



WWF

ANNUAL
REVIEW

EU

2014



Front cover: 'grey wolf (*Canis lupus*) head partially hidden by tree'. As part of our work to protect biodiversity in Europe, WWF has joined the EU platform initiated by the European Commission to conserve and manage large carnivores in Europe.
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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.

Layout: Benjamin Langman – BNL Concept sprl
Printed by IPM Printing SA

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CONTENTS

FOREWORD BY TONY LONG	4
MESSAGE FROM ANGELO CASERTA	6
OUR MAIN ACTIONS IN 2014	8
A new European Commission & Parliament	10
A voice for nature in Europe	14
Moving to a low-carbon economy	18
Promoting sustainable development globally	22
COMMUNICATIONS & CAMPAIGNS	26
OUR DONORS, PARTNERS & ALLIES	28
FINANCIALS	29
BEYOND 2014: OUR CHALLENGES & OPPORTUNITIES	31
THE WWF EUROPEAN POLICY OFFICE TEAM	32
WWF OFFICES IN EUROPE	34

FOREWORD

Europe's environmental politics used to be a fairly predictable affair. Once every five years

during the 1970s and 1980s, and later once every decade, an Environmental Action Programme would be published by the European Commission.



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Tony Long
Director,
WWF European
Policy Office

The resulting annual work programmes would single out the priorities for environmental action. Draft legislation was published, the European Parliament and Council voted, Member States put implementing measures in place and then the whole cycle would start again. Progress was constant and measurable. The quality of citizens' lives and levels of environmental protection were generally improved. The story was pretty much the same across all main environmental sectors – air, water, nature and so on. Driving this progress was the EU Treaty wording calling for environmental policy to aim for “a high level of protection.”

The Treaty language remains in place of course. But the predictability of environmental progress at EU level has suffered a blow. Last summer, the European Commission President-elect, Jean Claude Juncker, addressed the European Parliament laying out 10 new Commission priorities. Action on climate change was among them. And a strong global sustainable development agenda was promised. But the nuts and bolts of environmental protection were missing. A new focus was placed instead on making Europe competitive and reducing regulatory burdens. It was difficult to avoid the conclusion that environmental priorities had been somehow downgraded.

The fight back has begun. The European Parliament clashed with the European Commission on a number of environmental dossiers in the first months of the new administration. The Council's environment ministers announced their displeasure in December over the withdrawal of Commission proposals that would have put Europe firmly on a path towards a circular economy. Environmental organisations successfully joined with development groups and the European Parliament to have sustainable development more firmly anchored in the mandates of several commissioners. And the so-called “fitness checks” promised for nature conservation laws, water directives and timber regulations are being watched closely to see that they don't transform into a fully-fledged rolling-back of existing laws.

In 2010, Europe committed itself to following a path of smart, sustainable and inclusive growth. Resource efficiency pledges and a desire to achieve high levels of environmental protection were at the forefront of the Europe 2020 Strategy. As this strategy is now up for review, the new Commission administration has a real chance to overturn its dismal start to protecting our environment. Second chances may be rare in politics, but after just a few months in office Europe's political leaders have a new opportunity to show citizens that environmental leadership remains central to their vision for Europe. WWF will be working hard to make sure they seize it.

Tony Long

Director, WWF European Policy Office



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European flags in front of the Berlaymont building in Brussels.

A MESSAGE FROM ANGELO CASERTA

Change is never linear. Complex systems have threshold levels that trigger the, often abrupt, transition to a new status.

© BIRDLIFE



Angelo Caserta
Regional Director,
BirdLife Europe and
Central Asia & Chair of
Green 10 in 2014

Take climate change: science tells us that the conditions for disruptive and potentially catastrophic events are mounting, but it cannot say exactly when a given event will happen.

Something similar is happening in European policy, where for years we have witnessed the steady erosion of the social and economic system that guaranteed wellbeing for millions of citizens. This has been accompanied by a continual sharpening of the narrative from sustainable growth to simply growth and jobs. However, the sudden and brutal attack on the environment, as represented by the new European Commission's priorities, composition and mandates, indicates that certain threshold levels have been breached.

I had the honour of chairing the Green 10, the group of the largest environmental NGOs in Brussels, in the very days where we had to wake up and acknowledge that environmental policy work in the European Union would be "business as usual" for no longer.

It was not easy to integrate the diverse sensitivities, styles and agendas of the Green 10 NGOs and to produce a joint and quick response to the plan to dismantle environmental legislation in the EU. But I'm glad to say we did it.

We held a massive reception in the European Parliament in September, calling on all our old friends across party lines to resist the roll-back of environmental laws. We successfully called on Martin Schulz, President of the Parliament, to lean on President Juncker to put sustainability back in the mandate of Vice-President Timmermans. We worked with the Italian presidency of the EU to make sure that the environment ministers meeting in December threw down a unanimous challenge to the European Commission to save the circular economy package. The response, a few weeks later, of the General Affairs Council indicates that we have a long road ahead of us as we fight for sustainable growth.

We have been working restlessly to expose to the general public and to decision-makers, the groundless attempts of President Juncker and Vice-President Timmermans to target environmental legislation in their anti-red-tape crusade.

We owe the achievements of the last few months also to the firm leadership that Tony Long and WWF, with their undisputed prestige and reputation, have put at the service of the environmental movement.

Together as Green 10 we stood up for nature and people and won most of our initial battles. But we cannot sit back and relax; we need to continue the fight, making clear that the vast majority of European citizens want strong environmental protection and a healthy, vibrant natural world.



OUR MAIN ACTIONS IN 2014

- A new European Commission & European Parliament
- A voice for nature in Europe
- Moving to a low-carbon economy
- Promoting sustainable development globally

European Parliament elections campaign image.





A NEW EUROPEAN COMMISSION & PARLIAMENT

The appointment of Commission President Jean-Claude Juncker saw the restructuring of the European Commission and the appointment of a new team of commissioners - marking an end to the ten-year tenure of José Manuel Barroso.

WWF in the European Parliament.





A new European Parliament came into being in the summer after the once in every five year elections. More than half the parliamentarians are new to Brussels and Strasbourg. Along with these new faces in Brussels, a new vision and strategy is being deployed to get Europe out of the current economic and social crisis.



95%
OF EUROPEANS
CONSIDER THAT
PROTECTING THE
ENVIRONMENT IS
IMPORTANT TO THEM
PERSONALLY

WWF and the European Parliament

With its members representing constituents from across Europe, the European Parliament is traditionally one of the EU institutions where WWF finds broad support. This is not altogether surprising. As many as 95% of Europeans consider that protecting the environment is important to them personally¹ and 77% agree that European environmental laws are necessary for protecting nature in their country².

Debates and votes in the second half of 2014 have already shown that the new European Parliament is again an important supporter of a more sustainable Europe. WWF was successful in engaging with MEPs prior to the arrival of the new European Commission at the end of the year to press for more environmental protection. Together with the Green 10 – the ten largest environmental networks active at European level - WWF organised a successful Brussels welcome reception in the Parliament attracting representatives from across the political spectrum. This event coming at the beginning of the new Parliament sent a powerful signal that environmental protection is relevant irrespective of party political labels.

The hard work lies ahead of course as the Parliament gets to grips with the practical details of amending and voting on legislation. WWF looks forward to working together and building our relationships with the new parliamentarians and continuing to inform and inspire environmental policy that makes a difference.

¹ & ² *Eurobarometer, September 2014*



© LODE SAIDANE / WWF

Gerben-Jan Gerbrandy, MEP, supporting WWF Earth Hour 2014.

WWF and the European Commission

The European Commission is essential to environmental protection in Europe. As the sole institution able to propose draft environmental legislation and require Member States to implement and enforce EU law, it holds the key to a sustainable Europe.

WWF therefore expressed grave concerns regarding the new leadership structure at the head of the Commission, and the portfolio allocation in September 2014. Several of President Juncker's proposals were seen as a setback, such as the omission of a dedicated Environment Commissioner for the first time in 20 years, or the complete lack of attention to sustainability at Vice-President level in the newly layered and more complex structure of the College of Commissioners.

As noted in Tony Long's foreword and Angelo Caserta's introductory message above, WWF urged President Juncker not to sacrifice Europe's environmental standards in favour of short-term economic interests. Quickly the public debate around the new Commission became dominated by doubts about its green ambitions.

Strengthened by WWF campaigning carried out together with the Green 10 coalition, the European Parliament eventually secured in October an important concession from President Juncker: the long-term environmental sustainability of EU policies and actions would be guarded by Frans Timmermans, First Vice-President of the European Commission.

WWF will continue to press this Commission to put an end to environmentally harmful subsidies and poor implementation by Member States of key policies that have a proven track record. We will remain vigilant to any attempt by this new Commission to freeze progress or improvement of Europe's environmental and health standards in the coming years.

A VOICE FOR NATURE IN EUROPE

WWF works in Brussels to ensure that EU decision makers take nature into full account in all relevant EU policies; and invest enough money so that natural resources are used and managed in a sustainable and efficient way.



A group of Greater flamingos (*Phoenicopterus ruber*) in Coto Doñana National Park, with sand dunes in the background. Andalucia, Spain.







Forests

Forests are home to over 50% of the world's land-based animal and plant life and also provide food, shelter, fuel and a source of income to a billion people. But we are cutting down trees faster than they can grow.

WWF is working to protect forests against the many threats they face. We advocated for an EU action plan that addresses deforestation and forest degradation. We have worked extensively with our network in Europe to ensure that the EU Timber Regulation is implemented properly across all countries.

By working together with the Alliance for Beverage Cartons and the Environment (ACE) and Unilever on sustainable sourcing issues, we organised a successful debate during the European Commission's Green Week in June on how the EU can help businesses source resources more sustainably.

Biodiversity

We all depend on nature for our survival and wellbeing and yet we are not protecting it enough: over a half of Europe's species and habitats are under threat. Decisive political action is needed at EU and national levels to reverse this trend and ensure that the drivers of biodiversity loss are properly tackled.

WWF advocated for a full and timely implementation of the EU 2020 Biodiversity Strategy and, in particular, a properly functioning Natura 2000 network - the cornerstone of EU's biodiversity efforts - ensuring that the network continues to deliver nature conservation outcomes. It remains one of Europe's best achievements in protecting nature covering 18% of the European land area. We also promoted the integration of biodiversity in other policies and pressed for a more ambitious implementation of the EU water legislation.



+50%
OVER HALF OF
EUROPE'S SPECIES
AND HABITATS ARE
UNDER THREAT



70%

OCEANS AND SEAS
COVER MORE THAN
70% OF THE SURFACE
OF OUR PLANET

Oceans and illegal fishing

Oceans and seas cover more than 70% of the surface of our planet, with far more species living in the oceans than on land. The marine environment provides livelihoods and food for hundreds of millions of people. But the world's oceans and seas are under severe strain from overfishing, illegal fishing, as well as climate change and pollution.

Thanks to funding from the Ocean 5 foundation, WWF together with Oceana, Pew and the Environmental Justice Foundation have established an NGO coalition working to fight Illegal, Unregulated and Unreported (IUU) fishing. The coalition is advocating for Europe to put a stop to illegal fishing not only amongst its own fleets but to block illegal fish coming into the EU from countries outside the EU.

Promoting healthy and sustainable diets

WWF is a partner in the LiveWell for LIFE project (<http://livewellforlife.eu>), demonstrating what healthy, sustainable and affordable diets could look like in France, Spain and Sweden, and working with a wide range of stakeholders on how best to encourage such diets across Europe.



In the autumn, together with the catering department of the European Parliament and Euro-Toques International, - the association of top European chefs, - a series of cooking events was organised in the European Parliament's restaurants. Parliamentarians, their assistants and guests were offered a daily LiveWell menu.

In December, following the end of the three year project, a final LiveWell conference was organised with over 150 stakeholders joining the debate and supporting WWF's demand for a more coherent European food policy. A concluding report was launched presenting key recommendations for policy and decision-makers.

MOVING TO A LOW-CARBON ECONOMY

Human activity, such as the burning of fossil fuels, the cutting down of forests, rising demands for transportation and personal mobility and the raising of farming livestock are adding enormous amounts of greenhouse gases to the atmosphere, changing the climate and causing global warming and abnormal weather events.

Joint NGO action in front of the Berlaymont building in Brussels following the weak European Commission outline of EU 2030 climate and energy policies.







Climate and energy legislation for 2030

The EU is in the process of defining its climate and energy goals for 2030. Despite significant political resistance to delivering an adequate package, WWF worked to ensure the European Council's political guidance of October 2014 left the door open to greater ambition – such as aiming for at least 40% less greenhouse gas emissions, and including an energy efficiency target that still needs to be revised upwards.

We have also pursued improvement of the EU Emissions Trading Scheme (ETS) in both the short and long-term by encouraging the development of the Market Stability Reserve legislation, as well as an upcoming post-2020 revision. WWF has also actively engaged on new ideas such as the energy union and governance which contain elements of real progress, such as putting energy efficiency at the heart of security of supply as well as improving implementation. But they are no replacement for ending fossil fuel support and ensuring renewable energy and efficiency are the subject of ambitious targets enforced through binding legislation.

Moving away from coal pollution

Current policies do not provide clear signals for the energy sector to move away from the worst pollutants like coal and lignite. This is why WWF supports the introduction of an Emissions Performance Standard to complement the EU Emissions Trading Scheme (ETS). We are also working across Europe to put an end to public financing for coal overseas. Our objective was to get an agreement to curb support for coal plant exports at the OECD level before COP21. In November, French President François Hollande committed to end support for coal plants overseas – a significant step forward.

Getting an effective global climate deal

Joint efforts by all CO₂ emitters are required to ensure we can limit climate change to below 2 degrees or even 1.5 degrees if the worst predictions are true. In the run-up to the Paris Conference of the Parties (COP21), WWF has been cooperating with civil society, social movements and trade unions to create a united voice in demanding that governments act to the fullest extent possible. The EU has a responsibility to limit its own emissions while financially supporting adaptation and mitigation in less developed regions of the world.



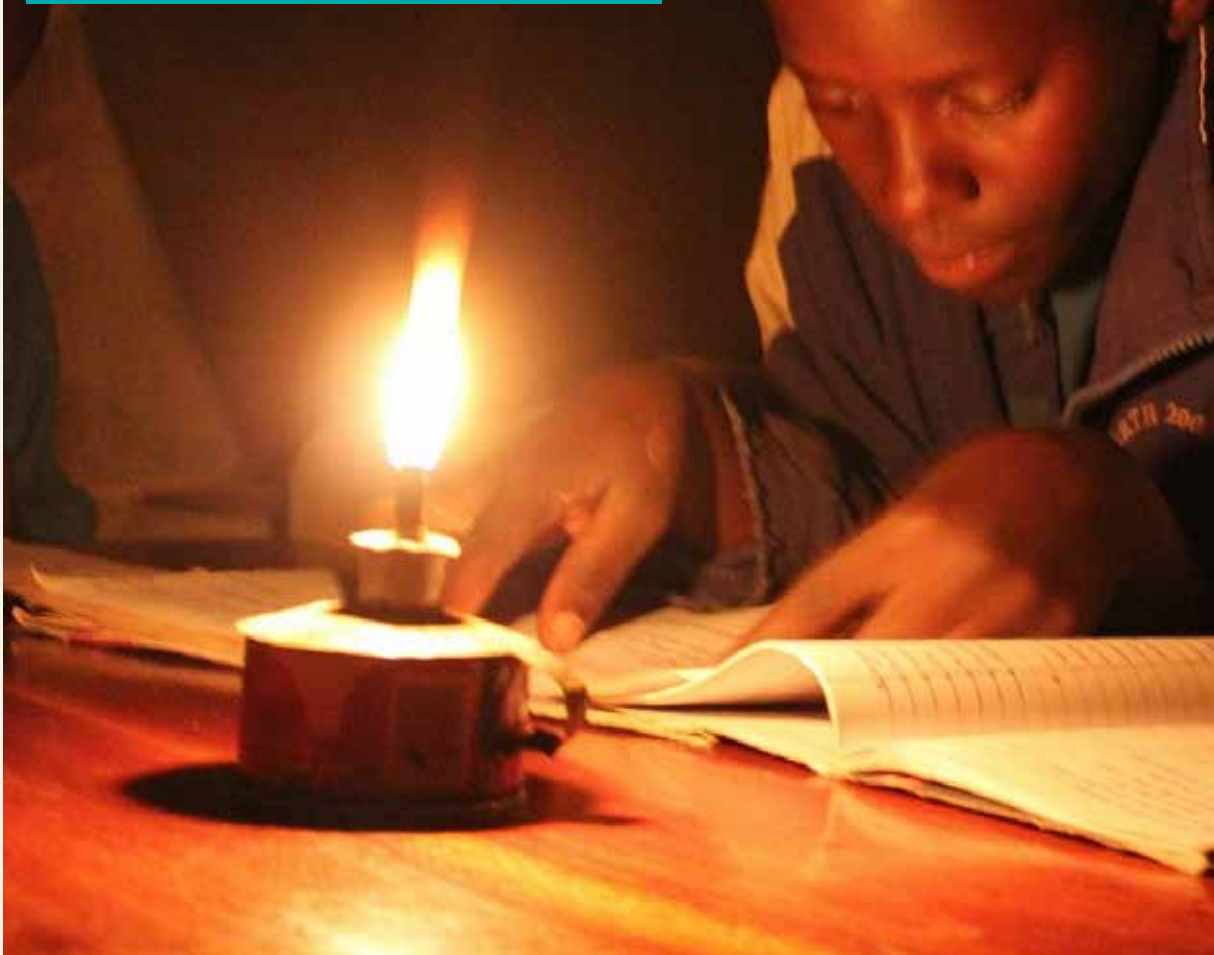
© MARTIN HARVEY / WWF

Heavy flooding during rainy season caused by channeling of river and urban development.

PROMOTING SUSTAINABLE DEVELOPMENT GLOBALLY

As the world's largest external aid donor, EU development programmes, policies and funding can have positive or negative impacts on the environment in developing countries.

Kerosene is the most used fuel for lighting in rural households in Uganda.







The EU as a global player

With a global sustainable development deal to be struck in 2015, WWF has helped to re-shape the development debate. We seek to influence policies and actions that have an impact on people and the planet by ensuring that EU decision-makers understand the part the environment plays in developing strong economies and reducing poverty.

WWF worked to influence the EU position for the post 2015 sustainable development agenda. The result is a positive, universal and ambitious EU position that integrates environment, climate and equality and recognises the need to achieve human well-being within planetary boundaries.



**€5
million**
**RAISED FROM THE
EU TO PROMOTE
AWARENESS
OF SEAFOOD
SUSTAINABILITY**

Accessing EU funds

The WWF European Policy Office (EPO) regularly informs the WWF network about EU funding opportunities, builds the capacity of offices in accessing these funds and supports them in improving EU project management and implementation.

In 2014, WWF Uganda was awarded a €4.2 million grant to scale-up rural electrification through innovative solar photo-voltaic distribution models. The project is funded by the EU-ACP (African, Caribbean and Pacific) Energy Facility.

We also helped raise €5 million from the EU programme on development education and awareness-raising for a project led by WWF Austria in partnership with WWF offices present in 11 countries. The project will promote awareness about the implications of seafood choices made by consumers, retailers and authorities across Europe highlighting global interdependencies and promoting a shift towards sustainable consumption.



© BRIAN J. SKERRY / NATIONAL GEOGRAPHIC STOCK / WWF

A school of Northern bluefin tuna (*Thunnus thynnus*) during their migration in the Mediterranean Sea.

COMMUNICATIONS & CAMPAIGNS

Supporting our policy work through communications and campaigns is a way to make what we do resonate further in Brussels, across Europe and the world in

order to engage a wide variety of audiences on the issues we care about most.

The WWF European Parliament elections campaign

In May 2014, European voters were asked to choose the members of the European Parliament for the 2014-2019 period. The elections were crucial for the future of Europe and our environment. Most national environmental laws originate from the EU and the 751 MEPs have the power to decide on crucial policies that protect our environment and health, as well as create green jobs and a resilient low-carbon economy.

To make the most of this opportunity, WWF launched a pan-European campaign asking EU election candidates to pledge their support for a new more sustainable Europe. The campaign also encouraged voters to contact their political groups and candidates and ask them to make the pledge. In total 640 candidates, across all 28 Member States and political groups, signed WWF's pledge. In the end 133 of our 'pledge candidates' were elected and are now MEPs, they come from 19 countries and represent 60 different national political parties.

TEDxWWF – ideas worth spreading

WWF hosted the prestigious TEDxWWF conference in Brussels in October. TEDxWWF brings together innovative speakers who are changing the way we think, live and work to meet the challenges of living on our one planet. Previously held in Geneva, Singapore and Abu Dhabi, Brussels was the fourth city to host TEDxWWF.

Timed to coincide with the newly-elected European Parliament and new European Commission, the objective was to raise awareness of environment-related topics amongst newcomers to Brussels and to increase awareness of the WWF brand.

TEDxWWF gathered 300 key people from the European institutions but also media, businesses, Belgian decision-makers and other NGOs. The event was streamed live across the world to thousands more. Three speakers took the stage, with two more via video, to talk about on how to live sustainably within the limits of one planet.



© LODÉ SAIDANE / WWF

TEDxWWF at the Bavarian representation to the EU, October 2014.

OUR DONORS, PARTNERS & ALLIES

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

WWF NETWORK

Throughout the year, many WWF offices provided WWF EPO with their expertise and advocacy support. Fourteen offices contributed financially to our office. This support makes it possible to operate, make a real impact in Brussels and help address issues raised by millions of WWF supporters around Europe and the world.

BUSINESS ALLIANCES

Our effectiveness is enhanced by our cooperation with leading business groups willing to join us in building common advocacy positions. For example WWF has worked with the Association for Beverage Cartons and the Environment (ACE) for the past eight years, a major player in the beverage carton industry.

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, the Renewable Grid Initiative and Ocean5.

EUROPEAN COMMISSION

We again received a financial contribution from the European Commission through the LIFE grant to help cover core operational costs of the WWF EPO office.

CIVIL SOCIETY

WWF EPO also works closely with other NGOs in the Green10 coalition - a group of the 10 biggest European environmental NGOs in Brussels: www.green10.org. It is also part of the EU Civil Society Contact Group which brings together eight large rights and value based NGO sectors - culture, environment, education, development, human rights, public health, social and women: www.act4europe.org

FINANCIALS

Income € million

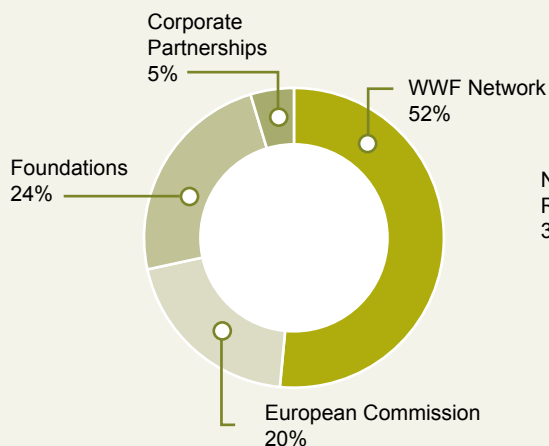
WWF network	1.649.855	52%
European Commission	644.414	20%
Foundations	759.055	24%
Corporate Partnerships	150.000	5%
Total	3.203.324	100%

Expenditure € million

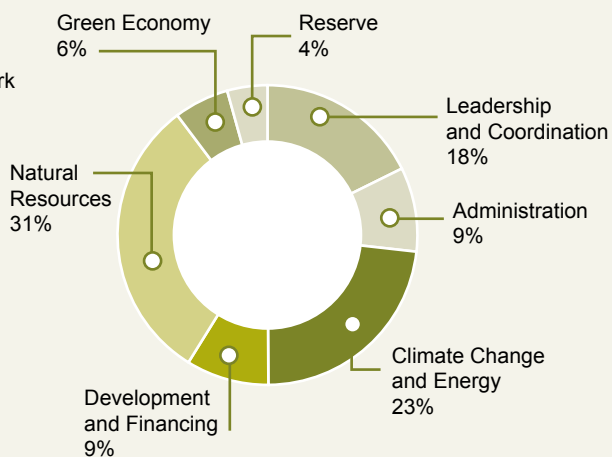
Leadership and Coordination	566.668	18%
Administration	291.074	9%
Climate Change and Energy	740.819	23%
Development & Financing	286.224	9%
Natural Resources	989.644	31%
Green Economy	190.170	6%
Reserve	138.725	4%
Total	3.203.324	100%

Note: all numbers and percentages have been rounded up.

INCOME



EXPENDITURE





BEYOND 2014: OUR CHALLENGES & OPPORTUNITIES

Despite the challenges of a new European Commission and Parliament, we can turn the tables in our favour to protect our environment and build a future in which humans live in harmony with nature.

Ensure environmental standards in Europe are maintained and that biodiversity loss is halted by 2020

With a new European Commission in place trying to boost the economy via short-term unsustainable solutions, policy-makers are at risk of ignoring the strategic value of nature and failing to understand that it is the backbone of businesses and the economy. Without natural resources no business or economy can survive. Undervaluing our environmental assets will end up affecting not only nature itself, but also businesses, the economy and society more broadly. Our objective for 2015 and beyond is therefore to once again make the environment a political priority at European level.

A new global, ambitious climate agreement in Paris

Climate change is having devastating effects on the environment, habitats and species. It also exacts an unacceptable human toll. WWF offices globally are working together more closely than ever to make sure that we start to combat it properly. We want to ensure that every country and region where we have a presence will support and call for an ambitious climate deal at the COP21 conference in Paris in December 2015.

Sustainable Development Goals for people and the planet

WWF will continue to influence and push the EU to maintain its positive, universal and ambitious position ahead of the UN Summit in September 2015, where the post-2015 sustainable development agenda will be adopted. We will also work with our entire network to ensure that the EU makes a strong contribution to delivering the Sustainable Development Goals, both within Europe and globally. We will push for adequate financing for sustainable development ahead of the UN Financing for Development conference in July 2015 in Addis Ababa.

THE WWF EUROPEAN POLICY OFFICE TEAM

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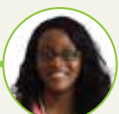
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LISE DEVAUX
Green Economy &
Natural Resources
Assistant



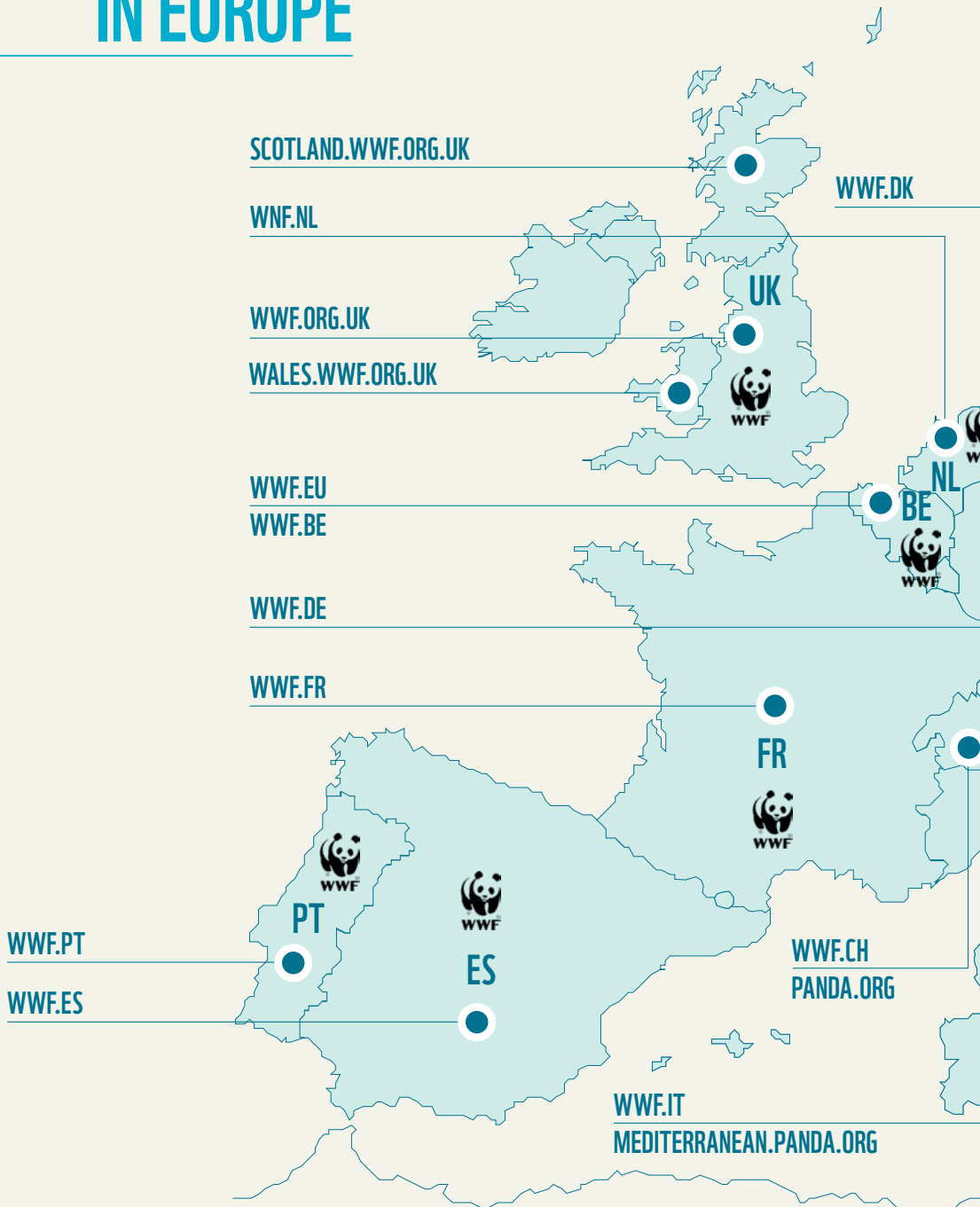
GUIDO BROEKHOVEN
Regional Manager,
China - Africa
Trade Initiative

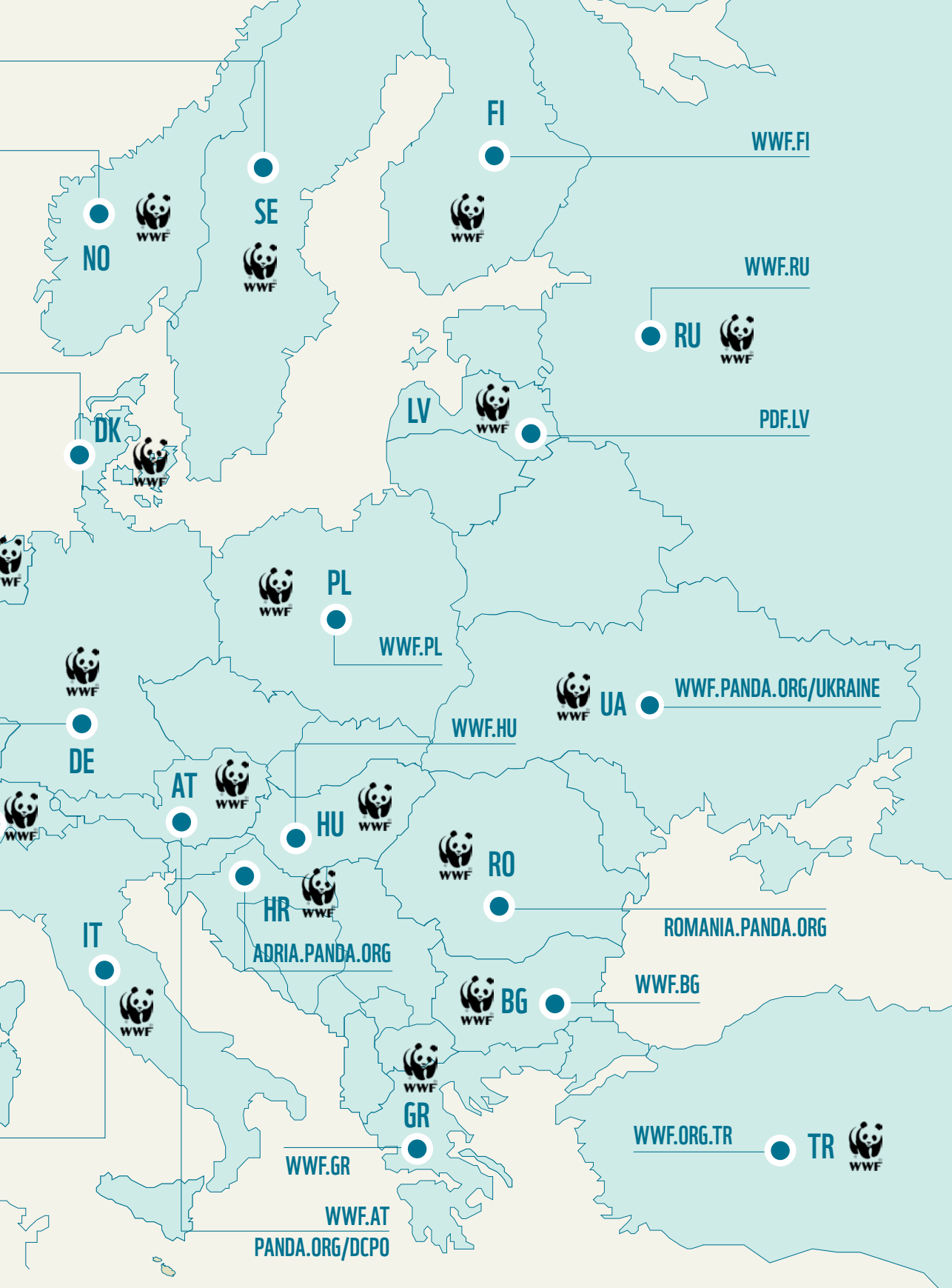
WWF OFFICES IN EUROPE

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NO



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BG



WWF.BG

IT



ADRIA.PANDA.ORG

HR



GR



WWF.GR

WWF.AT

PANDA.ORG/DCPO

WWF.ORG.TR

TR



WWF IN EUROPE

100%
RECYCLED



1989

WWF European Policy Office
was founded in Brussels in 1989

80%

Up to 80% of national
environmental legislation is
decided by the EU



+3.5M

WWF has over 3.5 million
supporters in Europe

24

WWF is present in 24
countries 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

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