

(DRAFT)

Member's Annual Report 2009

Date of preparation: 08 / march /2010

Name of the editor: Lifeng LI

1. About the organization

(1) Name of the organization and postal address of the office

WWF International

Avenue du Mont-Blanc

1196 Gland, Switzerland

Web: http://www.panda.org/about_wwf/what_we_do/freshwater/

(2) The representative of the organization

<Please write the name and position of the representative>

Lifeng LI

Director, Freshwater

(3) Purposes and roles of your organization

a) Historical background of the organization

WWF was born into this world in 1961. It was the product of a deep concern held by a few eminent gentlemen who were worried by what they saw happening in our world at that time.

In almost 5 decades, WWF (formerly known as the World Wildlife Fund) has become one of the world's largest and most respected independent conservation organizations.

With almost 5 million supporters distributed throughout 5 continents, WWF has offices in over 90 countries and can safely claim to have played a major role in the evolution of the international conservation movement.

Since 1985, WWF has invested over US\$1 billion in more than 12,000 projects .

All these projects and activities play a part in the campaign to stop the accelerating degradation of Earth's natural environment, and to help its human inhabitants live in greater harmony with nature.

For more information, please visit http://www.panda.org/who_we_are/history/

b) Purposes and roles of the organization

WWF's Mission Statement

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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
- promoting the reduction of pollution and wasteful consumption.

WWF's Guiding Principles

To guide WWF in its task of achieving the mission, the following principles have been adopted. WWF will:

- be global, independent, multicultural and non party political
- use the best available scientific information to address issues and critically evaluate all its endeavours
- seek dialogue and avoid unnecessary confrontation
- build concrete conservation solutions through a combination of field based projects, policy initiatives, capacity building and education work
- involve local communities and indigenous peoples in the planning and execution of its field programmes, respecting their cultural as well as economic needs
- strive to build partnerships with other organizations, governments, business and local communities to enhance WWF's effectiveness
- run its operations in a cost effective manner and apply donors' funds according to the highest standards of accountability.

For more information, please visit http://www.panda.org/who_we_are/

(4) Outline of the organization

1) Number of staff

More than 4,000 employees in more than 100 countries.

2) Amount of the annual budget in 2009

More than 400 million Euro of WWF network, and about 100 million Euro of WWF International.

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3) Organizational chart

<Please attach the organization chart here>

WWF is an independent foundation registered under Swiss law, governed by a Board of Trustees under an International President. Currently, the President is Yolanda Kakabadse. President Emeritus is HRH The Duke of Edinburgh.

Gland, Switzerland is the home of WWF International, the secretariat for WWF's global organization. Its role is to lead and coordinate the *WWF Network* of offices around the world, through developing policies and priorities, fostering global partnerships, coordinating international campaigns, and providing supportive measures in order to help make the global operation run as smoothly as it can.

The various WWF offices around the world come under two categories:

- 1) those that can raise funds and carry out work autonomously, and
- 2) those that must work under the direction of one of the independent WWF offices.

In all cases, WWF's offices carry out conservation work such as practical field projects, scientific research, advising local and national governments on environmental policy, promoting environmental education, and raising awareness of environmental issues.

Each office that can work independently (type 1) also contributes funding to WWF's [global conservation programme](#) (PDF Format: 3MB), while all offices help contribute to an enormous pool of environmental expertise and knowledge.

A specialist [WWF office in Brussels](#) works to influence the policies and activities of the European Union, while a second [WWF Office in Washington DC](#) works to influence global institutions involved in international economic issues, such as the World Bank.

WWF's 4 Associate Organisations are non-governmental organizations that work closely with WWF in countries where WWF has no independent office (type 1). The Associates promote shared conservation objectives, but do not contribute financially to the WWF Network.

In all, WWF has primary offices and associates in over 40 countries around the world, working as a team towards an overall goal: to halt and reverse the destruction of our natural environment.

http://www.panda.org/who_we_are/organization/

4) Ongoing projects

<Please write about the ongoing projects>

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Too many. For more information, please visit http://www.panda.org/what_we_do/

(5) Main events in 2009

<Please write about the main events which were held in 2009 which your organization involved in>

Please visit http://www.panda.org/wwf_news/

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2. About NARBO activity

(1) The contact person and organization's web-site

1) The name, position, phone & fax number, e-mail address of the contact person

Lifeng Li

Director Freshwater

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Direct: +41 22 364 9017

Mobile: +41 79 787 0654

E-mail: lli@wwfint.org

2) The organization's website URL (English and local language respectively)

<http://www.panda.org>

http://www.panda.org/about_wwf/what_we_do/freshwater/

(2) Activities your organization implemented in 2009 as the member

- met NARBO Secretariat during World Water Forum Istanbul
- attended IWRM training in Nov.