



WWF

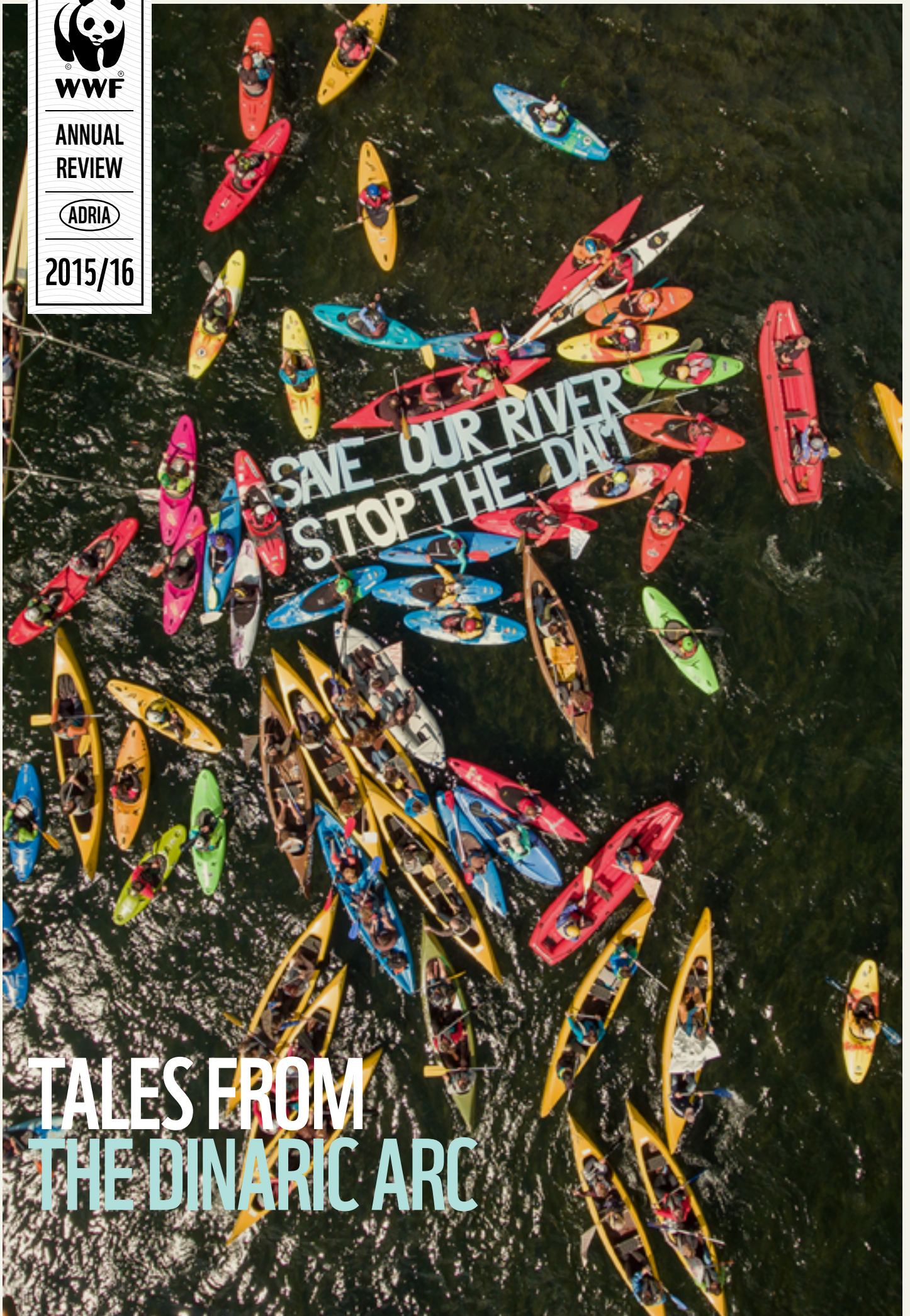
ANNUAL  
REVIEW

ADRIA

2015/16

SAVE OUR RIVER  
STOP THE DAM

TALES FROM  
THE DINARIC ARC



WWF is one of the world's largest and most respected independent conservation organizations, with over 5 million supporters and a global network active in over 100 countries.

WWF's mission is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

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# TABLE OF CONTENTS

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|  |    |
|--|----|
| <b>Welcome to WWF Adria</b>                      | 4  |
| <b>WWF's Advocacy Strategies</b>                 | 6  |
| <b>Freshwater Ecosystems</b>                     | 7  |
| <b>Protected Areas</b>                           | 12 |
| <b>Marine</b>                                    | 16 |
| <b>Forests</b>                                   | 18 |
| <b>Public Management (Governance)</b>            | 19 |
| <b>Public Advocacy and Mobilising the Public</b> | 20 |
| <b>Earth Hour</b>                                | 22 |
| <b>Influencing Corporate Sector</b>              | 24 |
| <b>WWF Adria in the Region</b>                   | 25 |
| <b>WWF Mediterranean Programme</b>               | 26 |
| <b>Looking towards 2017</b>                      | 28 |
| <b>Climate Change</b>                            | 30 |
| <b>Living Planet Report</b>                      | 32 |
| <b>Finances</b>                                  | 33 |
| <b>Who is who in WWF Adria</b>                   | 34 |

# WELCOME TO WWF ADRIA!



Paolo Lombardi  
President WWF Adria

## Our team is our biggest asset

This offspring of WWF Mediterranean Programme Office started operating in 2015 as the WWF leadership and management team for the vast region stretching over Slovenia Croatia, Serbia, BiH, Montenegro, Kosovo\*, Macedonia and Albania. WWF Adria is continuing and scaling up the 15 years of conservation work of WWF in this region.

The region between the Danube basin and the Adriatic Sea hosts astonishing natural richness, including portions of six of the most important world ecoregions. Its vast forests, stunning mountain landscapes, crystal clear rivers and streams, hundreds of islands, rich marine ecosystems are an invaluable asset for the social and economic development of the region.

WWF Adria is coordinated from its main office in Zagreb, Croatia. We work with close partner NGOs in Serbia and BiH and with a large number of partners across the region. A multinational team of over thirty passionate and highly competent professionals is WWF Adria's biggest asset. A growing portfolio of projects, supported by private and public donors, addresses threats and builds solutions for the conservation and good management of ecological assets. Ultimate goal is to convince people, economic and social actors, governments and local administrations that conserving and restoring the natural heritage, eliminating threats to vital ecosystems, establishing a green economy, is the best way to secure the wellbeing of Adria communities.

We have made significant steps in this direction, as you will find in this report. I hope you enjoy reading it.

\*This designation is without prejudice to positions on status, and is in line with UNSCR 1244/99 and the IJC opinion on the Kosovo declaration of independence

*“WWF Adria is continuing the conservation work that WWF has been carrying out in this region for over 15 years.”*

# together possible. WWF ADRIA IS MY CHALLENGE



Martin Šolar  
Director WWF Adria

Not long ago I stood on top of a beautiful summit in the Julian Alps. The situation is not ideal but the area is preserved and protected, and I have invested a considerable part of my life and energy to keeping it that way. My view extends from the top all the way to the Adriatic Sea, rises up towards the hills and mountains of the Dinaric range and calms in the flatlands of the country's eastern Pannonian Plain, which borders on the Mura and Drava rivers in the south, and the Danube in the south-east. The diversity and beauty of the nature that opens up in front of my eyes is unbelievable, and worth every effort. From the top of Triglav to the Mura River, from the Adriatic Sea and the Dinaric Alps to the Vjosa River and Lake Prespa.

WWF Adria has been delegated a responsible task: to protect and safeguard the undiscovered and untamed world of wild rivers, mysterious forests, protected areas, and the sea. Plant and animal species, habitats and people make up a mosaic of treasures that we have been entrusted to protect.

It is a pride and privilege for my team and me personally to take on this responsible task of implementing the vision, mission and mandate of WWF in this region. WWF Adria is a challenge and an opportunity for all of us to promote and ensure protection and sustainable management of natural resources for the benefit of nature and people living in the region.

*“We take care about the mosaic of treasures that we have been entrusted to protect.”*

# WWF'S ADVOCACY STRATEGIES

The purpose of WWF's global and regional policy advocacy is to promote the agreement and enforcement of laws, regulations and policies that ensure sustainable natural resource use and ecosystem preservation. WWF is creating opportunities for engagement and quality dialogue between governments, businesses and civil society actors in the Adriatic region.

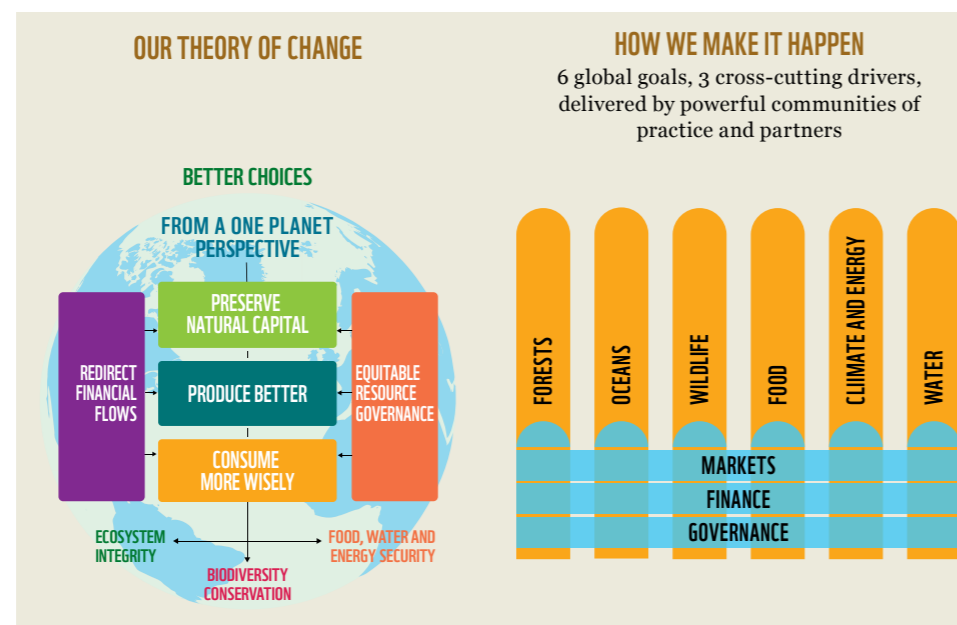
WWF's advocacy strategies mainly focus on approaching decision makers with identified opportunities for stronger conservation and sustainable use and proposing the objectives, targets, language, tools and distribution of resources necessary to make those a reality. Advocacy strategies also involve building capacity for advocacy in partner organisations and other civil society organisations and using different media to influence public opinion and decision makers.

In the previous period, we have established working relations with national authorities responsible for management of resources and distribution/use of EU funds (i.e. nature, water, energy, fishery) to advocate for integrated and participatory approaches. Our activities are making a significant contribution to effective transposition of EU environmental legislation within the region. We have been engaged in the following policies and policy frameworks at EU level: EU Biodiversity Strategy towards 2020; Water Framework Directive; Birds and Habitats Directives; Common Fisheries Policy, and 7th EU Environmental Action Plan.



## FRESHWATER ECOSYSTEMS

Rivers provide us with everything, from biodiversity, water and food to power and possibilities of economic growth. In collaboration with the key institutions for environmental protection, the WWF conducted an analysis of the state of the rivers and river segments in some countries in the region and we can safely say that the freshwater ecosystems of the Dinaric Arc are the foundation of well-being for people, plants and animals. A total of 296 rivers was analysed, and an outstanding 66%, i.e. 8,739 km, was rated as exceptional! Our goal is to ensure that the rivers of the region remain crystal clear, pristine and natural, so that water regimes may ensure water for nature and people, safeguard against droughts and floods and mitigate the effects of climate extremes.



### Sustainable hydropower

WWF Adria is implementing several projects related to the rivers of the region. Through the Dinaric Arc Sustainable Hydropower Initiative (DASH), we want to improve decision making on the future hydropower infrastructure and the operation of the existing hydropower plants. In Croatia, for instance, we participated in preventing the construction of 14 hydropower plants planned on the Korana River, which is merely 140 km long, and small hydropower plants on the Mrežnica River. We also participated in public consultation and the campaign with other non-governmental organisations regarding the planned construction of a hydropower plant on the Ombla River. In Montenegro the Ordinance on the method of determining an ecologically acceptable surface water flow was adopted, which made this measure for reducing the impact of construction of hydropower plants on

freshwater systems legally binding. The Federal Ministry of Environment and Tourism of Bosnia and Herzegovina included the WWF Action Plan for the revitalization of the Hutovo Blato habitat in Bosnia and Herzegovina as part of the environmental permit for the HPP Čapljina, which obliges the competent hydropower plant to finance the restoration of these wetlands in the amount of EUR 250,000 annually.

Within the DASHI initiative, the mentioned analysis of the state of the rivers was implemented. It was calculated based on a combination of values of hydrology, water quality, waterbed morphology, coastal vegetation and land use – and is based on the EU Water Framework Directive, in order to facilitate the implementation of the provisions of the Directive. The WWF uses the results of the analysis as arguments when lobbying to keep intact our most valuable rivers.



Biodiversity of Nature Park Kopacki Rit © Mario Romić

### "The Amazon of Europe" – UNESCO Biosphere Reserve

We are working on declaring the region of the Mura, Drava and Danube – which runs through five countries – a UNESCO Transboundary Biosphere Reserve, which would make the "European Amazon" the first such reserve in the world. We are vesting efforts for Austria, Slovenia and Serbia to implement the nominating procedures, while the reserve has already been officially recognized in Croatia and Hungary. The "European Amazon" is for us an example of well conserved rivers, which with their unique biodiversity provide plenty of ecosystem services to the neighbouring population.



### Restoration of the Drava River

At the end of 2015, we started implementing the project "Drava Life – Integrated River Management", whose main objective is to improve the ecosystem of the Drava river in Croatia. In order to achieve this, the WWF will cooperate with other non-governmental organisations, as well as with the competent authorities in the field of water management and environmental protection.

The restoration will contribute immensely to improving the state of the currently endangered habitats and species in the Natura 2000 areas and to a better protection against floods in the populated areas along the Drava River. The benefits can already be seen in the first year of the project implementation – the sand martin, which the WWF declared the bird of the year, has been observed on 200 meters of the river Drava area, where it previously was not found, and which the WWF and its partners restored in 2016.



**Denis Frančičković**  
Eko Pan Association

### Campaigns against small hydropower plants

Denis Frančičković from the Eco Pan association from Karlovac in Croatia points out that the freshwater ecosystem in the Karlovac County is extremely rich and biologically diverse, which is why it is considered the most important feature and resource of the area.

"In the recent years, the Karlovac rivers are targeted by investors, which are allowed by spatial plans to remodel the rivers without significant restrictions. Having learned from the negative, almost tragic example of the HPP Lešće on the Dobra River, we constantly encourage public debate on the necessity, the real profitability and the cumulative impact of such interventions. At the beginning of summer 2015, with a significant support from WWF Adria, we started "Let's Save the Korana Together" campaign. Within the campaign we organized a regatta on the Korana with more than 150 participants, huge media coverage and participation of Zrinka Cvitešić, a famous actress from Karlovac, who publicly supported the campaign," says Frančičković.

The campaign was successful in all aspects and the Korana, at least for now, has been protected from hydropower interventions. The cooperation of Eco Pan and WWF continued at the end of the summer of 2016 through the "Voice for Mrežnica" campaign, initiated by the local community. The people who live along the rivers and from the rivers were encouraged to express their stand on the future of their immediate environment.



# PROTECTED AREAS

For many years, protected areas have been one of the main focuses of WWF operations in the region. Their strengthening enables social and economic development of rural areas and creates the most powerful natural solution in the fight against climate change and natural disasters. The WWF encourages good cooperation between the parks and the local community in order to increase their role in the local social and economic development.

The tale that we have established through the project "Dinaric Arc Parks", during which the values and benefits of nearly 60 protected areas were assessed, thus also helping the establishment of protected areas network "Dinaric Arc

Parks", will be continued with the project "Protected areas for nature and people." The implementation started in late 2015, aiming to achieve that the public management of natural resources in the Dinaric Arc region is based on sustainable development. The emphasis lies on a good cooperation between the protected areas and the local communities, as well as on strengthening the importance of protected areas in national development policies.

The benefits of this programme will be shared by all the protected areas in the region and we are developing good practice cases on the example of the nine parks.

All activities carried out by the WWF in cooperation with the protected areas, local residents, NGOs and generally in all its projects, ensure the fundamental human rights through the principle of the right to information, participation of all social groups in decision making, respect for the principles of accountability, transparency, non-discrimination and equality.

By improving the cooperation of the parks and local communities, we emphasize the importance of good communication, which should lead to improved management of the resources in the protected area. In all the countries we are building a network of partners with whom we will work on the inclusion in the decision making process concerning the natural capital and build cooperation with the decision-makers, whom we hope will redirect financial flows better and understand and value the environment more, along with the services it provides.

## CRO

We encourage public management of protected areas, monitor the financial flows resulting from the use of the ecosystem and advocate investing a part of the income to maintain ecosystem services.

## SRB/MNE

National parks Biogradska Gora and Tara jointly implement a sustainable tourism project based on environmental protection and bear watching. We want to reduce the conflict between the residents and these great beasts through the development of new tourism products. Training for guides and accommodation for park visitors will bring considerable profits to the local community, while the tourists in the region will have a new tourist attraction.

## SRB

Through the WWF Academy for Nature programme, we emphasize the importance of education of the youngest and their teachers, because that is the only way we can affect the change of habits of not only the children but also their parents, which will ultimately lead to the preservation of environmental values and ultimately to the survival of our planet. The programme is being implemented in five protected areas in Serbia, and will very likely be repeated in other countries in the region. For the entire school year, the participants of the Academy, together with the managers of national parks Fruška Gora, Đerdap and Tara, Special Nature Reserve Upper Danube and Areas of Outstanding Features Avala, work to promote their natural and cultural values.

We are helping the three protected areas – national parks Đerdap, Fruška Gora and Tara – to establish a stakeholders council in order to achieve the best results by working together, not only for the protected areas, but also for the relation between these areas and their local communities.



## SLO

We transfer good practice examples from Slovenia to other protected areas in the region. With Slovenian parks, like with all the others in the region, we are working on capacity building for the co-operation with the local community.



Local products in the National Park Una © Zrinka Delic / WWF Adria

## BiH

At the Una National Park we will work on the development of green business and on the branding of local products, contributing to the economic and demographic revitalization of the area. The Sutjeska National Park will develop canyoning as a unique and sustainable tourism product.

## MNE

We encourage the work of the Dinaric Arc Parks, the network of protected areas in the region, which has 58 members. We jointly motivate the parks to cooperate and to better promote the region as a unique destination with a variety of protected areas.



© Leo Burnett

## ALB

We are investigating the missing ingredient for protected areas to become a reality. As soon as we find it, we will come up with a project that will have an impact on conserving the beautiful natural heritage of Albania.



WWF Academy of nature - Pernica © Szilard Kovacs

## KOS

The development of the Germia protected area will allow people to connect with nature. Protected areas in the vicinity of cities are vital for bridging the gap between the need to preserve the environment as the basis for social and economic development of a country. On the example of the Germia park, we emphasize the importance of the existence of protected areas near the cities, as well as its impact on the population: through camps we educate children about the importance of nature, with the scientific sector we work on recognizing the importance of plant life, and we teach the public the extent to which this area is necessary for improving the health, recreation and air quality.

Workshop in the Cave Park Grabovca © WWF

# MARINE

*Our seas are polluted, fish overfished, and we take it all for granted. Our Adriatic Sea is still clean, but the fish is dwindling. And if we continue to harvest it as we are doing now, around 2050 we will have nothing to fish in the world's seas or in our own.*



## Sustainable economic activities in marine protected areas

The seas are one of the WWF's priorities. And the Adriatic Sea is our priority! In implementing the project "Sustainable Economic Activities in Mediterranean Marine Protected Areas (SEA-Med)", which is being implemented in 6 countries and 8 marine protected areas, the WWF and numerous partners work with the tourism sector and the fisheries in the planning, implementation and promotion of sustainable tourism and sustainable fisheries. In Croatia, WWF Adria and the association Sunce work with Nature Parks Telašćica and Lastovo Archipelago and their stakeholders, while in Albania WWF Adria and the association INCA work with the National Marine Park Karaburun-Sazan and its stakeholders. The WWF, together with all three parks and partners, has developed sustainable tourism plans using a participatory approach, and has supported the start of the implementation of these plans by making a guide for Dugi otok, the first educational trail on Lastovo, the first underwater trail on Dugi otok and in Karabun-Sazan. The camps on Dugi otok and Lastovo were supported in their efforts to harvest energy from renewable energy sources. Interestingly, Nature Park Telašćica has developed its plan not only for the protected area, but for the entire Dugi otok, as a result of the decision of a participatory-collaborative council that was also established with the support of the WWF and the Sunce association. Sustainable economic activities are closely tied with financial viability, so we are also working with the marine parks on establishing innovative financing methods.

## Promotion of sustainable seafood

The seas are a source of food. To make this food available to future generations, in as many as 11 EU countries, the WWF is implementing the "Fish Forward" project which promotes the responsible selection of seafood. WWF Adria is implementing this project in Croatia and Slovenia. It started in 2015, which was designated as the European Year for Development. To find out if our fish comes from sustainable fisheries and responsible aquaculture, we work with fishermen and farmers, encouraging them to change their way of doing business, with the government to support us in that, with the corporate sector to dare to change the fish offered in their stores, and informing the public so they know what they are choosing is sustainable, which means ensuring stocked seas for future generations. Through the campaign and cooperation with a number of ambassadors, we invite the public to be informed about selecting sustainable fish on the [www.kojuribukupiti.org](http://www.kojuribukupiti.org) website.



**Ante Mišura**  
Assistant Minister  
of Fisheries in  
the Ministry of  
Agriculture in the  
Republic of Croatia

"The Fisheries Directorate has for many years now nurtured excellent cooperation with several non-governmental organizations in the field of environmental protection, the WWF holding a special place among them. We must point out that this cooperation has further intensified in recent years through the recognition of a common goal of protecting the natural resources of the Adriatic Sea and achieving sustainable fisheries. The Fisheries Directorate supports the efforts of the WWF to promote sustainable fishing and to raise awareness of the end consumers about the importance of sustainable fishing through a number of activities, where we would like to highlight the laudable project 'Fish Forward' and WWF's guide for buying seafood. As another concrete step towards improving the Croatian fisheries, the WWF launched the 'Fishery Improvement Project' in order to adapt the Croatian purse seiner fleet to the strict criteria for obtaining the MSC certificate.

The Fisheries Directorate feels that obtaining the MSC certificate would be a very important step for the Croatian fisheries, indicating a sure way to sustainable fisheries, as well as opening up new markets."

# FORESTS



Our region is rich in forests, exceptional forest reserves and virgin forest ecosystems, including Perućica in the Sutjeska National Park in Bosnia and Herzegovina and the Northern Velebit National Park forests in Croatia. So far, the WWF has focused its work on forests in Bosnia and Herzegovina, where we promote sustainable forest management in support of sustainable development through the process of FSC certification. We also encourage amending national legislation.

After successfully completing the first part of the project, during which through the certification of parts of the Tuzla Canton forests we achieved that only legally cut wood comes onto the EU market, we are currently working on creating a single FSC standard for Bosnia and Herzegovina, as well as raising the awareness of the importance of EU regulations. In addition to the certification of forests in the central Bosnian canton, the WWF is facilitating a draft of a new legal framework on forests in the Federation of Bosnia and Herzegovina. Furthermore, an upgrade of a previously established tool for identifying valuable forests is in process.

All components of this project contribute to the process of BiH accession to the EU.



WWF is working on the certification of forests in BiH © Martin Šarč / WWF Adria

# PUBLIC MANAGEMENT (GOVERNANCE)

*The reduction of natural resources, loss of biodiversity and climate change seriously threaten the environment. We can influence this if we follow the principles of sustainable development in planning the use of natural resources. Sustainable development, with better management of natural resources, can contribute to participatory decision making and democratization of society. The WWF encourages such democratization in all countries of the region.*

## Socio-economic development

Through the initiative "Civil society acts for environmentally sound socio-economic development (CO - SEED)" the WWF and partner organizations hope to contribute to the sustainable management of natural resources by improving the regulatory framework and through transparent decision making processes. The aim is for civil society organizations in Albania, Bosnia and Herzegovina, Montenegro, Serbia and Turkey, where this project is implemented, to be included as stakeholders on equal footing with the public sector and professional companies in the national processes of legislative changes and decisions on Strategic Environmental Impact Assessments and Environmental Impact Assessments. Additional emphasis is not only on building the capacity of these organizations, but also on building the capacity of media workers in order to properly raise awareness of socio-economic development issues.

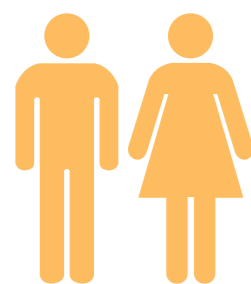
## Protected areas governance

Nature conservation science increasingly teaches us that ecosystems can't be conserved in protected areas alone. Instead, we must work on bigger scales, across whole landscapes and eco-regions. This means that we must actively engage with people and companies, understand what influences the choices that they make, and provide solutions that encourage them to conserve and protect ecosystems. At the same time, we must demonstrate how the sustainable use of ecosystems can benefit people, leading to poverty alleviation more effectively than alternative, environmentally destructive approaches. This is why WWF Adria engaged in Protected Areas Governance within the programme „Protected Areas for Nature and People“. Protected Areas (PAs) system across Adria protects forest habitats, provides ecosystem services, and generates development opportunities for local and national economies. WWF Adria is working on improved governance of natural capital, contributing to the better engagement of local communities in the management of protected areas and strengthening the constituency for influencing and monitoring national policies for environment. PAs are to increase their role in social and economic development and become more valued and supported by their constituents. WWF wants to ensure that PAs duty-holders have an active and engaged interaction with local and national rights-holders. WWF and partners will have a planned, structured engagement with decision-makers, and right arguments for a dialogue.



# PUBLIC ADVOCACY AND MOBILIZING THE PUBLIC

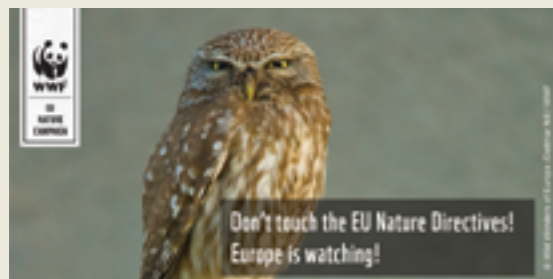
The dialogue with the decision makers is one of the fundamental activities of the WWF. How decisions are made, who influences them, for whom are they made, who makes them...These are all questions that the WWF seeks to answers and strives to influence them. Of course, with the help of the public, whose support is essential to us!



Unlike in other countries worldwide, the WWF is not well known in the region of the Dinaric Arc, so raising awareness of the panda striving for a protected environment is one of our priorities. However, when we need public support – we have it! We realized this through a petition we needed to stop the plans to regulate the Danube. And the Earth Hour, which is joined by an increasingly larger number of people year after year. Large number of people from our region participated in the Nature Alert, and this year's Balkan Rivers Tour attracted many kayakers and nature lovers in a unique experience of a lifetime.

## Nature Alert

In May of 2015 in most EU countries, including Croatia and Slovenia, the campaign "Nature Alert" was launched, with the main objective to prevent Juncker's Commission from opening and revising the Habitats Directive and the Birds Directive. The campaign, conducted by the WWF, BirdLife, Friends of the Earth and a number of national non-governmental organizations, made the biggest stir since the European Commission has been around: more than 520,000 comments in public consultation surpassed the former record of barely 5,000. The public has expressed its NO to changing the directives which protect the European environment and which are the basis of the Natura 2000 ecological network. It was also expressed by officials from more than 10 European countries. But not by European Commission President Juncker. Therefore, the campaign continues in anticipation of a positive response – European nature is preserved by European regulations.



## SOS for the Adriatic

WWF has joined Zelena Akcija, Zelena Istra, Sunce, Greenpeace Croatia and other non-governmental organizations that recognized the mistake of the government which decided to allow research in the Adriatic Sea at the beginning of 2015. Wanting to prevent the mistakes of the neighbouring Italians, which could have terrible consequences such as those in the Gulf of Mexico, together we raised our voices and with the help of numerous celebrities, but above all with our arguments and ongoing efforts, we were heard loud enough that the potential investors withdrew from the venture. We realized that we are the strongest together, and we gathered in the coalition "One Adria" which includes all the countries along the Adriatic Sea and from now on we act – together.



## Coalition 27

In Serbia WWF Adria is part of the Coalition 27, a network of 11 civil society organizations that jointly monitor and contribute to the process of European integration of Serbia in the field of environment and climate change. Coalition 27, established in 2014, monitors the negotiations in Chapter 27, advocates and encourages public participation in the process of accession negotiations of Serbia and proposes solutions that will contribute to the protection and enhancement of nature protection and the quality of life of Serbian citizens.



**Rok Rozman**  
Leeway collective

## Balkan Rivers Tour

"I adore rivers. I like spending time on, in and next to them. I like their sound and fresh smell. I like all Rivers are and what I really don't like is seeing them become a dead body of water in reservoir behind a dam or empty river bed under a dam. That is why I was intensely shocked when faced with a fact that there are plans for more than 2,700 dams planned on last free flowing rivers in Europe in the region I call home – the Balkan Peninsula. I decided to act right away, as there is no time to loose. It is more than just words in saying together we are stronger. Balkan Rivers Tour was a crazy grass roots idea that grew to the biggest European river conservation action just in 6 months because of joining forces at all levels. Fighting for free flowing rivers is our common goal no matter if we are small or big NGO, an expert limnologist or just a kayaker. It only takes open mind and true passion towards rivers. Big things happen only when individuals, crowds and organizations join forces for a common goal. WWF Adria believed in our idea from the start and proved that big things can be done just like that, with great deal of determination and creative ad hoc approach. Together with you we did - and what is more important – we are still doing great things in order to protect these amazing rivers."

# EARTH HOUR

*Earth Hour was famously started as a lights-off event in Sydney, Australia in 2007. Since then it has grown to engage more than 178 countries and territories worldwide. In 2016, WWF's Earth Hour grew to become the world's largest grassroots movement for the environment. While the global lights out remains an impactful visual call-out, its true impact is starting to be seen in areas and communities fighting climate change on an everyday basis.*

*Earth Hour was organized in our region, too!*

## Earth Hour in the region:

1000+ media articles

200+ cities and territories

100+ landmarks and monuments



### Reforestation of Medvednica

Some three hundred residents of Zagreb joined us in the Medvednica Nature Park on the morning of this year's Earth Hour, March 23, and helped us reforest the Zagreb Mountain which lost much of its tree-cover due to numerous wind storms, another obvious consequence of climate change. WWF agreed with IKEA on a purchase of 5,000 seedlings and Hrvatske šume made sure that they were planted in harmony with the nature. Employees of the Medvednica Nature Park were satisfied with the event, which was completed in just one hour thanks to the large number of nature lovers who gathered. An hour of reforestation for Earth Hour!



Reforestation of Medvednica © Lana Juric / WWF Adria



Market of the future © Lana Juric / WWF Adria

### Market of the future

Instead of the usual event in the main square or in front of a cathedral, the WWF in Zagreb decided to gather the corporate sector for the Earth Hour and to present them with the market of the future. Honey, cheese, olive oil, wine and meat products with prices up to 50-70% higher were to serve as a motive for considering the future. Because if we continue turning a blind eye on the changes brought by the climate, the bees will actually feel the climate change on their wings, and there really will not be enough honey to satisfy our needs. The market of the future was organized in Zagreb's Hotel Esplanade.

### Animals on the government building

In Serbia, more than 450 partners got involved in the event: cities, municipalities, public institutions, companies, schools, civil society organizations, as well as numerous celebrities. People from Belgrade had the opportunity to witness an impressive and interesting 3D projection on climate change at the former royal palace. It was created and implemented by Dušan Jovović from the OH Illusions agency.



Earth Hour 3D projection on the facade of the City Hall in Belgrade © WWF Adria

# INFLUENCING CORPORATE SECTOR

*The WWF is known as one of the few non-governmental organizations that work closely with the corporate sector, trying to affect the way they do business. In the region of the Dinaric Arc, the WWF is building various partnerships related to specific projects or specific environmental protection topics. The partnership with the Zagreb hotel Esplanade particularly stands out.*



Ambassadors of the Fish Forward Project Ana Grgić, Barbara Kolarić and Marina Oršić © WWF Adria

## Fishing in the dark

The management of the hotel Esplanade welcomed the WWF back in 2011, when a joint programme was created for Earth Hour at the hotel. In 2016 hotel Esplanade hosted the first celebration for Earth Hour intended for the corporate sector. It is also an important partner in the promotion of sustainable seafood. The hotel kitchen Chef Ana Grgić is an ambassador of the Fish Forward project, and the Esplanade hosted the presentation of the project activities twice. And that's not all – their menu includes fish caught in a sustainable manner, labelling it especially so their guests could choose a sustainable product. There are many plans to continue this beautiful collaboration! Motivated by this example, the Slovenian chef Uroš Štefelin opened the door of his restaurant Vila Podvin to the WWF and became the ambassador of the Fish Forward project.



Campaign "Which fish to buy" on refrigerators in Ikea in Zagreb © Klara Šimunović / Red Point

## Fishing in the refrigerator

IKEA Croatia was interested in cooperation with the WWF even before its opening in Croatia! While WWF experts helped IKEA employees understand the need for sustainable business, a partnership was built that has led not only to events such as the reforestation of Medvednica, but also to cooperation in the promotion of sustainable seafood by posting messages on the Fish Forward project on the refrigerators in the IKEA store.

WWF Adria calls on all corporations in Croatia which understand the importance of sustainable business to contact us for advice and potential cooperation. If we start tomorrow, it could be too late.

# WWF ADRIA IN THE REGION

*With headquarter in Zagreb, Croatia, it is not always easy to be heard in the other countries in the region. Fortunately, it is not necessary! Our partner organizations in Bosnia and Herzegovina and in Serbia are the extended arm of WWF Adria and part of our network.*



**The World Organization for Nature (WON)** was founded in Belgrade in Serbia with the aim to be WWF Adria's partner and part of the wider WWF Adria structure. The path of the WWF in Serbia is already well trodden, as the first activities date back to 2008. Today, the six-member team is working on achieving the intent of the WWF to develop a strong educational programme. They advocate environmental protection at all levels, making a particular effort to connect with the local population in the protected areas, as well as with the NGOs, with whom it cooperates closely. The "European Amazon" is a constant of their work, just as it is for the work of the WWF Adria in Croatia and Slovenia. **The Dinarica association** operates in Bosnia and Herzegovina in several places: the headquarter is in Mostar, with offices in Banja Luka, Bihać and Livno. Established in 2013, this association is the extended arm of the WWF in BiH and part of the wider WWF Adria structure, while some of the Dinarica experts have worked for the WWF since the end of the last century. As partners of WWF Adria, Dinarica experts work on projects that promote protected areas as centres of sustainable development in rural areas, as well as on the revitalization and preservation of key freshwater ecosystems. The WWF activities in BiH are based on close cooperation with state institutions, public companies and the civil sector.

In addition to these two organizations, which fully carry out the mission and strategy of the WWF and whose employees are part of the WWF Adria structure, WWF Adria also works closely with a number of other non-governmental organizations:

- in Kosovo with the organization **Ecopana**, established to support the intentions of the WWF to strengthen the protected area Germia near Priština and promote it as an urban park, and to serve as an example to other protected areas in the country;
- in Montenegro with the **NGO Green Home**, on implementing projects to protect freshwater systems, and the Dinaric Arc Parks organization through cooperation with the protected areas in the region;
- in Albania with the organization **INCA** on implementing projects to protect freshwater ecosystems, and they also worked hard on empowering the national parks in the country.

# WWF MEDITERRANEAN

## Taking care of the Mediterranean

WWF Adria is part of WWF Mediterranean – a strong, region-wide network of passionate people working to bring about deep and long-lasting positive changes. The Mediterranean is distinguished by its extraordinary natural features, as unique as they are varied: North Africa's coastal and marine biodiversity; the Dinaric Arc's pristine rivers, streams and gorges; Portugal's expanse of cork oak landscapes, a work of nature and culture.

Joining forces with seven other WWF offices, in the Mediterranean Marine Initiative, we are ensuring that the marine ecosystems supporting fisheries are protected and well managed. And we are exploring how the balance of power in the fisheries sector can be more fairly redistributed, while conserving the ecosystems that support fisheries. A few years ago there was just one isolated example of co-management in the Mediterranean, bringing together fishers, scientists, public authorities and civil society. There are now at least ten co-management cases in the Mediterranean with WWF Mediterranean leading on three of these. We have also extended the Small Scale Fisheries Platform to North Africa to give a voice to fishing communities that are among the poorest in this region, and engage them in making positive changes to fishing practices. And we can celebrate signs of improvement of the bluefin tuna population, that was close to collapse only five years ago; building on our success here, we are now preparing to concentrate on recovery measures for the much depleted Mediterranean swordfish population.

In North Africa WWF has facilitated national and regional processes to strengthen the role of CSOs in the region. We have launched the first generation of green business generating jobs and community benefits around protected areas in Tunisia.

WWF continues to strongly advocate for a co-management model where all major stakeholders – fishers, scientists, civil society and governments – have a voice and a role to play in establishing the processes and rules for fisheries management. WWF is now supporting ten co-management cases in the Mediterranean; WWF Mediterranean is leading on three of these (in Algeria and Croatia).

We continue, with the Mediterranean Marine Initiative and Fish Forward project, to work on sustainable fish consumption and consumer awareness in Portugal, Italy, Croatia and Slovenia and in collaboration with WWF Italy, WWF France, WWF Greece and WWF Spain; this has brought outstanding results, reaching millions of consumers.

- In North Africa WWF has facilitated national and regional processes to strengthen the role of CSOs in the region. We have launched the first generation of green business generating jobs and community benefits around protected areas in Tunisia.
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- We continue, with the Mediterranean Marine Initiative and Fish Forward project, to work on sustainable fish consumption and consumer awareness in Portugal, Italy, Croatia and Slovenia and in collaboration with WWF Italy, WWF France, WWF Greece and WWF Spain; this has brought outstanding results, reaching millions of consumers.
- WWF launched a small-scale fishermen's

- platform in North Africa, with FAO, and are helping artisanal fishermen and other fishing stakeholders to connect with each other and become more influential policy actors.
- WWF supported the finalization of MPA tourism management plans in Albania, Croatia, Turkey, and Algeria, while implementing concrete actions towards sustainable tourism and public/private partnerships.
- WWF's MedTrends project has provided the first complete and integrated picture of the growth of economic maritime activities in eight Mediterranean countries and is a major contribution to a better integrated and more effective management of Mediterranean space and resources.
- The first Mediterranean trans-boundary protected area, the Pelagos Sanctuary, is of critical importance for many species of marine mammal; after the collective effort of WWF with 20 other Mediterranean NGOs, at the last COP, in December 2015, Pelagos gained new momentum, a renewed governance structure and a more operational management plan.

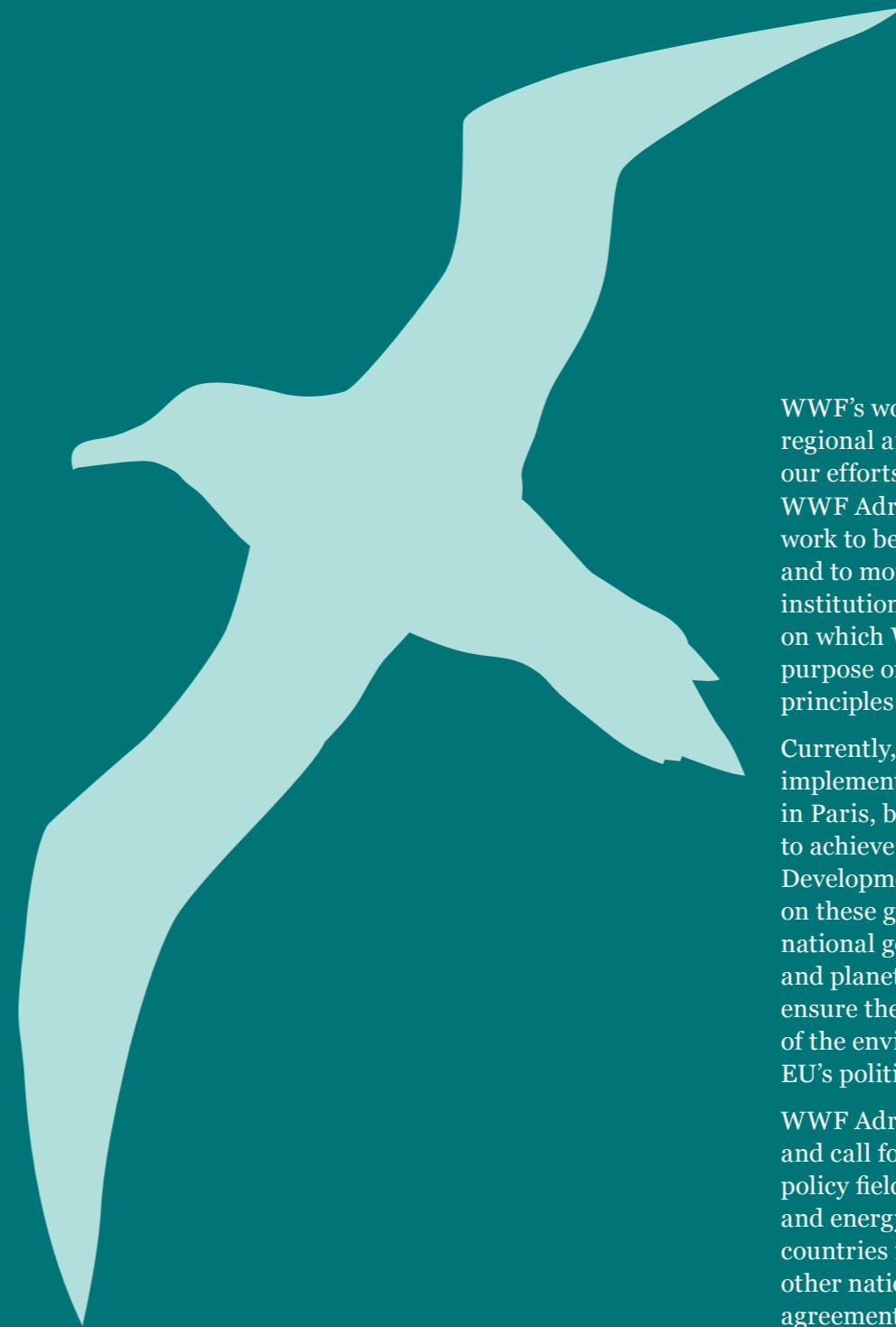


# LOOKING TOWARDS 2017

In 2017 WWF Adria will start some new projects and leave some old ones behind. These old projects opened the doors to new ones and are completely in line with the strategic objectives of WWF Adria, which are:

- working on the protection of the Adriatic Sea, marine protected areas and supporting sustainable fisheries;
- sustainable development in protected areas that are an undiscovered world of rich biodiversity, natural heritage, as well as the people who live there;
- preserved, living rivers and sustainable hydropower;
- preserved natural habitats for all species important for the region – large carnivores, vultures, rare and endangered species of fish.

In order to implement strategic objectives, we need to work on educating the youth and the general public. This is why we need activities to raise awareness of the need for environmental protection and what the WWF does.



WWF's work to influence policy at national, regional and global levels is a major part of our efforts to advance conservation objectives. WWF Adria still needs to strengthen the policy work to better respond to rapid external change and to more effectively influence key national institutions and audiences. The range of issues on which WWF engage is diverse and the purpose of policy is to provide a set of guiding principles to help with decision-making.

Currently, our focus is turning to support implementation of an ambitious climate deal in Paris, but also signed up to work together to achieve 17 commonly agreed Sustainable Development Goals (SDG). WWF is counting on these goals to give the necessary impetus to national governments in Europe to put people and planet at the centre of its development, and ensure the social well-being and the protection of the environment are not excluded from the EU's political priorities.

WWF Adria will work to localise SDG goals and call for greater coherence among different policy fields (development, trade, fisheries and energy). In partnerships, we will support countries in translating the 2030 Agenda, and other national commitments under multilateral agreements, such as the UNFCCC Paris agreement and the Convention on Biological Diversity, into comprehensive and inclusive national plans and budgets.

# CLIMATE CHANGE

## The climate agreement reached in Paris was a critical milestone. Despite delays and near dead-ends, we've come a long way. But now begins the hardest leg of the journey, as words need to be turned into urgent action.

1992 We play a critical role in shaping the text of the United Nations Framework Convention on Climate Change and convincing governments to support it.

1997 The Kyoto Protocol comes into force – the first time that some countries are committed to greenhouse-gas reduction targets.

2009 The Copenhagen conference ends in disappointment as governments fail to reach a new climate deal.

2013 At the climate talks in Warsaw, frustrated by the lack of progress and the influence of polluting industries, WWF and other civil society organizations walk out in protest.

2011 A positive outcome in Durban, as countries set in motion the process for developing the 2015 deal. We play a key role in ensuring they discuss a long-term vision as well as urgent action.

2018 Countries will come back to the table to review and update their commitments in line with the 1.5-2°C goal.

2020 Emissions need to peak by this date for a reasonable chance of keeping below 1.5°C of warming. All countries must submit long-term low-emission development strategies and new or updated climate change targets for 2030.

2030 Current emissions targets for 2030 are 35 per cent too high, so they urgently need to be strengthened.

2050 WWF and many others are calling for a 100 per cent renewable energy world by 2050 with fossil fuel use completely phased out in a just transition.

2015 All countries sign up to a global climate deal that aims to limit temperature rise to well below 2°C, while pursuing efforts to keep below 1.5°C; 186 countries submit voluntary climate action plans to the UN.

The Paris agreement incorporates several key WWF priorities:



### EMISSIONS

Greenhouse-gas emissions should peak “as soon as possible”. All countries are called upon to develop long-term low-emission development plans and to update their climate change efforts every five years in line with the latest science, while an action platform is established to bring forward urgent action.



### FINANCE

Rich countries must provide at least US\$100 billion a year in climate finance by 2020, and more after that, to finance the energy transition, protect forests and other ecosystems, and support the most vulnerable.



### FORESTS

All countries need to act to end deforestation and unsustainable land use, which are responsible for around a quarter of greenhouse-gas emissions.



### ECOSYSTEMS

The text highlighted the importance of ecosystems, including – for the first time – the ocean, in climate mitigation and adaptation, and loss and damage from the impacts of climate change.

# LIVING PLANET REPORT

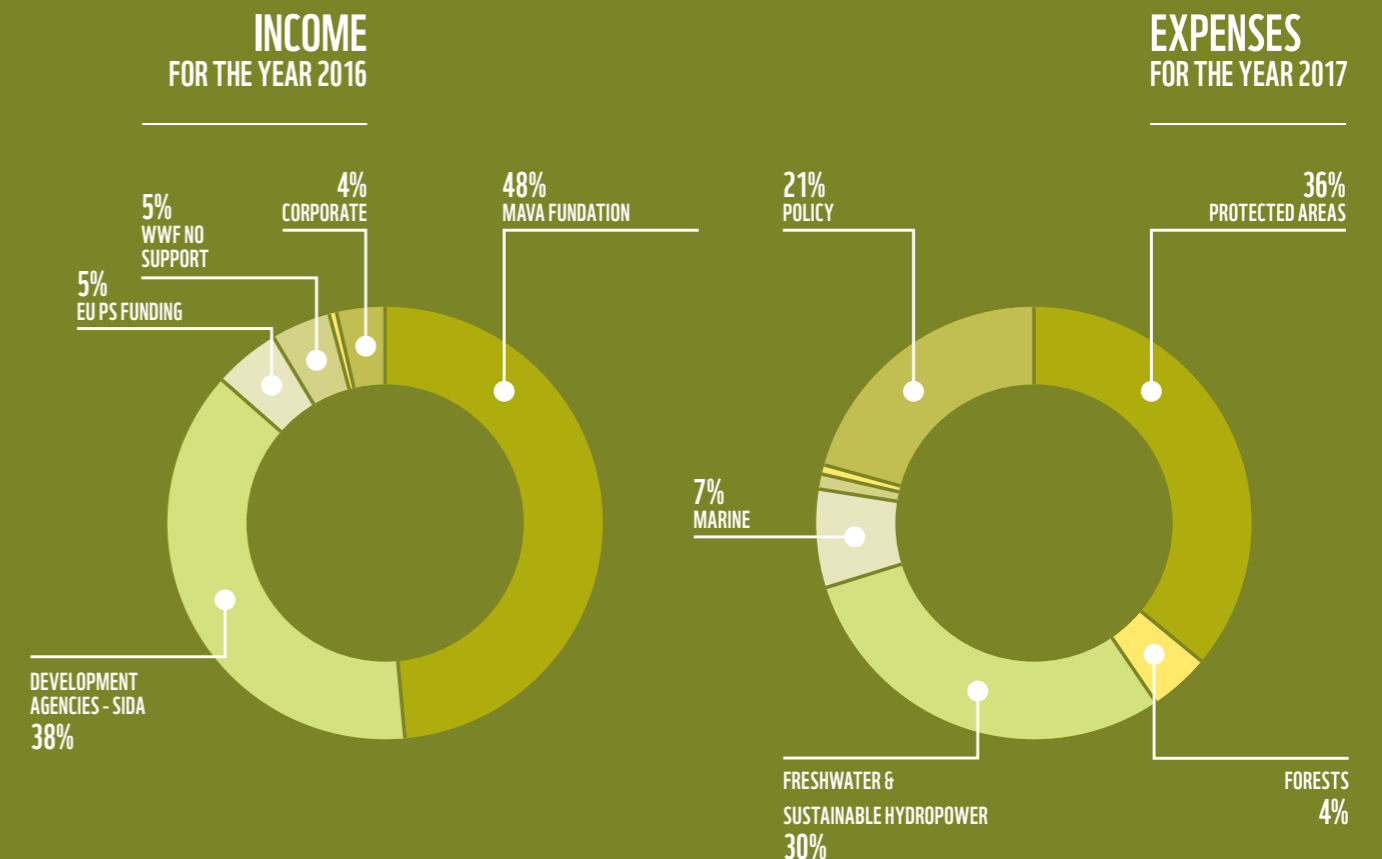
*The Living Planet Report, produced every two years by WWF, is a comprehensive study of trends in global biodiversity and the health of the planet. By providing an overview of the state of the natural world, human impacts and potential solutions, it aims to support governments, communities, businesses and organizations to make informed decisions on using and protecting the planet's resources. Latest issue was published on 27th October 2016.*

## Key findings:

- From 1970 to 2012, there was a 58 per cent overall decline in vertebrate population sizes.
- In other words, the population abundance of mammals, birds, reptiles, amphibians and fish have, on average, dropped by more than half in little more than 40 years.
- This is an average annual decline of 2 per cent – and there is no sign yet that this rate will decrease.
- If this downward trend persists, species populations could decline on average by 67 per cent by 2020, within only half a century.

Find out more about the study at: [adria.panda.org/lpr\\_2016](http://adria.panda.org/lpr_2016)

## FINANCES



WWF Adria is an independent non-governmental organization established under Croatian law. The founders are WWF International, the WWF Mediterranean Programme and the WWF Danube-Carpathian Programme. In operational terms, WWF Adria is part of the WWF Mediterranean programme based in Rome.

WWF is to a large extent (48.28%) financed by the MAVA Foundation, which provides the main funding of the WWF Mediterranean Programme and the WWF Adria, intended for projects and the operational activities of the WWF in the region. The second largest donor (38.39%) is the Swedish Development Agency SIDA which has financed our largest programme, "Protected areas for nature and people", for four years.

WWF Adria works well with close, strong and well-off national WWF offices (WWF Austria and WWF Switzerland) from which we get the funds (4.40%) for the implementation of specific projects. European projects are becoming more and more important for the work of the WWF in Europe – WWF Adria is already working on European projects (5.05%). Like many other WWF offices in the world, WWF Adria is also working with the business sector which is investing in environment protection and sustainable development projects. Here we want to highlight the cooperation with WWF's global partner – IKEA (3.20%).

The future of WWF Adria work and funding lies in EU projects, development agencies, the corporate sector and no less worthy individuals who support the work of the WWF.

FRESHWATER & SUSTAINABLE HYDROPOWER



**PETRA REMETA**  
freshwater program manager



**IRMA POPOVIĆ DUŽMOVIĆ**  
projects officer



**IVANA KORN VARGA**  
projects officer



**BRANKA ŠPANIČEK**  
projects officer



**ZORAN MATELJAK**  
country manager in BiH (Dinarica)



**ĐORĐE STEFANOVIĆ**  
projects officer



**MARTIN ŠOLAR**  
Director

LEADERSHIP

PROTECTED AREAS & FORESTS



**LEON KEBE**  
protected areas program manager



**STELLA ŠATALIĆ**  
projects officer for forests



**KASANDRA-ZORICA IVANIĆ**  
projects officer



**MARIJA KUKEC**  
projects assistant



**ZRINKA DELIĆ**  
projects officer



**MATO GOTOVAC**  
projects officer



**DUŠKA DIMOVIĆ**  
country manager in Serbia (WON)



**SONJA BAĐURA**  
projects officer



**VESNA MAKSIMOVIĆ**  
projects officer

MARINE



**ŽELJKA RAJKOVIĆ**  
marine officer



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**PETRA BOIĆ PETRAČ**  
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**BOJAN STOJANOVIĆ**  
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**MARTINA ŠUBAŠIĆ**  
communications and corporate relations officer



**NELA SLEZAK**  
communications officer



**TIJANA STOJANOVIĆ**  
communications officer

COMMUNICATIONS

POLICY & LOBBYING



**ANDREA ŠTEFAN**  
biodiversity policy and advocacy manager



**GORAN SEKULIĆ**  
policy and lobbying

# WHO IS WHO IN WWF ADRIA



**DANIJEL MAKOVAC**  
finance and administration manager



**ANJA TRUTINA**  
projects administrator



**VALERIJA BAHLEN GOJKOVIĆ**  
projects administrator



**ANESA MARKIN**  
projects administrator



**BRANKICA ŽDERO**  
projects administrator



**PAVLE POPOV**  
projects administrator



**LANA JURIĆ**  
office assistant

FINANCE & ADMINISTRATION

- WWF Adria
- Dinarica
- World Fund for Nature (WON)

# WWF Adria in numbers

## 2015

WWF Adria established

### 30+

WWF team in eight countries of the region



### 7000+

media clippings

### 32000+

followers on social media



Working to sustain the natural world for people and wildlife

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