board, followed by a new six-year multi-country partnership with Tiger Beer – the first of its kind with an Asian brand. Not only does this partnership provide significant funding for WWF's tiger conservation efforts, it also helps to raise awareness among wider audiences – through #3890Tigers, a digital campaign which encouraged young people to take a stand against illegal tiger trade by turning their selfies into unique tiger-based artworks. Over 35,000 selfie artworks were created, with 1.26 billion impressions on social media.

together possible



## WWF INTERNATIONAL DONORS

*WWF International is very grateful to all our donors for their generous and continued support: our work would not be possible without it. The stories in this publication highlight just some of the far-reaching results of your generosity.*

We are proud to thank and recognize the following donors who have supported WWF International under our four partnership levels: the Honorary Circle, Conservation Leaders, Conservation Champions and Conservation Partners.

### HONORARY CIRCLE

The **Hoffmann family** and the **MAVA Foundation** have again provided generous support for a range of programmes and projects. In particular, MAVA is helping the Luc Hoffmann Institute develop new solutions to put biodiversity onto the global agenda and deliver real and sustainable change. In the Mediterranean, MAVA's grant has (among many successes) enabled us to launch the first generation of green businesses in North Africa, stop 10 destructive hydropower plants in Croatia, and strengthen maritime planning in eight countries. MAVA has also invested in our governance work in the EU and the fundraising team at WWF International.

Critical funding from the **Oak Foundation** is helping us safeguard natural World Heritage sites from industrial exploitation and destruction. In 2016, we launched a global campaign to protect natural World Heritage sites: see pages 32-33 for highlights from

the past year. We are also grateful for the Oak Foundation's longstanding commitment to our youth volunteer programme Explore!, which helps develop some of the world's future conservation leaders.

Thanks to the long-term support from a **private Geneva Foundation** we continue to achieve real progress towards the goal of doubling wild tiger numbers by 2022. This year, Malaysia became the seventh country to adopt the Conservation Assured | Tiger Standard (CA|TS), which sets minimum standards for the effective management of tiger habitats. Landsdowne Forest Division in Uttarakhand became the third CA|TS approved site globally and the first in India. Additionally, Cambodia



*Our work in the Maasai Mara National Reserve in Kenya is being supported by donor funds.*

has approved a project to reintroduce wild tigers and we're partnering with Kazakhstan on a tiger reintroduction plan to bring the iconic cats back to their historic range.

**Pierrette Schlettwein** is helping WWF fight poaching and influence policy at the highest level through our Wildlife Crime Initiative. This initiative drives concrete action against the illegal wildlife trade chain (poaching, trafficking, and consumption), while building a strong network of relationships with governments, NGOs and the private sector. Her support enabled a critical series of surveys and reports highlighting ranger welfare issues in Asia and Africa, which WWF is working to address. It also helped us roll out zero poaching initiatives in priority sites in Africa and Asia.

The **NOMIS Foundation** helped support innovative research by the Luc Hoffmann Institute to analyse risks for complex systems involving food, energy, water and the economy. The first stage of the Institute's LIVES project focused on Cambodia and the results were so promising that the second phase was launched this year in Colombia. LIVES will help a network of Colombian stakeholders plan a sustainable development scenario for the Bitá river basin, a tributary of the Orinoco River.

**Åsa** and **Martin Hintze** helped achieve a major victory in Doñana National Park – a World Heritage site in Spain – when an official commitment was made to cancel destructive river dredging for commercial shipping access. Their critical support is also helping

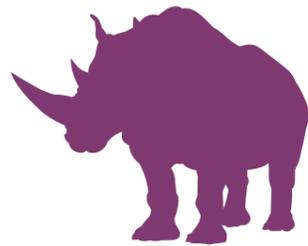
indigenous communities to protect the unique biodiversity and sensitive forest landscapes of the Kikori river basin in Papua New Guinea, a region currently under consideration for designation as a World Heritage site.

Ongoing support from an **anonymous donor** was provided for our Campaign for a Living Planet Leadership Fund. We also thank them for helping WWF implement our global conservation priorities in marine and climate policy.

Another generous **anonymous donor** has supported our work in Bhutan to protect fragile forests, rivers and species populations while improving local livelihoods. A highlight from this year was the first-ever nationwide snow leopard survey, which counted 96 in the highlands of Bhutan – indicating that much of the country's high-mountain ecosystems remain healthy. This is the first time any snow leopard range country has conducted a full national census of the elusive animal.

The **Ocean Foundation** is a new supporter of our marine work, focused on improving and transforming small-scale fisheries in the Mediterranean for the 300,000 people who work in the sector. Over 85 per cent of the Mediterranean's fish stocks are overfished and small-scale fishers have had little opportunity to propose solutions for sustainable stocks and income. The project aims to change that by offering true co-management opportunities to small-scale fishers in eight Mediterranean countries.

**Philippe Bertherat** has also generously contributed to our global conservation priorities.



## CONSERVATION LEADERS

<b>Christine Linet</b>	Wildlife conservation support
<b>The Persephone Charitable and Environmental Trust</b>	Reducing turtle bycatch in the Eastern Pacific
<b>Fondation Philanthropia</b>	Reducing demand for endangered species in China; Curbing poaching in the TRIDOM landscape in the Congo Basin
<b>Fondation Prince Albert II de Monaco</b>	Addressing the challenges of the Eastern Atlantic and Mediterranean bluefin tuna; Saving Thirty Hills; Welcome Tigers Back Home
<b>Fondation Segré</b>	Protecting marine ecosystems and managing fisheries in the Coral Triangle
<b>Fondazione Zegna</b>	Giant panda and habitat conservation in Qinling, China
<b>Hoffmann-La Roche AG</b>	Support for global conservation priorities; Rebuilding resilient ecosystems and communities in Langtang National Park, Nepal
<b>Sergi Ferrer-Salat</b>	Campaign for a Living Planet Leadership Fund
<b>Stelios Philanthropic Foundation</b>	Tx2: Doubling the number of wild tigers by 2022
<b>The Spillmann Family</b>	Wildlife Crime Initiative
<b>UEFA</b>	Global campaign on renewable energy to help tackle climate change

## CONSERVATION CHAMPIONS

We also want to thank the members of **The 1001: A Nature Trust** for their loyalty and support, as well as our donors who prefer to remain anonymous and all those who have pledged to support WWF through their will, leaving a legacy for future generations.

Fondation de bienfaisance du Groupe Pictet	Patrick and Valentine Firmenich	Sophie Firmenich
Fondation Montagu	Patrick Odier	The Carvalho Trust
Family of J. Quincy Hunsicker	Renaud de Planta	Marcus Cooper
	Rolf and Anna Abdon	Climate Reality Project

## CONSERVATION PARTNERS

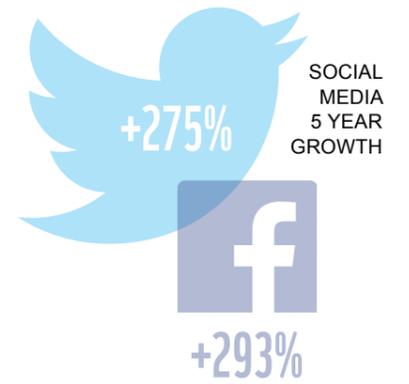
Lennart Blecher	Moiz & Gadya Benkohen
Joerg Liebing	Ursula Streit
Manotel S.A.	Richard M Ivey
Michael & Rachel Rudge	

# NEW GENERATION EDUCATION

We care for what we love and what we value. We will build a sustainable future where people live in harmony with nature, when we embrace the moral duty of sharing the Planet with all other living forms, and recognise the value of nature for our own well-being, health, happiness and prosperity. Billions of people must go on a journey about caring about the natural world and living sustainably. WWF already runs environmental education programmes in over 50 countries. But our powerful global network can do more. Last year we launched a new global WWF education community focused on engaging hundreds of millions, across all cultures and ages, from megacities to the remotest rural areas. We want to provide opportunities to learn, share, be inspired, mobilize and make a difference for individuals, groups and communities all over the world – empowering people to become the change-makers and environmental leaders of today and tomorrow.

together possible

*WWF's One Planet Youth Leadership Forum in Hong Kong. Delegates from 20 nations generated ideas for youth action on sustainability.*



## TOGETHER WITH PEOPLE

*By mobilizing millions of supporters around the world, we're building a global movement for the environment and making change happen.*

### FEELING THE VIBER

We made our first foray into the world of instant messaging by launching a public channel on Viber. Within six months, we had almost 3.8 million followers – keeping up to date with our work on public chat, sharing free animal stickers, and interacting with our friendly chatbot Ranger Ed. With over 800 million registered users, Viber offers great potential for us to get even closer to our supporters around the world especially in the global south and east.

### EARTH HOUR POWER

Ten years on from the first symbolic switch-off in Sydney, Earth Hour has grown into the biggest mass participation environment event in the world. This year, millions of individuals, cities, businesses and organizations in an unprecedented 187 countries and territories came together to take a stand for climate action. More than 3,000 landmarks and monuments went dark, while online #EarthHour and related terms cropped up more than 3.5 billion times.

### SUPPORTERS MAKE THEIR MARK

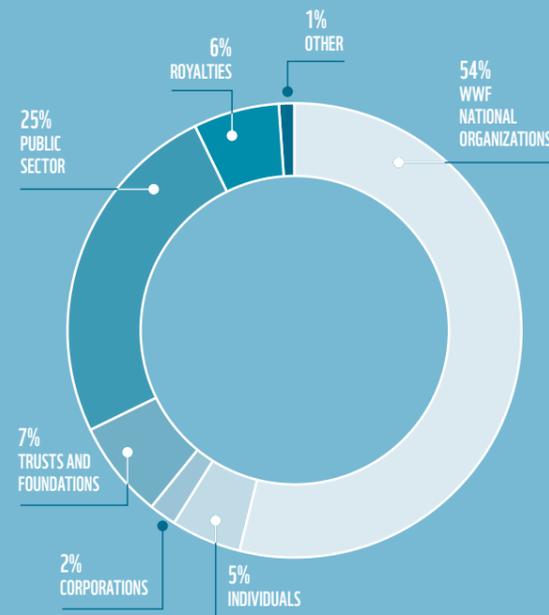
Under the banner Make Your Mark, hundreds of thousands of people lent their support to the Save Our Heritage campaign (see more on pages 32-33) – joining together to protect UNESCO World Heritage sites. More than 235,000 people rallied round the critically endangered vaquita, and their emails to President Peña Nieto of Mexico helped secure crucial protection for these critically endangered porpoises. Meanwhile, over 500,000 people have called on President Magufuli of Tanzania to protect the Selous World Heritage site from poaching and damaging industrial development.

TWITTER: MOST FOLLOWED INTERNATIONAL ORGANIZATIONS		Twitter icon
GROWTH % / FOLLOWERS		
United Nations @UN	+23% – 9,352,821	United Nations icon
UNICEF @UNICEF	+13% – 6,327,121	UNICEF icon
World Health Organization @WHO	+31% – 3,869,861	World Health Organization icon
WWF @WWF	+47% – 3,737,180	WWF icon
Human Rights Watch @HRW	+15% – 3,462,935	Human Rights Watch icon

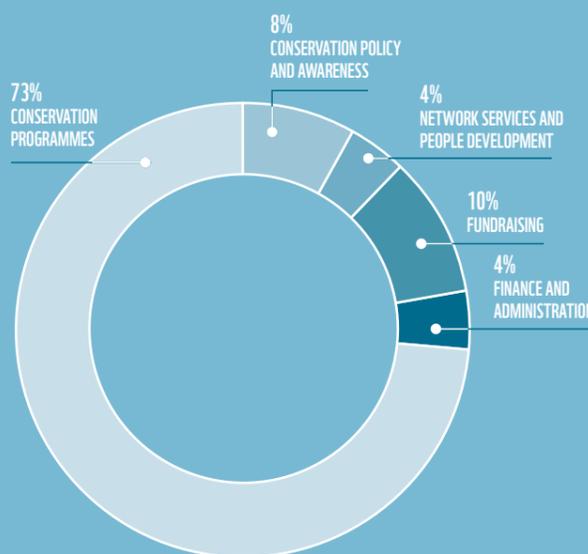
# FINANCIALS

## WWF INTERNATIONAL INCOME AND EXPENDITURE 2017

### INCOME CHF 180 MILLION



### EXPENDITURE CHF 188 MILLION



### WWF INTERNATIONAL

FY17 income was 10 per cent lower than FY16, mainly due to a decrease in income from Public Sector and National Organizations (down by 23 per cent and 5 per cent respectively).

Expenditure decreased by 1 per cent, mainly due to decreased spending in Conservation policy and awareness (down 31 per cent) offset by increased spending in Fundraising (up 13 per cent) and Conservation programmes (up 1 per cent).

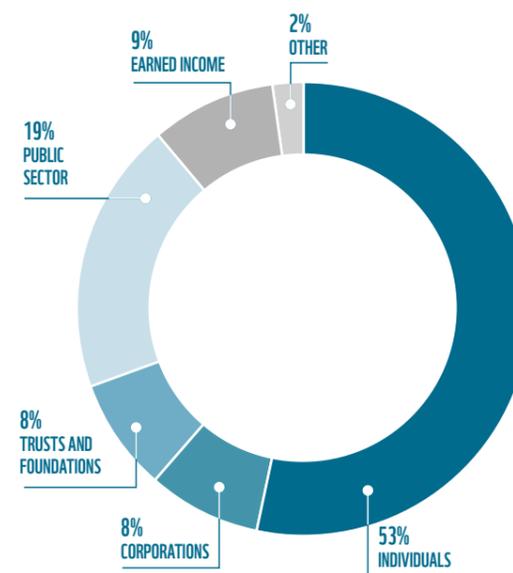
The figures given show the consolidated income and expenditure for WWF International, its Programme Offices and other entities for which it is responsible.

Financial years cover the period 1 July to 30 June. WWF International's audited statements are available on request.

RICHARD CAWTHRA, FINANCE DIRECTOR, WWF INTERNATIONAL

## WWF NETWORK INCOME AND EXPENDITURE 2017

### INCOME EUR 767 MILLION

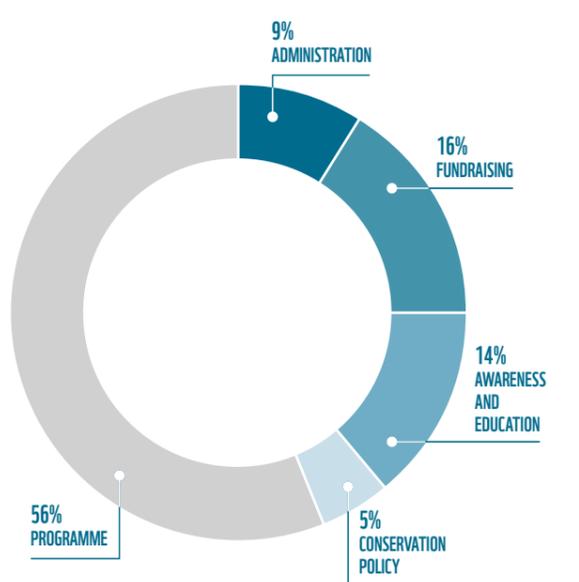


### WWF NETWORK

Total WWF Network income grew by 9 per cent, with an increase of EUR 60 million to EUR 767 million. Expenditure increased by 7 per cent (EUR 51 million), mainly due to increased spending in conservation programmes (up 6 per cent).

The resulting surplus of EUR 26 million will be used to fund our ongoing projects

### EXPENDITURE EUR 741 MILLION



and programmes, and help us to reach our conservation targets.

The figures given show total WWF Network income and expenditure but do not represent consolidated accounts. The Network includes WWF International Programme Offices and National Organizations.

**WWF INTERNATIONAL  
BOARD OF TRUSTEES**

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Dominic O'Neill  
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Jean-Paul Paddock  
Executive Director,  
Network Development

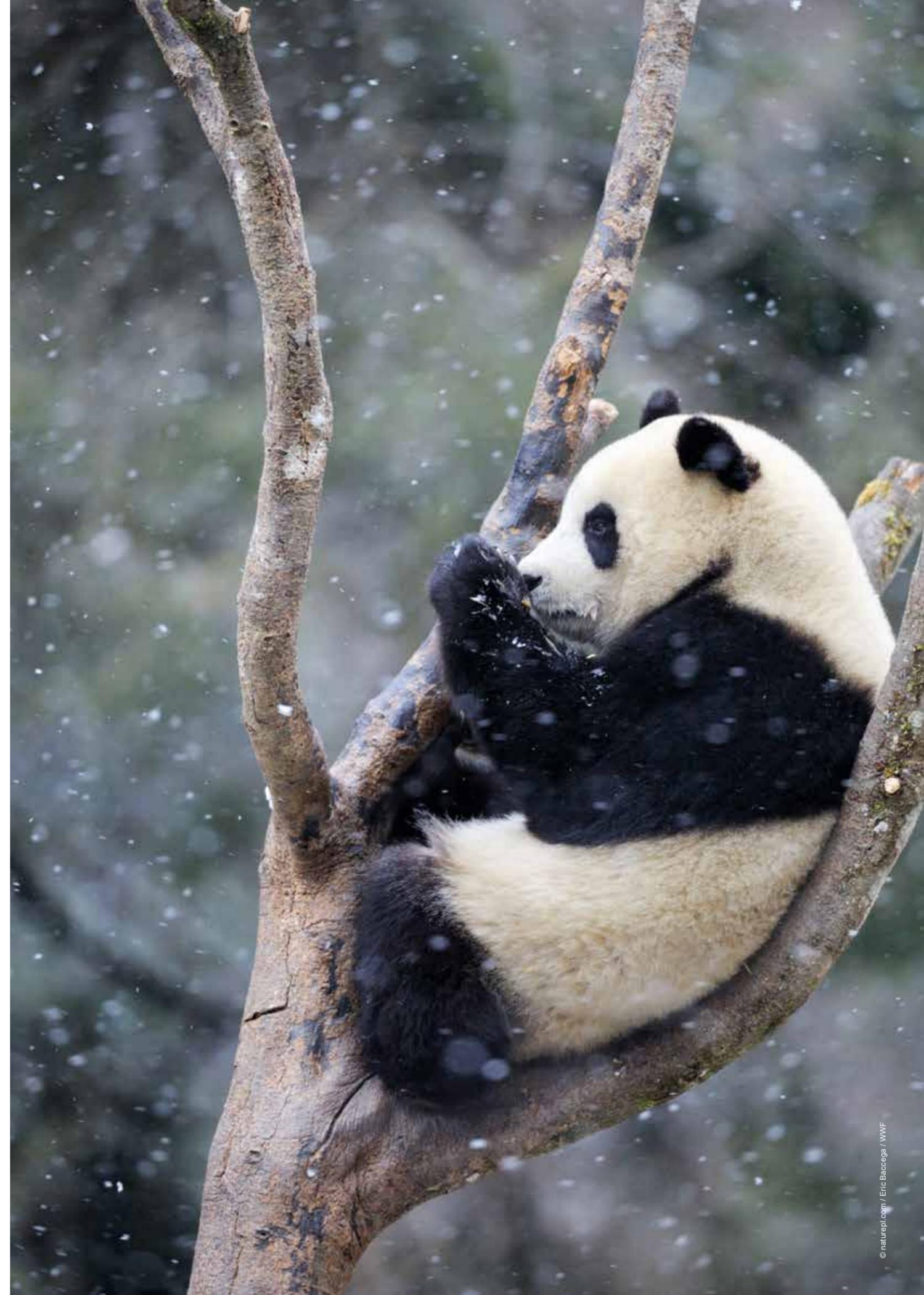
Sudhanshu Sarronwala  
Executive Director,  
Communications  
& Marketing

Maria Boulos  
Director,  
Network Governance

Fred Kumah  
Director,  
Africa

Shivani Wadhwa  
Director,  
Human Resources

Jon Hutton  
Director,  
Luc Hoffmann Institute



A vibrant clownfish with orange, white, and black stripes is swimming through the tentacles of a blue sea anemone. The background is a dense field of similar blue tentacles, creating a textured, underwater environment.

**THANK YOU FOR READING  
OUR ANNUAL REVIEW. WE BELIEVE  
THAT, TOGETHER, ANYTHING  
IS POSSIBLE. SO PLEASE STAY  
IN TOUCH WITH US AT  
[WWF.PANDA.ORG](http://WWF.PANDA.ORG)**

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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The designation of geographical entities in this report, and the presentation of the material, do not imply the expression of any opinion whatsoever on the part of WWF concerning the legal status of any country, territory, or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries.

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*A clown fish in sea  
anemone in Indonesia's  
Selat Dampier Marine  
Protected Area.*

# WWF IN NUMBERS

100%  
RECYCLED



+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)