



WWF

REVIEW

EU

2012



Working together for success

WWF in Brussels in 2012

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The photo on the front cover features Members of the European Parliament celebrating a landslide vote of 5 to 1, in favour of a future sustainable Common Fisheries Policy.

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

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



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FOREWORD

WWF's European Policy Office in 2012 – environmental protection through delivering policy and legislative change.



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Tony Long
Director,
WWF European
Policy Office

*The European
Parliament voted
5-1 in favour
of sustainable
fisheries*

The WWF European Policy Office (EPO) has had a busy year. We advocated, we campaigned and we worked with our colleagues in the WWF national offices. But, while we had many successes in 2012, this year will principally be looked back on as the year of fisheries and, more particularly, the year of the major review of the European Common Fisheries Policy.

Throughout the year WWF staff across Europe obtained massive support for a more sustainable fisheries policy, met their fisheries ministers and parliamentarians, held discussions with fishery experts and interest groups and engaged with citizens across Europe. These efforts paid off – a vote in the February 2013 session of the European Parliament delivered a landslide victory in favour of what WWF and other NGOs had pushed for.

It was not only European seas that got a big boost this year. European fishing vessels operating in some of WWF's key priority places like the Barents and Bering Seas in the Arctic, the East and West African marine areas and the Pacific Ocean will have stricter controls. The so called 'external dimension' of European Fisheries Policies, the rules controlling European fleets around the world, will now have legislative backing for the first time.

Apart from our fisheries campaign, we worked on a host of other hot issues to make upcoming reforms and laws more sustainable:

- 2012 was the European Commission's year of water policy in the EU and we helped shape the EU's long term strategy to secure water for people and nature, the so called EU Water Blueprint.
- In 2013 the next EU budget will be finalised. So over the past two years we focused our attention on the EU Common Agricultural Policy (CAP) and Cohesion Policy - which make up 80% of the total EU budget - to ensure that one-fifth of all funds for the next seven years are spent in ways that will help our fight against climate change.
- We continued our successful work on illegal logging, to ensure the strengthening of laws regulating the import of timber into the European market which aims at halting the trade of illegal wood products.

It was a good year for WWF in Brussels and the national capitals - one with some excellent results!

Tony Long,
Director, WWF European Policy Office

CONTENTS

FOREWORD: TONY LONG, DIRECTOR, WWF EUROPEAN POLICY OFFICE	3
--	----------

A MESSAGE FROM DEMETRES KARAVELLAS CHIEF EXECUTIVE OFFICER, WWF GREECE	5
---	----------

EUROPE AND THE WORLD	6
-----------------------------	----------

WORKING TOGETHER WITH OUR NATIONAL OFFICES	8
---	----------

MAIN ACTIONS IN 2012	12
- Saving Europe's Seas and Fish Stocks	14
- Greening the EU Budget	16
- Moving to a Low-Carbon Economy	18
- Protecting Europe's Nature	20
- Protecting Nature to Reduce Poverty	22
- Accessing European Commission Funds	23

COMMUNICATIONS AND CAMPAIGNS	24
-------------------------------------	-----------

DONORS AND PARTNERS	26
----------------------------	-----------

FINANCIALS	27
-------------------	-----------

BEYOND 2012: OUR CHALLENGES AND OPPORTUNITIES	29
--	-----------

MEET WWF EUROPEAN POLICY OFFICE TEAM	32
---	-----------

WWF OFFICES IN EUROPE	34
------------------------------	-----------

A MESSAGE FROM WWF GREECE'S CEO

Despite the shortcomings and challenges of creating a truly unified and sustainable Europe, there is no doubt that the European Union remains a major protagonist in the environmental and sustainability arena.



© WWF GREECE

Demetres Karavellas
Chief Executive Officer,
WWF-Greece

With the European Policy Office (EPO), WWF has a strong player in Brussels. As an 'Ambassador' to the European Institutions, a policy hub for all the critical issues on our diverse agendas and a supporter and advocate of our collective effort to put Europe and the rest of the world on a more sustainable pathway, EPO provides essential services to our EU National Offices and, indeed, to the entire WWF network.

In the national context, Greece finds itself in the midst of an unprecedented crisis, with massive impacts on society but also profound ramifications for the environment. Obviously, WWF Greece has sought to monitor the environmental impacts of this unfolding crisis and to present more viable and sustainable alternatives as solutions.

We have not been alone in this difficult effort and the crisis, unfortunately, is no longer limited to Greece. The Crisis Watch Initiative for example has brought together WWF National Offices and the EPO in sharing experiences and crisis-related stories from throughout Europe. This pooling of resources and expertise is at the heart of WWF's potential to work together as a true network.

WWF Greece has always sought to work closely with the EPO and we see true added value in this relationship. As we move towards the upcoming Greek EU Presidency, we look forward to joining forces with the talented EPO team in promoting a greener and more sustainable future for the citizens of Europe.

Demetres Karavellas,
Chief Executive Officer, WWF-Greece

EUROPE AND THE WORLD

2012 was a difficult year for the European Union and its Member States. The Euro currency crisis, a spluttering EU economy, growing unemployment, a possible exit of the

UK and many other issues undermined Europe's self-confidence. Despite these upheavals, the fact remains that the Union of 27 (soon to be 28) is a powerful player in the global system.

It remains an important political entity; collectively the EU 27 are on a par with other world powers, has an economy larger than the US, a region wealthier than China and remains the world's largest donor of external aid. As the largest trading bloc in the world, it is responsible for 20% of global exports and imports.

WWF'S EUROPEAN
POLICY OFFICE
WORKS WITH 20
COUNTRIES ACROSS
EUROPE

The European Union is traditionally also the global leader in green policy making, environmental legislation and in promoting sound approaches to global environmental challenges. Whether it is the Convention on Biological Diversity, greenhouse gas reduction policies, resource efficiency or energy efficiency standards, the EU is often at the forefront of environmental change.

However Europe needs to focus more on its own environmental footprint and the environmental damage it is responsible for. It contributes substantially to climate change, biodiversity loss and water pollution and its ecological footprint is 2.7 times bigger than our planet can sustain. With close to 500 million citizens, the European Union is a region with the world's third largest population. Because of this, sustainable consumption and lifestyle issues have become increasingly important.

For over 20 years, WWF has invested in expertise and advocacy work in Europe. The work being done in Brussels by EPO supported by the European national organisations is essential for the global WWF network in achieving its One Planet commitment. In this report, we give an overview of what we have done about the European agenda in 2012 and how this work contributes to a greener, more sustainable Europe.



ECOLOGICAL FOOTPRINT (2008)

Source: WWF Living Planet Report 2012

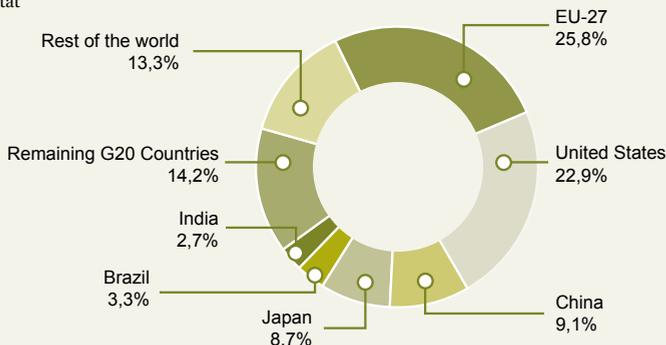
Listed in Global Hectares Per Person

EU..... 4.72
 US..... 7.19
 CHINA..... 2.13



SHARE OF WORLD GDP, 2010 (%)

Source: Eurostat



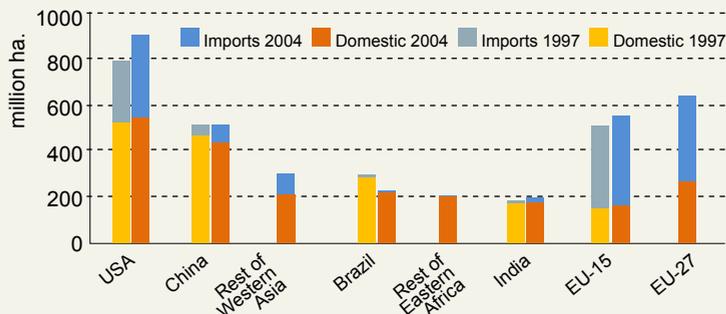
POPULATION

Source: WWF Living Planet Report 2012

WORLD	EU	US	CHINA
6.739	497.1	305.0	1.358
BILLION	MILLION	MILLION	BILLION

Actual land demand, across 7 regions and countries

Source: "Europe's Global Land Demand", Sustainable Europe Research Institute (SERI), September 2011



This graph shows the land used by each region/country for economic activity (industrial, agricultural, etc.). This includes both domestic territory and land use "abroad" that is needed to produce imports.

In 2004, the EU 27 needed 640 million hectares for economic use. Goods produced within the EU used close to 260 million hectares, while imports required close to 380 million hectares (from outside the EU 27).

WORKING TOGETHER WITH OUR NETWORK IN EUROPE

In the 23 years of WWF EPO's existence, the European Union has grown and changed dramatically. In years of accelerating European integration, it has been easier to argue for stronger EU environmental policies or more EU leadership in international environmental

negotiations. In years of recession, it is vital to defend EU policies agreed in the past but at risk of being rolled back.



As a centre of policy making in a multipolar world, Brussels brings together an impressive number of actors, policy makers, representatives of business, municipalities and regions, civil society organisations, interest groups, lobbyists and media. In this crowded, complicated environment, WWF can only be successful if it capitalises on one of its key strengths: its capacity to unite all WWF offices in the Member States as a true network.

**15,000 FULL
TIME LOBBYISTS
TARGETING THE EU
1/3 OF LOBBYISTS
ARE BASED IN
BRUSSELS
2/3 IN MEMBER
STATES**

By mobilising our network we have a unique opportunity to advocate for environmental change at different political levels. By helping to coordinate this action EPO acts as a multiplier. It provides advice on where the network can apply its pressure and what form this should take. Working through our Member States instils the legitimacy of our work as it makes a direct connection between local policy requirements, our three and a half million European members and the European institutions. This is something that few organisations in Europe or even political parties can match.

Coordinating and sharing expertise and information across the network

- Winning 'NGO of the Year' at the European Public Affairs Awards in Brussels twice in the past three years and Tony Long nominated by Euractiv news website as the '26th most influential Briton in EU policy', means that staff at the WWF EPO are recognised for their professionalism and ability to understand the 'European System'.
- EPO follows European and international policy developments closely so that national WWF offices are aware of opportunities that might concern them.
- Policy making in Europe is a long process. It takes several years from the moment that the Commission publishes a Green Paper (a mapping exercise) to when a law is adopted and then becomes national legislation.

EPO identifies emerging legislation, tracks its progress, suggests the best possible way to influence it and advises NO/POs on the most effective advocacy strategies. We are also an essential platform for our European Network to exchange information with an annual meeting of the network's conservation directors to discuss and plan joint actions on EU conservation issues.

Effective advocacy, policy influencing and coordinated communication

80%
OF ENVIRONMENTAL
LAW IS
DECIDED IN THE EU

- WWF has a privileged position in the consultative model of policy making in Europe. As a respected civil society actor, it participates at an early stage in Commission working groups and lobbies the Commission at the very beginning of the policy cycle.
- While Brussels might seem like a labyrinth to outsiders, we speak the local language, understand the legislative processes and have access to key politicians and policy makers. Taking complementary actions at both national and European levels, by coordinating advocacy efforts between the two is a highly effective strategy.
- EU legislation needs to be implemented in the Member States. On-going monitoring by our network is essential to make sure that environmental law leads to the intended results.
- Active communication is paramount in European advocacy initiatives, therefore EPO develops integrated and well-targeted communications plans for priority programmes and works closely with the network especially on Europe-wide campaigns.

Opportunities for NGOs to help influence EU Policy development

Institution	European Commission		European Parliament and Council	Member States
	Legislative Process	Preparation of legislation	Legislative proposals	Consultation and adoption of the law (directive, regulation etc.)
Opportunities for NOs to involve themselves in EU Decision Making	Take part in consultations and provide expertise and lobby the Commission	Lobby national governments and parliaments to encourage the Commission to take action	Directly lobby the Parliament and Member State governments	Report back to Brussels and petition national governments

Working together for success – External Fisheries Policy

National and Programme Offices engaged with EPO on increasing our impact by working together as a network on the External Dimension of the EU Fisheries Policy.

1

The European Commission launches a consultation process on EU external fisheries policies.

WWF identifies this issue as a network priority and decides to launch cooperation between WWF EPO and EU/Non-EU WWF offices in the network to provide input.

2

Lobbying of key stakeholders outside the European Institutions starts.

The WWF network begins its advocacy offensive and applies pressure on key MEPs but also on ministers and national governments. Common communication and media materials are developed.

3

Lobbying the European Institutions, with a special focus on the European Parliament.

WWF starts a comprehensive advocacy offensive with the European Institutions. In April 2012 a delegation of West African fishermen, politicians and WWF representatives come to Brussels to lobby the European Parliament Fisheries, Development and Environment Committees.

4

MEP Isabella Lövin drafts a European Parliament opinion report on the EU's external fisheries situation, requesting the EU Commission to promote sustainable fisheries worldwide and highlighting illegal, unreported and unregulated (IUU) fishing.

Contributions to this report came from as far away as WWF Australia. EPO introduced the various issues to the European Parliament and led a coalition of NGO's on external dimension of the EU fisheries policy.

5

The European Parliament adopted the Report with 450 MEPs in favour and only 11 against. Most of WWF's original demands were accepted.

The consistent and well-coordinated lobby work in close cooperation with all EPO's partners, NOs/POs, local partner NGOs and industry representatives proved essential in achieving this success.

Enabling WWF to access European Commission funds - As the biggest aid donor in the world, the EU contributes substantially to conservation and environmental projects in developing countries. EPO monitors these programmes, supports offices in obtaining European funding and advises the Commission on how to develop effective programs. We have been working with the WWF network and development NGOs to make sure that future funding programmes include essential resources for both the environment and the engagement of civil society. Our expertise in funding applications is an important asset when applying for grants.

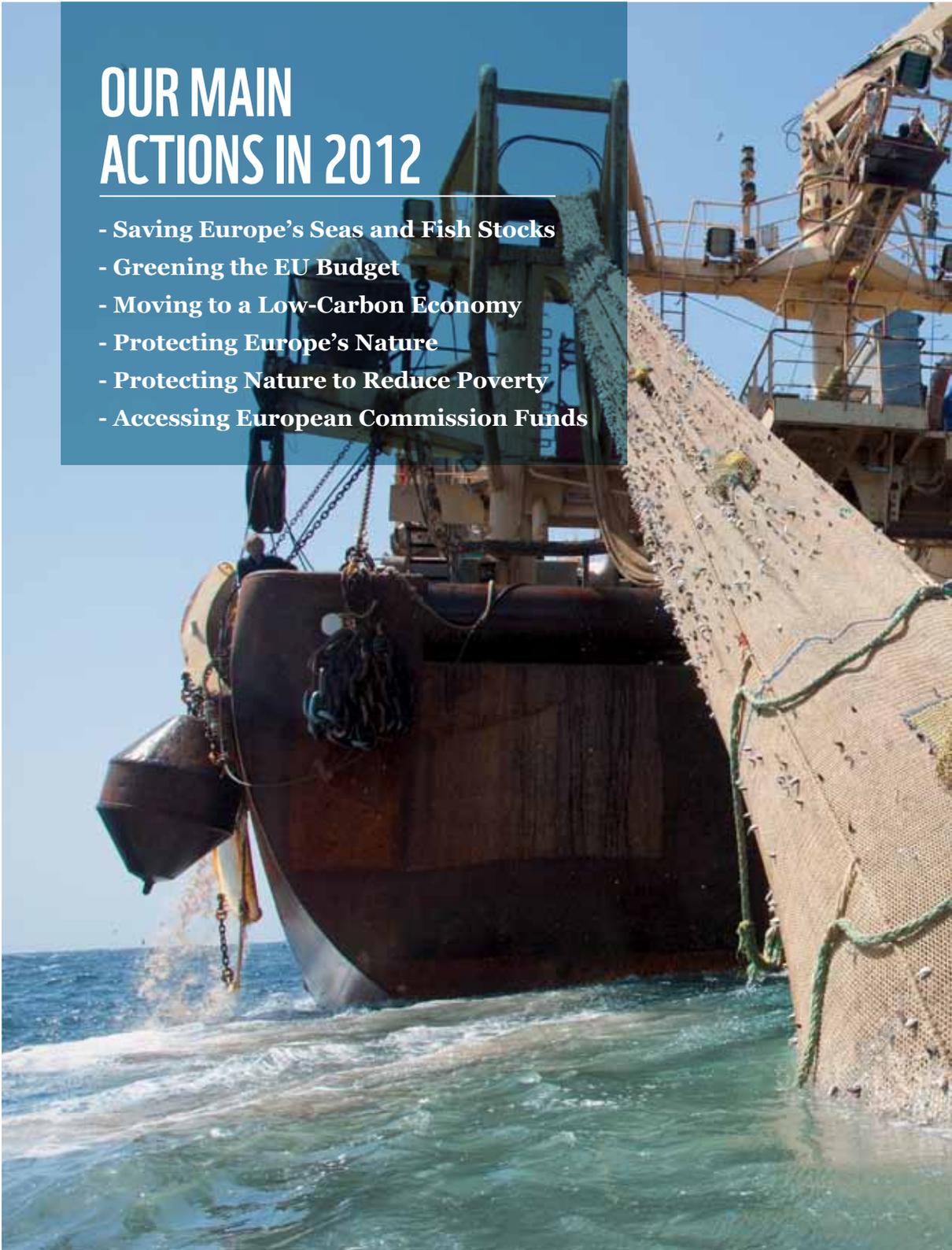
Hosting WWF units in Brussels - WWF EPO also hosts two WWF international units in their Brussels office: the Global Climate & Energy Initiative (WWF's global programme addressing climate change and the move to 100% renewable energy) and the WWF focal point for the Global Environment Facility, an international organisation which funds biodiversity, climate change, international waters, land degradation, the ozone layer, and persistent organic pollutants.

Why WWF National Offices are important for WWF's European Advocacy work

- **National ministers** take the final decisions in the various EU Councils. National Offices (NOs) and Programme Offices (POs) often have good access to and working relations with these ministers.
- Members of the European Parliament are important in shaping debates and policies in Europe. However, their **positions are often swayed by national organisations**, including civil society organisations (CSOs).
- The six-monthly rotating **European Presidency** system gives individual member states additional opportunities to influence decision making in the EU. In 2013 Ireland and Lithuania hold the EU Presidency and in 2014 it is the turn of Greece and Italy.
- **Turning** European Directives into national law and **implementing** all other legislation and policies takes place at member state level. **Infringements** of Directives and regulations are signalled in member states by experts, local or national CSOs and the public.
- There are only a handful of influential pan-European media at Brussels level, but there is a large media corps - comparable to that in Washington - with representatives from many national media. Since most policy makers, politicians and members of the public get their information and news from **national media outlets**, effective advocacy also needs good media coverage at national level.

OUR MAIN ACTIONS IN 2012

- Saving Europe's Seas and Fish Stocks
- Greening the EU Budget
- Moving to a Low-Carbon Economy
- Protecting Europe's Nature
- Protecting Nature to Reduce Poverty
- Accessing European Commission Funds





SAVING EUROPE'S SEAS AND FISH STOCKS

Together with WWF UK, **Belgium, Poland, Germany, France, Italy, Spain, Sweden, Greece, the Mediterranean Policy Office and International**, we embarked into the second phase of our EU-wide campaign for the reform of EU's Common Fisheries Policy (CFP). We

transformed our previous 'More Fish' campaign, which we started in 2011 and continued into 2012 to include a more economic argumentation under the theme: 'Stop Bankrupting our Oceans'.

STOP BANKRUPTING OUR OCEANS

Through lobbying efforts in Brussels and in Member States, joint NGO pressure, support from our industry alliance and an artisanal fishermen's platform in the Mediterranean, we managed to turn the tide in the European Parliament: first in December 2012, when the specialist fisheries committee voted in favour of sustainable fisheries; and secondly in February 2013 when the plenary voted 502 to 137 in favour of a future sustainable fisheries policy.



Highlights from 2012 include: an event and debate at the Seafood Expo 2012 with the Commissioner for Maritime Affairs and Fisheries, Maria Damanaki; our industry alliance sending letters to Members of the European Parliament to highlight the business voice of the fisheries industry; a European petition signed by 150,000 people to end overfishing and an e-action involving WWF supporters across Europe sending more than 120,000 emails. All these actions created the awareness and pressure needed within the European Parliament and 'back home' in asking for ambitious reform of the Common Fisheries Policy.

EU Fisheries Successes

- The building of strong industry and NGO alliances.
- The external dimension of the EU fisheries policy now has legislative backing for the first time.
- The European Parliament Fisheries (PECH) Committee votes in favour of sustainable fisheries and all of WWF's 5 key asks are included.
- The entire European Parliament (plenary) votes 5 to 1 in favour of sustainable fisheries.



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European Commissioner for Maritime Affairs and Fisheries, Damanaki engages with the WWF industry alliance at the European Seafood Exposition in 2012.

GREENING THE EU BUDGET

The European Union has a seven-year budget of close to 1 trillion euros for policies on agriculture, infrastructure, research and innovation, environment, development and industry. While the budget represents

around 2% of collective GDP, it has a multiplier effect via further leveraging private and national funding. A little more than 40% of all funding goes to the maintenance of a Common Agricultural Policy, which gives the EU substantial influence on how our food is produced and how we treat our environment.

**€363
BILLION**
THE AMOUNT
GOING TO FARMING
BETWEEN
2014-2020

2012 saw negotiations for the future EU Budget 2014-2020 intensify. Understandably, EPO's EU Budget team concentrated their efforts on influencing, promoting - and in some cases defending - the inclusion of sustainability objectives into the different EU policies and their corresponding budget lines. Work on funds like Cohesion Policy and Rural Development is crucial, as the enormous resources available and how they are earmarked, have far reaching consequences for the protection of Europe's biodiversity and climate.

The debate on greening the economy and the financial conditions to make this possible started gaining traction in 2012. Therefore, the team continued to advocate strategies for the green economy, green jobs and environmental-friendly technologies.

While the EU budget might seem remote from WWF's day-to-day work, our national offices value the exchange of information, analysis and coordination of lobbying efforts. The Budget team maintained close cooperation through regular conference calls and strategy meetings which resulted in the EPO targeting the European Commission and the European Parliament, and the rest of the network concentrating their efforts on the Council Ministers. An important success was the securing of mandatory climate earmarking in the Cohesion Policy (34% of the EU Budget is invested at regional level). A part of the available cohesion funding will now be invested in energy saving, promoting renewable energy and stimulating public urban transport. This is an important step forward, achieved through effective cooperation between **WWF EPO and WWF Germany, Poland, DCPO, Denmark, France, Italy, Spain and Greece.**

Complicated and long-term advocacy projects such as the EU Budget work, needs the support of other like-minded organisations. Therefore, we have joined forces with BirdLife Europe, Conservation International, the European Environmental Bureau, Transport & Environment, Friends of the Earth Europe and BankWatch Europe.

EU Budget Successes

- Securing climate earmarking in the EU Cohesion Policy.
- An effective alliance with BirdLife Europe, Conservation International, the European Environmental Bureau, Friends of the Earth Europe, Transport & Environment and BankWatch Europe, on greening the EU Budget.



© FRIENDS OF THE EARTH EUROPE

The NGO environmental coalition working on the Common Agricultural Policy meet with the Agriculture and Rural Development European Commissioner Dacian Cioloş to discuss the reforms underway.

MOVING TO A LOW-CARBON ECONOMY

The financial crisis has diverted attention away from climate change issues and many policy makers, though aware of the long-term benefits of investing in clean energy, focus instead on short-term issues.

The EU has a body of law including targets for 2020 and WWF has been pressing for their proper implementation, and for needed improvements.

At the same time we have been active in advocating a strong post-2020 Climate and Energy Package. WWF believes that a long-term vision and well-designed climate strategy – with investments in renewable energy, sustainable transport, low-carbon lifestyles and innovative green technologies – will lead to the fundamental changes so urgently needed to solve or mitigate climate change issues in the long term.

EPO supported WWF's Global Climate & Energy Initiative - with special attention to renewable energy and energy efficiency - and pushed for the implementation of power plant emission standards. We pressed for completion of an EU Energy Efficiency Directive that would reach the agreed 20% target, advocated for better sustainability criteria for bioenergy and bio-fuels, and supported amendments to the European Emission Trading Scheme (ETS) Directive.

In 2012, we published several position papers; some in cooperation with CAN Europe. Aware that important decisions on climate related issues were going to take place in 2013, we invested time and energy to prepare for the Green Paper on Climate launched in March 2013, the informal Energy Council and the Special Summit on Energy later in 2013.

Cooperation amongst offices within the network remains vital. The EPO Climate team has worked constructively with many offices on various issues, such as **WWF Germany** on the EU Emissions Trading Scheme and worked with **WWF UK, Spain, Finland and Germany** on sustainability criteria for bioenergy and designing post-2020 renewables policy. Advocacy on the Energy Efficiency Directive was done by a strong group of WWF experts from **Greece, Spain, the UK, Bulgaria, and Germany**. Last but not least, we worked with **WWF Netherlands and Sweden** on the sustainable innovation and green economy agendas.

Climate and Energy Successes

- The proposal by the European Commission to address the oversupply of carbon credits in the EU Emissions Trading Scheme - a step that WWF EPO had been encouraging them to take throughout the previous year.
- The European Commission's proposal on indirect land use change (ILUC) takes on board many of the concerns that WWF EPO voiced concerning the use of biofuels.
- Preventing the European Commission from proposing to weaken the habitat protection legislation in order to stimulate electricity grid infrastructure development.



© FRIENDS OF THE EARTH EUROPE

WWF and 6 other NGOs call on German Chancellor Angela Merkel to keep working for more climate action in Europe. June 2012.

PROTECTING EUROPE'S NATURE

During the year of water policy in the EU, we highlighted shortcomings in the implementation of the Water Framework Directive, challenged the European Commission's review of how the Directive is being

implemented and suggested additional policies and tools to address European and global water challenges.



Water scarcity affects over 100 million Europeans every year

Working with **WWF Germany, Spain, Hungary, United Kingdom and France**, the EPO succeeded in shaping the EU Blueprint for water and including WWF positions in the Blueprint. A so-called 'Fitness Check' of the Water Policy highlighted the need for better integration of water policies in other policy areas such as energy, transport and agriculture. Regrettably, a strong agricultural and food security lobby prevented the necessary integration of the Water Framework Directive objectives into the Common Agriculture Policy.

In close cooperation with **WWF Danube Carpathian Programme Office (DCPO)**, EPO worked on improving EU Danube River Basin strategic priorities, such as redirecting EU funding for navigation projects, pushing for hydropower pre-planning, and securing support of the European Commission for WWF's position in the International Commission for the Protection of the Danube River.



© JOOST PAULISEN

European Commissioner for the Environment, Janez Potočnik adds his name to a tree erected to celebrate the 20 years of Natura 2000.



EU Forests were in the spotlight. Working with key forest stakeholders and the WWF Network, WWF EPO prepared the upcoming start of the **EU Timber Regulation's** implementation. We organised a well-attended workshop together with the Alliance of Beverage Cartons (ACE) to discuss the implementation of the EU Timber Regulation and procured in-house expertise to get a good understanding of the Regulation's problems.



We also challenged EU policies that negatively impact the **eco-regions and bio-diversity hotspots Amazon and Borneo**. After an in-depth analysis of what is happening in these hotspots, we drafted the 'EU Policies for One Planet' report, aiming at reducing the EU's impacts on vulnerable eco-regions outside Europe.



In 2012 WWF EPO increased its engagement on European consumption as part of the **LiveWell for Low Impact Food in Europe** project. This 3 year project is co-financed by the EU Commission and aims to contribute to the reduction of GHG emissions from the EU food chain by demonstrating healthy and sustainable diets in France, Spain and Sweden, and develop practical implementation pathways and policy recommendations for their facilitation.

This initiative is led by WWF UK with Friends of Europe and WWF EPO as partners and will feed into the EU Commission's Communication on Sustainable food. 2012 saw the development of the 'LiveWell Plates', showing that it is possible to follow a diet that meets national dietary guidelines, is similar to the current diets, doesn't cost more, and reduces GHG emission by 25%.

Natural Resources Successes

- Helped shape new EU long-term strategy to secure water for nature and people.
- A successful event on the new Biodiversity Strategy that also celebrated the 20th anniversary of the Habitats Directive.
- Our 'Natural Capital Report', which drew wide attention among politicians and policy makers.

PROTECTING NATURE TO REDUCE POVERTY

As the world's largest trading bloc and largest external aid donor, Europe has a significant potential to support developing nations to reach higher environmental standards and increase sustainable practices. The

EU also has an important role to play in international agreements on climate change and biodiversity. It has, for example, made substantial financial commitments to the implementation of the Convention on Biological Diversity and to maintaining the issue as a top priority.

While we recognise the importance of its contributions, we think the EU can and should do more. Therefore, we concentrated our development work in 2012 on improving the EU's position on the Rio+20 preparations (the United Nations conference on Sustainable Development) and the so-called 'Development Framework post 2015' (the successor to the Millennium Development Goals), as well as on influencing the budget for EU development cooperation. While overall outcomes of Rio+20 were disappointing, our joint efforts did produce an agreement on sustainable development goals. The EU has contributed to agreements on the reduction of land degradation, supported further work on the 'Beyond GDP' issue and fleshed out a ten-year Work Programme on Sustainable Consumption and Production.

Development Successes

- A successful high level round table organised with Oxfam, which raised WWF's profile on development issues and sensitised key decision makers to our issues.
- An EU commitment to follow up actions to the Millennium Development Goals (the post 2015 agenda) and Rio+20, promoting a holistic EU approach to sustainable development in the future.
- An EU commitment at the Convention on Biological Diversity to double international biodiversity-related financial flows.

ACCESSING EU COMMISSION FUNDS

WWF EPO works in close collaboration with **WWF UK, Germany, Italy, DCPO, US and International** to support WWF offices around the world in submitting applications for major EU grant opportunities.

This collaboration helped, for example, to ensure a high success rate in the first selection phase of a large Environment Programme on REDD+, (the UN initiative on Reducing Emissions from Deforestation and Forest Degradation in developing countries), FLEGT (the EU initiative on Forest Law Enforcement, Governance and Trade) and sustainable financing for protected areas.

Six out of seven of our concept notes made it to the shortlist and WWF offices are now working together to ensure a successful second phase. This process involves many **WWF Programme Offices** such as **Madagascar, Democratic Republic of Congo, Uganda, Central African Republic, Cambodia, Vietnam and Laos.**

In collaboration with other offices, WWF EPO also helped to raise 1.8 m euros for WWF projects in Pakistan and Indonesia via the Switch Asia (Sustainable Consumption and Production) EU funding line.

Funding Success

- 1.8 m euros for WWF projects in Pakistan and Indonesia via the Switch Asia (Sustainable Consumption and Production) EU funding line.



© WWF

A toucan in the forest of the "Putumayo Tres Fronteras project" on the borders of Colombia, Ecuador and Peru which is supported by the EU development fund and WWF.

COMMUNICATIONS AND CAMPAIGNS

Supporting our policy work through communications and campaigns, is a way to make our key political messages and asks heard in Brussels and in each country across the EU, through different channels and multipliers.



Media relations

WWF's policy work at EU level was widely featured in the Brussels/EU media, but also at national level. This year 101 media releases and articles were written, producing media coverage totalling 311,968 online links in total in 2012, across all programmes.



Social media

We kicked-off EPO's presence on Twitter at the beginning of 2012, ensuring that all news, report launches and events were tweeted. The number of followers increased from 700 to 2500 by the end of the year - a 350% increase.



Online communication

WWF overhauled its website structure in 2012 and the European Policy Office followed along with updated content of all programmes and sections. The result was an increase of 150% of web traffic to our site, with an average of nearly 8,000 unique visitors per month.



Marketing Communications & Events

The communications department developed and launched 14 publications and reports, and kicked off two in a series of online debates, leveraging climate and energy thought leadership: www.climatepolicytracker.eu/forum

One WWF voice

Working on EU policy communications means working with the network at all times, whether it's supporting our national offices in carrying out their media work and launching reports in Brussels, or providing them with the tools necessary to create an impact back home.

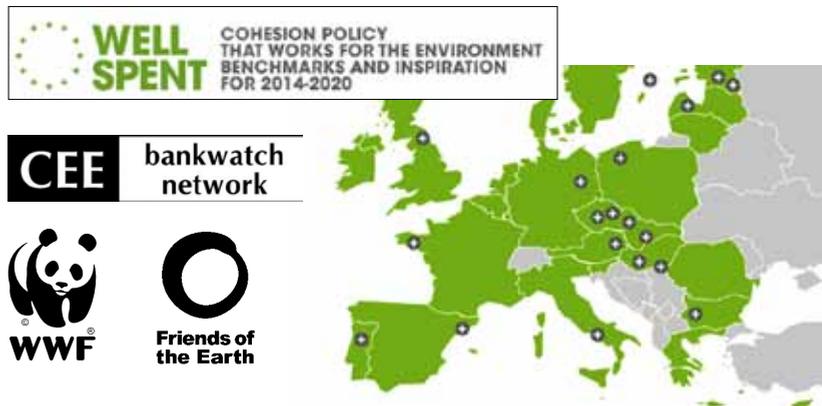
Campaigns and citizen engagement

For our 'Stop Bankrupting our Oceans' fisheries campaign WWF carried out a citizen's e-petition asking MEPs to save our oceans in 11 countries. We reached a total of 150,000 signatures and used this to support the Common Fisheries Reform rapporteur in the European Parliament, Ulrike Rodust. We created a large cheque and invited supportive MEPs to come and watch the handover.



NGO alliances

Together with Bankwatch, WWF worked on the joint 'Wellspent' campaign <http://wellspent.eu> involving the development of a large pull-out map on the best cases of cohesion policy, with accompanying website and video, attracting over 4,000 unique visitors. Emailed links, posted hard copies and social media helped us distribute the concept and video. MEPs and Members of different Commission cabinets and other key targets approached us directly to re-use our map and video.



OUR DONORS, PARTNERS AND ALLIES

The success of WWF's policy work at EU level depends on funding critical programmes, a coordinated and supportive network and key stakeholder alliances.

WWF NETWORK

In 2012, many WWF offices provided the EPO with their expertise and advocacy support to create real impacts. Fifteen WWF offices also contributed financially to EPO being able to operate in Brussels, thereby enabling us to represent their issues at EU level as well as those of their millions of members.

INDUSTRY ALLIANCES

Also key is our cooperation with leading business groups willing to join us in building common advocacy positions. The Alliance for Common Fisheries Reform brings together representatives from the retail sector, fish processing industries, consumer organisations and restaurant chefs from across Europe. These companies were crucial in pressing the case for a change in fisheries policy management.

In another industry alliance, this time in the forestry sector, WWF works with the Association for Beverage Cartons and the Environment (ACE), a major player in the beverage carton industry. WWF and ACE signed their third three-year agreement in 2012, which means that the cooperation will extend at least until 2015. This partnership has been particularly valued and effective during the drafting of the EU Timber Regulation.

FOUNDATIONS

WWF EPO is supported both financially and in policy development by major foundations. We are grateful for the continued support from the European Climate Foundation, the Oak Foundation and the MAVA Foundation.

EUROPEAN COMMISSION

We also continued to receive a financial contribution from the European Commission to help cover core operational costs of the EPO office.

NGO ALLIANCES

We also work closely with other NGOs within the 'Green10' coalition - 10 European environmental NGOs in Brussels. One of our activities was the mid-term assessment of the environmental track record of the current European Commission, unfortunately not a flattering report card. In 2012, WWF became the first environmental non-governmental organisation to become an affiliate member of Concord, the platform of development NGOs in Europe. This is an important alliance for WWF in uniting the development and environment agendas and will be critically important in shaping post-Rio+20 outcomes and future global development goals.

FINANCIALS

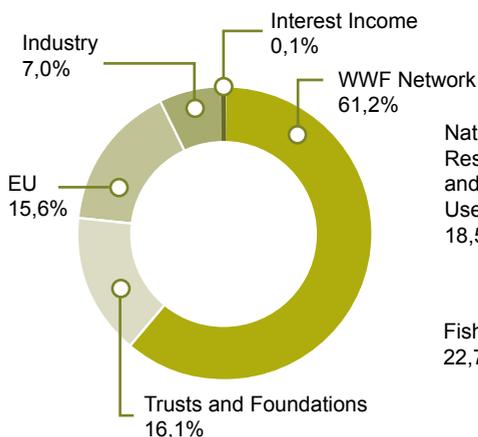
Income

- WWF Network	€ 2,356,621	61.2%
- EU	€ 599,954	15.6%
- Trusts and Foundations	€ 618,490	16.1%
- Industry	€ 270,512	7.0%
- Interest Income	€ 3,901	0.1%
TOTAL	€ 3,849,478	100.0%

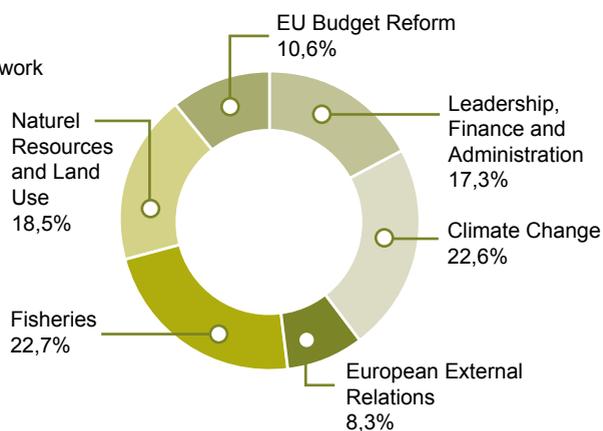
Expenditure

- Leadership, Finance and Administration	€ 657,637	17.3%
- Climate Change	€ 860,558	22.6%
- European External Relations	€ 314,649	8.3%
- Fisheries	€ 866,033	22.7%
- Natural Resources and Land Use	€ 703,759	18.5%
- EU Budget	€ 404,138	10.6%
TOTAL	€ 3,806,774	100.0%

INCOME



EXPENDITURE





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BEYOND 2012: OUR CHALLENGES AND OPPORTUNITIES

While 2012 has not been an easy year, we foresee more key challenges in the years ahead. Three in particular stand out:

European Parliament elections, new European Commission

WWF must get ready for a political change in 2014. Between 751 and 766 MEPs will seek re-election in all 28 Member States (including Croatia for the first time). Normally over half do not return, which leaves us with the major job of building relationships with new MEPs, finding out their interests and informing them of our priorities.

Next year the entire European Commission will stand down and some of the Commissioners will also leave Brussels permanently. Those who are reinstated in 2014, as well as the newcomers, must be voted in by the new Parliament and will be offered new directorates to manage. Also here, we will need to develop good working relationships.

Overcoming the crisis

In this crucial period we must stand firm against any weakening of environmental legislation. Worrying signs are already emerging from some of the Member States. Greece, Spain and Portugal are all looking to weaken their environmental regulation in the face of financial and economic fall-out from the Eurozone crisis. WWF monitors these threats in a monthly electronic newsletter available on

WWF Greece and EPO's websites – CrisisWatch - www.wwf.gr/crisis-watch



But it is not just the Mediterranean countries where environmental roll-back threats exist. The United Kingdom, for instance, is threatening to use the renegotiation of environmental and fisheries laws as part of their demands for new Treaty arrangements to be put in place such as the Birds & Habitats Directive, the Natura 2000 network of protected areas and the Water Framework Directive - and the list goes on.

New policies

With a new European Commission and Parliament new commitments, targets and policies will be put in place for a range of issues of massive importance to WWF. A set of sustainable development goals, hopefully merged with the millennium development goals after 2015, must be negotiated with the rest of the world at the UN. Europe must make new commitments to tackle global climate change and come up with new targets for greenhouse gas emissions, renewable energies and energy savings.

In setting climate targets and sustainable development goals, the EU will need to greatly reduce the European ecological footprint and “walk the talk” at home. Consumption must be addressed and Europeans must start to live within their means, ensuring space for nature at the same time as space for development and poverty reduction in other parts of the world. This is why WWF will develop its policies for ‘One Planet’ to achieve systemic change in the EU, another item high on our priority list.



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Two and half years into the European Commission's term in office, the Green10 released an Olympics themed score card on the performance of key Commissioner.



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The European Parliament hemicycle. The European elections in 2014 will see the arrival of new MEPs who will appoint a new European Commission.

MEET WWF EPO TEAM

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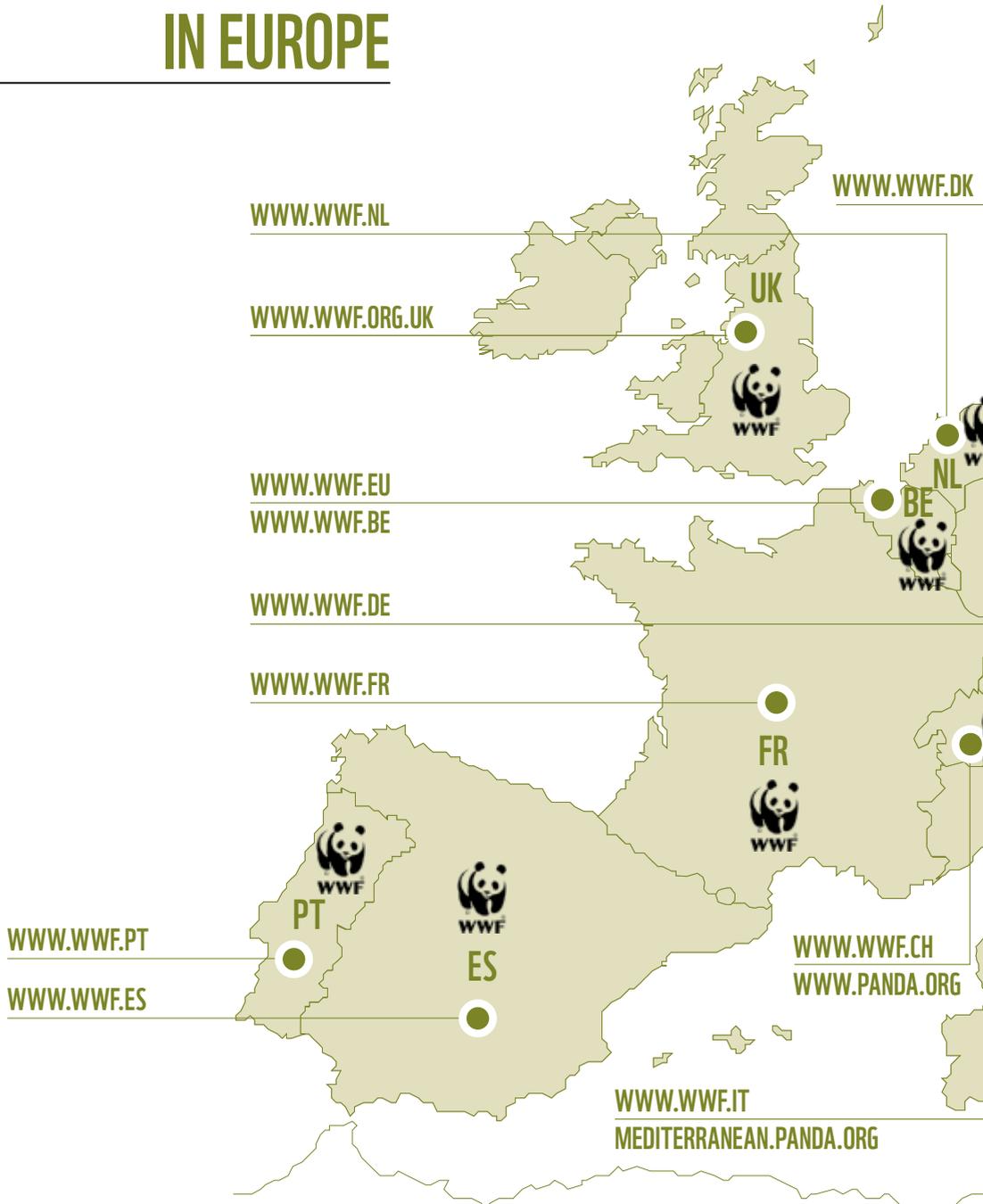
HOSTED STAFF

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WWF in Europe

100%
RECYCLED



1989

WWF European Policy Office
was founded in Brussels in 1989

80%

The EU decides up to 80% of
all environmental policies in
Europe



20

WWF is present in 20
countries in Europe

+3.5M

WWF has over 3.5 million
supporters in Europe



Why we are here

To stop the degradation of the planet's natural environment and
to build a future in which humans live in harmony with nature.

www.wwf.eu