

**Together Possible.**



Working to sustain the natural  
world for people and wildlife  
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# A Return to Balance

# Delivering Change

The evidence of the unbalanced relationship with the planet has never been clearer. From the Amazon to the world's coral reef systems, the Arctic and Antarctic ice worlds, and the Atlantic circulation system, science has begun to identify natural systems approaching dangerous tipping points with planetary repercussions. Scientists are beginning to call it a planetary emergency.



By Arcansel  
Smoke rising  
from a fire in the  
Brazilian Amazon.

The warning signs of the deteriorating health of our planet have continued to grow in 2019. The science has never been clearer on the impact of human activities on nature, with an extraordinary series of major intergovernmental reports highlighting the unprecedented pressure facing the natural world and the disastrous consequences for the health of the natural systems on which our existence and that of most life on Earth depends.

The planet is in the red. We have already lost half of our forests and coral reefs, together with 80 per cent of wetlands. We have dammed two-thirds of the world's long rivers. And we have seen wildlife populations decrease on average by 60 per cent in recent decades, with one million species now threatened with extinction. As the dominant species on the planet, we have a moral responsibility to tackle this planetary emergency of almost unimaginable proportions in the name of the amazing diversity of life we cherish and share the planet with.

But this is not only a matter of morality – nature provides the essentials we all rely on for our

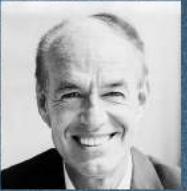
**“Our chance to act is now. If we do all that, we can look forward with hope, not fear.”**

survival and well-being, including crucial emotional, health, economic, cultural and spiritual benefits. And humanity, especially indigenous peoples and the world's poorest and most vulnerable communities, is already feeling the impacts of nature loss.

Business as usual is no longer an option if we are to safeguard our future. We need to stop taking nature for granted. We need to stop losing natural spaces and biodiversity, and expand our efforts to protect and restore the natural world. We need to de-couple economic development from environmental degradation, and transform our economic and financial systems away from today's heavy footprint and towards supporting clean energy, green infrastructures, and sustainable agriculture, forestry and fishing. And we need to treat nature loss, climate change and human development as interlinking issues that can no longer be treated in isolation.

# Thinking Bigger

The coming year offers an unmissable opportunity to chart a new course. World leaders, citizens and others can join together to deliver the change required to safeguard the future of all life on Earth through a New Deal for Nature and People.



**Marco Lambertini**  
Director General  
WWF International

When protected effectively and managed sustainably, nature holds the key to our well-being and prosperity. Each year, around US\$125 trillion worth of ecosystem services – ranging from fresh air and drinking water to heat absorption, productive soil and carbon storage – are provided to the global economy.

The planetary emergency threatens all these vital benefits, which too often are simply taken for granted and not accounted for. But, in 2020, world leaders can help preserve them for decades to come by making a series of key decisions: on a new global biodiversity framework and targets; on national contributions to the Paris climate agreement; on a new treaty for the oceans; and

on a renewed commitment to the environment under the UN Sustainable Development Goals.

This is a momentous opportunity to commit to a New Deal for Nature and People, as comprehensive, ambitious and science based as the global climate deal agreed in Paris in 2015 – setting us on a sustainable and equitable path that restores nature and unlocks the huge global benefits offered by the UN's 2030 Agenda for Sustainable Development.

The rationale is simple. There is not going to be a just, prosperous future for all of us on a degraded planet.

Ours is the generation with the opportunity and responsibility to act. And every single one of us has a role to play.

Onwards!

By David T.  
*Looking Onward  
in Nature*



**“Ours is the generation with the opportunity and responsibility to act. And every single one of us has a role to play. Onwards!”**

# The WWF's Contribution to Balance Within Nature

We have entered a planetary emergency that requires organizations like WWF to think and act bigger and faster – helping the world pull together to deliver a New Deal with science-based targets that address the crisis facing people and nature.

The New Deal for Nature and People is about uniting the world around a compelling case for change that sees a rich nature and a stable climate as fundamental for the development of our society. And it is about agreeing an overall goal that aims to halt the loss of nature by 2030 and place it on the path to recovery. This, together with the climate goal of limiting global warming to 1.5°C, will represent our civilization's plan to ensure a sustainable and harmonious future.

Tackling the planetary emergency requires people across the planet – every one of us in fact – to work together as never before.

WWF has embraced this approach for many years, building many successful global and local partnerships. And, today, we are determined to use our unquenchable spirit of collaboration – something we call 'together possible' – to help build the global coalition that will deliver a New Deal for Nature and People. The world must

embrace the ambition defined by science – and governments, businesses, civil society organizations, financial institutions, indigenous peoples, individuals and local communities must come together to shape, promote and implement the New Deal vision and targets.

As a science-based organization, we are also contributing strongly to global discussions on the targets needed to tackle the loss of nature in the coming decade: preventing a human-induced mass extinction of species; protecting and restoring the natural spaces that are essential for biodiversity to thrive and ecosystems to function; and creating a vastly more sustainable production and consumption model for our planet – from the way we farm the land and fish the sea to how we harvest forests, extract minerals and build infrastructures.

**FIND OUT HOW YOU CAN SUPPORT THE NEW DEAL  
AT [WWF.PANDA.ORG/NEWDEAL](http://WWF.PANDA.ORG/NEWDEAL)**

By Abdul Rauf Khan  
Volunteers of WWF  
planting trees.

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NEW DEAL AT [WWF.PANDA.ORG/NEWDEAL](http://WWF.PANDA.ORG/NEWDEAL)

# How We Are Embracing Ambition

Thinking on the climate crisis has become crystal clear – that in order to halt climate change from getting dangerously worse we will need to halve CO2 equivalent emissions by 2030 and become a carbon neutral society by mid-century. This clarity and measurability has been key in triggering the beginning of the energy transition we are witnessing today.

Such a clear and recognized vision for nature is not yet there. This is the first pillar of the New Deal. We must rally the world's decision-makers and influencers in governments, business and society to embrace an ambitious science-based vision and apex goal, complemented with a narrative that explains why we need to achieve it.

We believe world leaders must commit to halt the catastrophic loss of biodiversity and put nature on a path to recovery by 2030, and to do this through three key targets:

The WWF's New Deal  
for 2020 is for Nature  
and for People.

## Key Priorities

- ⌚ Stable Climate
- ↗ Diversity of Life
- ♥ Good Quality of Life
- 💧 Food & Water for 9 Billion

## Our Targets

1. **Zero loss of natural habitats**  
More and better protection, sustainable management and restoration
2. **Zero extinction of species**  
Stop unsustainable wildlife exploitation and trade
3. **Halve footprint of production & consumption**  
Transition to sustainable practices across a number of sectors such as energy, agriculture, fishing, infrastructure, extractives and forestry, together with the financial flows to support this transition

# A Journey Toward Balance

We are helping to build global support for a new deal for nature and people.

10/18	01/19	04/19	05/19	07/19	08/19	09/19	10/19	11/19	12/19
The New Deal concept is launched with the publication of our Living Planet Report. We then premiere a film in December on nature's vital importance at the UN Convention on Biological Diversity COP14, calling for a New Deal in front of an audience of the world's environment ministers.	Thanks to Sir David Attenborough's support, nature features strongly for the first time in plenary sessions of the World Economic Forum conference in Davos, and the world's most powerful business leaders hear a call for a New Deal for Nature and People.	Launch of WWF-backed Netflix documentary series Our Planet, highlighting nature loss to a global audience. We also supported the Nature Champions Summit convened by Canadian Prime Minister Justin Trudeau, leading to the first coalition advocating a sciencebased ambition on nature.	Hundreds of influential figures join the WWF-backed Call4Nature coalition, urging world leaders to commit to a New Deal. We also counsel a high-level advisory body – the China Council for International Cooperation on Environment and Development – on ambitious targets to halt biodiversity loss by 2030.	At the Trondheim Conferences on Biodiversity, decisionmakers and experts support our calls for more ambitious targets and implementation mechanisms to tackle biodiversity loss. The WWF-backed Business for Nature coalition is also launched to unite a business voice for a New Deal.	We influence the adoption by a number of governments of two initiatives calling for a halt to biodiversity loss: the International Leaders for Biodiversity group and the G7 Metz Charter on Biodiversity. WWF's new Nature of Risk report helps lead thinking on naturerelated financial risk.	We bring together heads of state and other senior figures at our Leaders for Nature and People event during the 75th UN General Assembly, where 14 government leaders rally behind an Emergency Declaration and ambitious action for nature.	WWF Director General Marco Lambertini delivers the keynote at the preparatory meeting Pre-COP25 of the UN Framework Convention on Climate Change in Costa Rica, followed by 25 government leaders joining a High Ambition Coalition of nations to push for a nature action agenda.	In preparation for the 2020 UN Convention on Biological Diversity meeting, President Xi of China and President Macron of France commit to work together to bend the curve of biodiversity loss by 2030.	Despite the failure to raise the necessary ambition to reduce emissions, COP25 of the UN Framework Convention on Climate Change in Madrid increased the focus on nature-based solutions for the mitigation of and adaptation to climate change.

*We took part in a global climate march that brought together more than 7.6 million people*



**“We are working tirelessly to address the underlying global drivers for the loss of nature.”**

# Global Achievements



WWF is working with partners around the world to place nature on the path to recovery by 2030 through our nine global practices: Wildlife, Oceans, Forests, Freshwater, Climate & Energy, Food, Finance, Governance and Markets. The practices bring together the combined efforts of our global network of national offices active in almost 100 countries.

From communities on the ground to decision-makers in governments and business, we work with people around the world to safeguard the natural world – the oceans, forests, fresh water and rich diversity of wildlife

that provide the essentials of life for all. We are challenging the two most urgent threats to nature: climate change and food production. And we are working tirelessly to address the underlying global drivers for the loss of nature: a financial system that must value nature; a governance system that needs to consider the impacts of decisions on people and nature; and markets where sustainable production and consumption must become the norm.

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WATCH PRACTICE LEADER MARGARET KINNAIRD  
DISCUSS OUR WILDLIFE WORK IN 2019

# Balancing Wildlife

Since 1970, global populations of fish, birds, mammals, amphibians and reptiles have fallen by 60 per cent. We are working to create a future where wildlife thrives again.



By Abdul Rauf Khan  
Stormy Skies Over the  
Maasai Mara in Kenya

## Big Progress for Big Cats

Conserving iconic species such as tigers, which face threats ranging from habitat loss and fragmentation to poaching, can have positive impacts on entire landscapes. The WWF-backed Tx2 partnership with 13 tiger-range states, which aims to double wild tiger numbers by 2022, saw strong progress, with Nepal nearly reaching this goal and Indian numbers up by 33 per cent since 2015. We also joined governments and NGOs in Latin America in launching an unprecedented roadmap to conserve jaguars, aiming to secure 30 priority conservation landscapes by 2030 from Mexico to Argentina.

## Success in Elephant Ivory Crisis

Every year, over 20,000 elephants are killed in Africa to supply ivory markets, primarily in Asia. Our efforts on this included a successful #TravellIvoryFree campaign across Southeast Asia, launched by WWF in partnership with over 20 organizations. Piloting new digital outreach efforts using geolocated messages sent to travellers walking around known ivory markets, the campaign received over 101 million online views in just 20 days, consumer awareness of the government's ivory ban in China has doubled, and the illegal online ivory trade has decreased.

## Protecting Key Global Biodiversity Areas

We are part of an ambitious global initiative with 12 other organizations, which is working to map, monitor and conserve the most important places for life on Earth. So far, the Key Biodiversity Areas (KBAs) partnership has identified more than 16,000 KBAs, covering nearly 9 percent of land globally and 2.1 per cent of the oceans. We are committed to help raise the importance of this network of critical sites for biodiversity in our work and advocate for their protection as part of the New Deal for Nature and People.

## Action on Ocean Plastics Crisis

Eight million tonnes of plastics end up in oceans every year – a significant threat to people and wildlife. Our advocacy has helped lead to action, with Nordic, Caribbean and Pacific countries calling for a global treaty to end the ocean plastics crisis. Environment ministers also agreed new measures under the Basel Convention, which controls international movements of hazardous wastes, to prevent developing countries being used as a dumping ground for plastic waste. More than 1.5 million people around the world have signed our campaign petition calling for a global treaty.

## Financing Framework Adopted by Key Bodies

The global ocean economy is set to grow faster than the general economy – and yet environmental impacts from unsustainable investment threaten the resource base on which this depends. The Blue Economy Finance Principles, which we co-developed, are the world's first global framework on financing a sustainable ocean economy, covering all ocean-based industries from shipping, fisheries and tourism to aquaculture, energy and biotechnology. The principles have now been adopted by influential investment bodies the World Bank, European Investment Bank, UN Environment Assembly and Asian Development Bank.

## Protecting for Vital Arctic Region

Our work has helped lead to a 322,000 sq km interim marine protected area, called Tuvajjuittuq, being designated in the Canadian Arctic. Scientists believe sea ice will persist the longest here – and so it could become a last refuge for sea ice dependent wildlife. Thanks to the input of the Qikiqtani Inuit Association, communities will also benefit culturally and economically. WWF-Canada continues to urge that Tuvajjuittuq is joined to a nearby conservation area – creating a massive safe habitat for Arctic wildlife and the Inuit communities they sustain.

WATCH PRACTICE LEADER JOHN TANZER  
DISCUSS OUR OCEANS WORK IN 2019



# Balancing the Oceans

Escalating climate change impacts, over-exploitation, habitat destruction and Pollution are harming this fragile environment. Oceans must be seen as critical to all Life on earth.

By Tobias Tullius  
Ocean Cleanup Site  
in Portugal.

WATCH PRACTICE LEADER WILL BALDWIN-CANTELLO  
DISCUSS OUR FORESTS WORK IN 2019

# Balancing the Forests

Every year, we lose 8.8 million hectares of Natural forest. We need to increase sustainable Forest management, protect our world's Forests, halt their destruction, and restore them.

By Nikolay Maslov  
Forest Fire  
Monrovia, CA, USA



## Strong Progress On Amazon Protection

As raging forest fires grabbed global media headlines, we continued long-term efforts to secure a network of well-managed protected areas across the Amazon. A commitment of US\$140 million was made by the government of Peru, WWF and partners to strengthen and expand Peruvian protected areas covering nearly 17 million hectares. The initiative aims to make the country's protected areas financially sustainable, protecting both people and nature. We also helped establish a new protected area covering over 100,000 hectares in the Colombian Amazon.

## Helping Business Meet Deforestation-free Commitments

WWF was an instrumental partner in developing and launching the Accountability Framework, the first and only tool of its kind that instils accountability in companies to meet their deforestation-free commitments. It provides a clear roadmap to eliminating deforestation and habitat conversion from supply chains, together with much-needed clarity on how to convert pledges into action. WWF and other NGOs worked with stakeholders to create these robust new guidelines, which also provide critical support to governments developing and implementing deforestation targets. In another step forward on tackling deforestation, our policy advocacy paid off when the EU issued proposals to address Europe's impact on the world's forests.

## Pristine Forests Safeguarded in Europe

Long-running efforts by WWF and partners have helped safeguard two key European forests. A new protected reserve has been established in Russia's Arkhangelsk region, protecting 300,000 hectares of one of the world's last large expanses of pristine forest. Meanwhile, Bulgaria's courts overturned efforts to open up almost half of Pirin National Park, a UNESCO World Heritage site containing centuries-old pine forests, to logging and potential new construction activity.

## Focus On Nature-based Climate Solutions

Nature-based climate solutions could deliver up to 30 per cent of the Paris Agreement's mitigation goals by 2050 and increase resilience of the one billion people most vulnerable to climate impacts. We successfully highlighted their importance inside and outside the 2019 UN Climate Action Summit, including taking part in a global climate march that attracted over 7.6 million people. We also helped shape the agenda for the summit, leading to commitments by 65 countries, 102 cities, 87 businesses and 15 investors to net-zero greenhouse gas emissions before 2050.

## Non-state Actors Commit To Reduce Emissions

Through our Science-Based Targets initiative, 675 companies have now made plans to reduce their greenhouse gas emissions in line with climate science. Of these, 87 companies – whose annual direct emissions are equivalent to 73 coal-fired power plants – announced new targets aligned with efforts to limit warming to 1.5°C. These companies collectively represent over 4.2 million employees from 28 sectors and are headquartered in 27 countries. And 252 cities also promised emissions reductions by joining our One Planet City Challenge, up from 132 in 2018.

## Climate Action Coalitions Grow

Together with our partners in the Alliances for Climate Action network, we helped form new coalitions in Vietnam and South Africa, bringing together local governments, businesses, investors and other organizations committed to greater climate action in their countries. The coalitions are starting to have impacts both by setting their own climate targets and influencing governments to align their national climate plans with the 1.5°C goal of the Paris climate agreement. Together with existing coalitions in Argentina, Japan, Mexico and the US, the network comprises more than 4,000 members.

WATCH PRACTICE LEADER MANUEL PULGAR-VIDAL  
DISCUSS OUR CLIMATE & ENERGY WORK IN 2019



By Anna Jiménez Calaf  
Silhouette of Wind  
Turbines in Rubiò, Spain

# Balancing the Climate

People and nature worldwide are already feeling the effects of climate change, with scientists warning that more than 1.5°C of warming will have catastrophic impacts.

# 2019 Financials

## WWF INTERNATIONAL INCOME AND EXPENDITURE 2019

Income  
**CHF 201 Million**

1% Legacies & Other

2% Corporations

3% Individuals

6% Royalties

10% Trusts & Foundations

30% Public Sector

48% WWF National Organizations

Expenditure  
**CHF 198 Million**

3% Network Services & People Development

4% Finance & Administration

7% Fundraising

8% Conservation Policy & Awareness

78% Conservation Programmes

FY19 income was 4 per cent lower than FY18, mainly driven by decreased income from national organizations (down 8%).

FY19 expenditure was at the same level as FY18 with higher conservation spend (up 7%) offset by lower fundraising and network services expenditure (down 8% / 3% respectively).

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

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

## WWF NETWORK INCOME AND EXPENDITURE 2019

Income  
**EUR 778 Million**

5% Other

5% Earned Income

9% Corporations

9% Trusts & Foundations

17% Public Sector

55% Individuals

Expenditure  
**EUR 710 Million**

4% Conservation Policy

11% Administration

15% Awareness & Education

21% Fundraising

49% Programme

Total WWF Network income increased by 3%, mainly driven by higher income from individuals (up 8%). Expenditure increased by 9% with higher spending in fundraising activities and awareness and education (up 24% / 13% respectively). The resulting surplus of EUR 68M will be used to fund our ongoing projects and programmes, and help us to reach our conservation targets.

The figures given show WWF Network income and expenditure but do not represent consolidated accounts. The Network includes WWF International, programme offices and national organizations.

**KATHRYN BLOGG,  
INTERIM FINANCE DIRECTOR,  
WWF INTERNATIONAL**

In 2019, WWF adopted the new accounting guidance issued by the Financial Accounting Standards Board (FASB) regarding revenue and expenses.