



WWF

ANNUAL
REVIEW

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2015

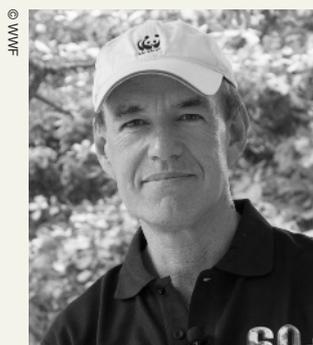


together possible™



THE CHALLENGE OF LIVING IN HARMONY WITH NATURE

EXTRAORDINARY TIMES



Marco Lambertini
Director General
WWF International



“There has never been a more exciting or challenging time for WWF, or indeed for the entire environmental movement.”

We are living in extraordinary times. Times of unprecedented risk but also unparalleled opportunity for the future of our planet and our society.

A time when the world’s wildlife has been halved in less than a generation; oceans, rivers and forests are struggling to cope with our growing pressure upon them; and when we are still on a path toward catastrophic climate change impacts.

But this is also a time when the science is clearer than ever before. Awareness is at an all-time high, commitments are more ambitious.

2015 was a record year for investment in renewables and divestment from fossil fuels; a terrible year for the number of elephants and rhinos killed in Africa by poachers, but also a year when a historic UN resolution recognized wildlife crime and its impact on governance, security and sustainable development. And while the percentage of the ocean that is protected remains shamefully low, governments announced new marine protected areas covering millions of hectares.

And then we have the Sustainable Development Goals (SDGs) that bring together the economic, social and environmental agendas like never before; the landmark Paris Agreement on climate where almost 200 governments, including all major emitters, committed to contain global warming; and a growing number of corporations committing to address climate change, assuming responsibility for using natural resources sustainably and greening their supply chains.

Hundreds of millions of people are using social media and are taking to the streets, making their voices heard about the future they want. The world has never been more conscious of the problems and solutions, or more committed to addressing them.

We have already entered a great transition toward an ecologically sustainable and more equitable future for all. The scale and pace of this transition will define success or failure. WWF can’t miss this opportunity to capitalize on the momentum. ▶

This is why we are transforming the way we work. We need a 21st century WWF that more than ever is focused and obsessed with results, embraces innovation, engages in powerful and influential partnerships, and drives large-scale mobilization of people.

We will put our efforts behind ambitious goals that will make a difference on a global scale, building on our solid foundation of conservation successes achieved over more than half a century, while leveraging our unique worldwide Network of locally rooted national organizations, our successful partnerships and collaborative projects, and the values and passion of our people.

There has never been a more exciting or challenging time for WWF or indeed for the entire environmental movement. This is a unique opportunity to rebalance our relationship with the planet. It's an opportunity we have to take.

WWF: TAKING BOLD COLLECTIVE ACTION

WWF has embarked on a journey of deep internal transformation that will make us stronger and more effective as we tackle the challenges and capitalize on the opportunities that lie ahead.

The time to act is now. We are putting in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

We will continue to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – on wildlife, forests, oceans, water, climate and energy, and food – and three key drivers of environmental degradation – markets, finance and governance. We are creating global communities of practice for each of the goals and drivers composed of specialists from WWF and key external partners. This will foster greater collaboration and innovation, incubating new ideas and taking promising ones to scale, as we unite our efforts toward making ambitious targets a reality.

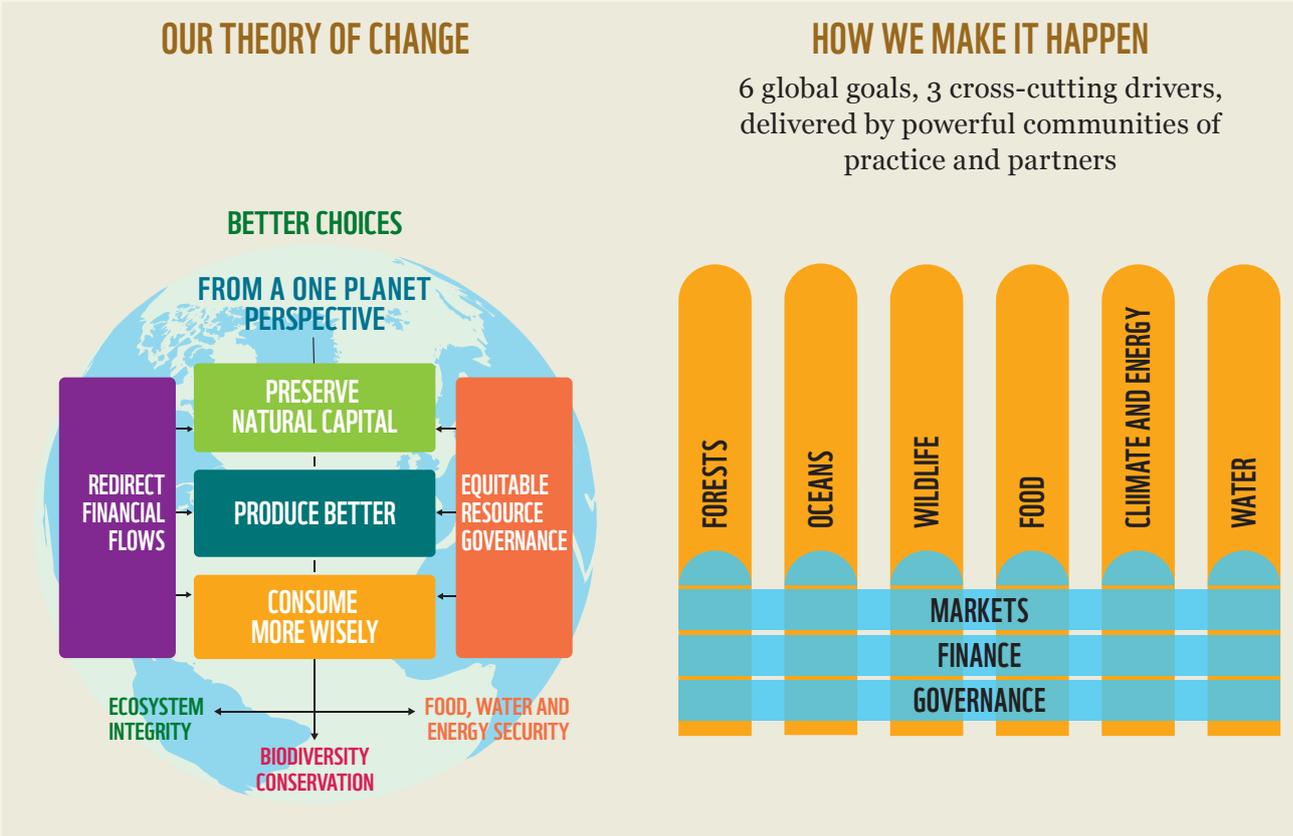
While continuing to focus on action and impact on the ground, we must think at the level of systems and devote our efforts to working with and influencing the institutions and corporations that matter in moving policy and practice toward sustainability. This will demand impact on the drivers of change at a scale that is beyond our current best efforts.

We know that one organization alone can't effect the change needed. That's why the Practices are strongly inclusive of our partnerships with local and global institutions and corporations. The changes we want to see in the world can only come about through the efforts of many actors: local communities and multinational corporations, governments and NGOs, finance institutions and development agencies, consumers and researchers. Through powerful

coalitions we will strive to accelerate the change we need to build a sustainable future. That means strongly embracing and investing in our and others' most effective solutions to the crucial challenges facing the planet. And we must mobilize hundreds of millions from all corners of the world, to join forces and make their voices heard for a better future.

We have reached a fork in the road. This generation has a huge opportunity to build a sustainable future for all, and momentum is on our side. But the situation could still go either way.

There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. We passionately believe we can. And we will.



OUR UNIQUE NETWORK AND AMBITIONS*

“I want to see the WWF Network coming together more closely than ever, acting locally to deliver global goals.”



Marco Lambertini
Director General
WWF International

MARKETS

“2015 was a watershed year, and the private sector plays a pivotal role in mobilizing the decisions, the resources and the finance to drive change.”



Carter Roberts
President and CEO
WWF-US

GOVERNANCE

“We need better governance of the world’s biodiversity and natural resources that ensures they are managed sustainably and equitably.”



Andreas Lehnhoff
Director
WWF-Central America

FOOD

“We must tackle food from a whole systems approach from food production and its impacts on ecosystems and biodiversity, consumption patterns and unnecessary food waste.”



Mary Lou Higgins
Director
WWF-Colombia

*80 WWF OFFICES, 100 COUNTRIES, ONE PANDA

Armenia – Australia – Austria – Azerbaijan – Belgium – Belize – Bhutan – Bolivia – Brazil – Bulgaria – Cambodia – Cameroon – Canada – Central African Republic – Chile – China – Colombia – Croatia – D.R. of Congo – Denmark – Ecuador – Finland – Fiji – France – French Guyana – Gabon – Georgia – Germany – Greece – Guatemala – Guyana – Honduras – Hong Kong – Hungary – India – Indonesia – Italy – Japan – Kenya – Korea – Laos – Madagascar – Malaysia – Mexico – Mongolia – Mozambique – Myanmar – Namibia – Nepal – Netherlands – New Zealand – Norway – Pakistan – Panama – Papua New Guinea – Paraguay – Peru – Philippines – Poland – Romania – Russia – Singapore – Solomon Islands – South Africa – Spain – Suriname – Sweden – Switzerland – Tanzania – Thailand – Tunisia – Turkey – Uganda – United Arab Emirates – United Kingdom – United States of America – Vietnam – Zambia – Zimbabwe

FINANCE

“We must push for investments in a sustainable future while deterring those contributing to destructive activities and actions.”



David Nussbaum
CEO
WWF-UK

WILDLIFE

“Biodiversity is the foundation of ecosystems. We must work both on the ground and on the global factors to arrest its sharp decline.”



Eberhard Brandes
CEO
WWF-Germany

WWF Offices

WWF Associates

CLIMATE AND ENERGY

“The Paris climate agreement is just the beginning of a roadmap to end the fossil fuel era.”



Sze Ping Lo
CEO
WWF-China

OCEANS

“We are determined to bring the expertise of our ocean and fishery specialists to turn the tide on the crisis of the world’s oceans.”



Johan van de Gronden
Director General
WWF-Netherlands

WATER

“We need to move beyond simply adopting better water efficiency practices and become true water stewards.”



Hammad Naqi Khan
Director General
WWF-Pakistan

FORESTS

“We must maintain and enhance the integrity of the world’s key forests, for biodiversity and the benefits that they bring to people.”



Nanie Ratsifandrihamanana
Director
WWF-Madagascar

WWF ASSOCIATES

Fundación Vida Silvestre (Argentina) – Pasaules Dabas Fonds (Latvia) – Nigerian Conservation Foundation (Nigeria)

*As of March 2016

SHARED GLOBAL GOALS

Our work is closely aligned with global development priorities. There are strong synergies between WWF's global goals and the Sustainable Development Goals: some of the most significant are shown below. Specific targets under each goal reflect WWF priorities even more closely, while our lobbying helped ensure the environment is a "green thread" running throughout.



WWF GLOBAL GOALS

CLIMATE AND ENERGY

A low-carbon, climate-resilient future



OCEANS

Productive and resilient ocean ecosystems improving livelihoods



WILDLIFE

Species secured and recovering in the wild



FORESTS

Forests and their benefits to human well-being enhanced and maintained



WATER

Water for people and nature



FOOD

Sustainable food systems



DRIVERS

MARKETS

Shift to sustainable production and consumption



FINANCE

Increase in public/private financing for sustainable development



GOVERNANCE

Robust governance and policy in support of priority objectives



PRIORITY PLACES

As we pursue our global goals, we'll continue to focus our efforts on the most important places for conservation. Our 35 priority places are home to irreplaceable and threatened biodiversity and unique ecosystems.

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|-------------------------------------|------------------------------------|--------------------------------------|
| 1 African Rift Lakes Region | 13 Coral Triangle | 26 Orinoco River and Flooded forests |
| 2 Altai-Sayan Montane Forests | 14 Eastern Himalayas | 27 Southeastern Rivers and Streams |
| 3 Amazon and Guianas | 15 Fynbos | 28 Southern Chile |
| 4 Amur-Heilong | 16 Galapagos | 29 Southern Ocean |
| 5 Arctic Seas (plus boreal/tundra) | 17 Greater Black Sea Basin | 30 Southwest Australia |
| 6 Atlantic Forests | 18 Lake Baikal | 31 Southwest Pacific |
| 7 Borneo | 19 Madagascar | 32 Sumatra |
| 8 Cerrado-Pantanal | 20 Mediterranean | 33 West Africa Marine |
| 9 Chihuahuan Deserts and Freshwater | 21 Mekong Complex | 34 Western Ghats |
| 10 Choco-Darien | 22 Miombo Woodlands | 35 Yangtze Basin |
| 11 Coastal East Africa | 23 Namib-Karoo-Kaokoveld | |
| 12 Congo Basin | 24 New Guinea and Offshore Islands | |
| | 25 Northern Great Plains | |

