



WWF

세계자연기금

ANNUAL
REVIEW

KR

2015





Front cover

The “1600 Panda +” exhibition of WWF-Korea was launched in July 2014 in Korea to raise public awareness of ongoing wild giant panda conservation which is an endangered wildlife species, following the original “1600 Pandas” tour through France, the Netherlands, Italy, Switzerland, Germany, Taiwan, Hong Kong, and Malaysia. “1600 Pandas+” refers not only to the nearly 17% increase in the population of wild giant pandas to 1,864 in the past decade, according to a survey conducted by the Chinese government in early 2015, but also to the increased public awareness of ongoing wild giant panda conservation as a symbolic reminder of the importance of sustainability in our natural environment.

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About WWF

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.



세계자연기금

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세계자연기금(전 World Wildlife Fund 세계야생동물기금)

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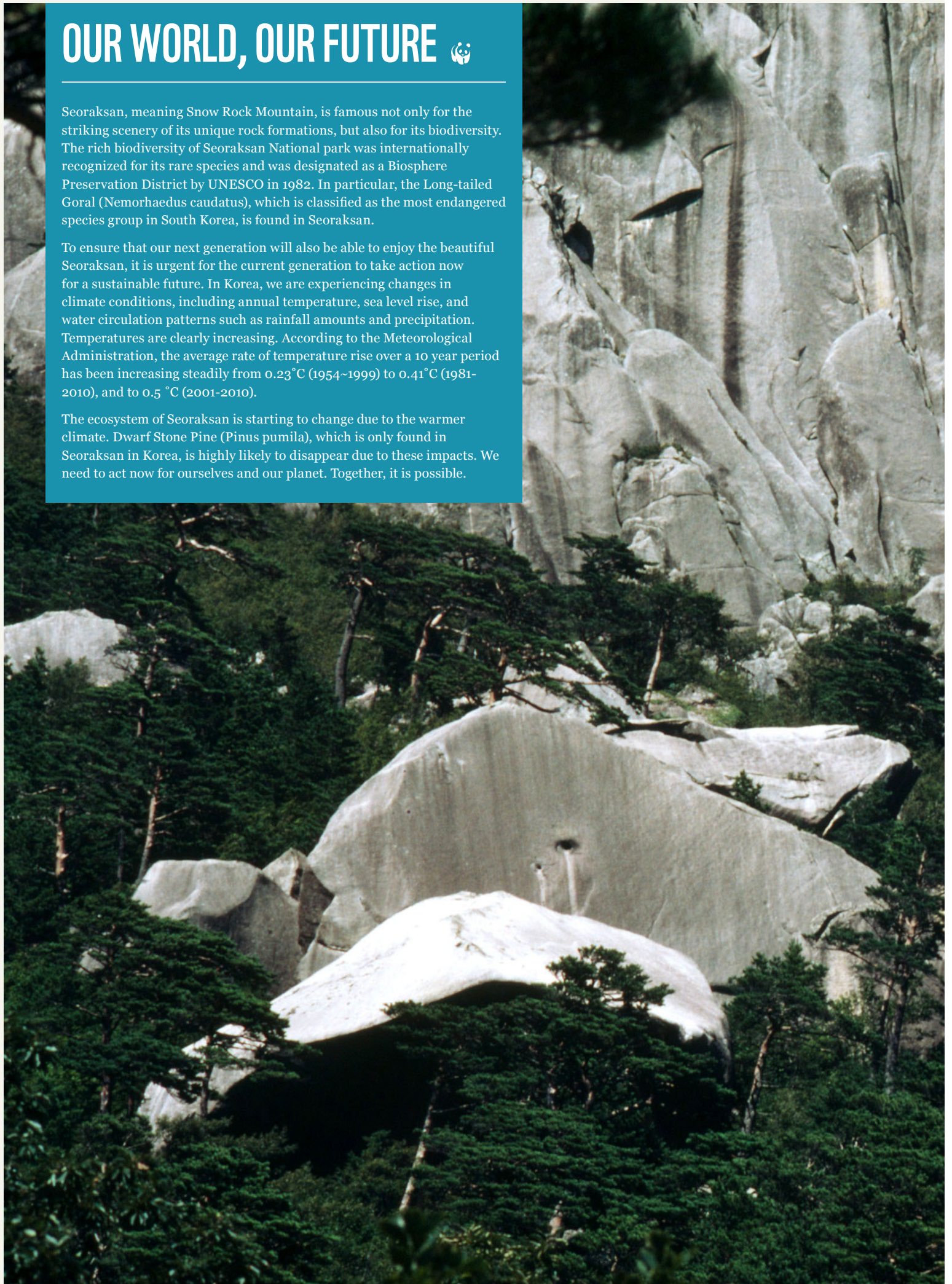


OUR WORLD, OUR FUTURE

Seoraksan, meaning Snow Rock Mountain, is famous not only for the striking scenery of its unique rock formations, but also for its biodiversity. The rich biodiversity of Seoraksan National park was internationally recognized for its rare species and was designated as a Biosphere Preservation District by UNESCO in 1982. In particular, the Long-tailed Goral (*Nemorhaedus caudatus*), which is classified as the most endangered species group in South Korea, is found in Seoraksan.

To ensure that our next generation will also be able to enjoy the beautiful Seoraksan, it is urgent for the current generation to take action now for a sustainable future. In Korea, we are experiencing changes in climate conditions, including annual temperature, sea level rise, and water circulation patterns such as rainfall amounts and precipitation. Temperatures are clearly increasing. According to the Meteorological Administration, the average rate of temperature rise over a 10 year period has been increasing steadily from 0.23°C (1954-1999) to 0.41°C (1981-2010), and to 0.5 °C (2001-2010).

The ecosystem of Seoraksan is starting to change due to the warmer climate. Dwarf Stone Pine (*Pinus pumila*), which is only found in Seoraksan in Korea, is highly likely to disappear due to these impacts. We need to act now for ourselves and our planet. Together, it is possible.





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A MESSAGE FROM SIMON YOON, CEO, WWF-KOREA

Passionate about the power of partnerships in Korea

© WWF / Richard Stonehouse



" WWF-Korea will harness the power of the passionate people of Korea and combine it with WWF-Korea's collaborative nature and conservation expertise, to show that Korea is the future of conservation solutions, locally and globally."

Having just joined WWF-Korea, I am both proud and excited to be a part of this important milestone for conservation in Korea. WWF's conservation work is very well known throughout the world for being trusted and credible, and for leaving positive impacts that change the course of our future. WWF is also well known for its convening power, in bringing together key stakeholders across various sectors, and transcending geographical boundaries to develop solutions that address the most critical conservation issues facing humankind today.

While WWF has achieved incredible conservation results over the past 54 years, the threats we face continue to grow in magnitude and urgency. Climate change, biodiversity loss, and the overexploitation of our resources has never been more urgent, more pressing or more shocking. We are currently experiencing a period of rapid global change, from population growth to the emergence of rapidly growing economies. This period of growth is accompanied by growing pressures on our natural environment and a decline in the Earth's ability to sustain the demand humankind is placing on it.

WWF's Living Planet Report 2014, translated into Korean for the first time, illustrates the challenges that we are faced with today. The Living Planet Index, which measures more than 10,000 representative populations of mammals, birds, reptiles, amphibians and fish, fell by 51 per cent between 1970 and 2010. The Ecological Footprint, which shows the demands we make on nature's resources, suggests that we are living as if the Earth's resources are infinite. The truth is that humanity as a whole uses the resources of 1.5 planets, while Korea is using the resources of 2.5 planets. We only have one planet, therefore, we must get smarter about resource planning.

Though the findings of our Living Planet Report 2014 are distressing, we can also celebrate the hope provided by unprecedented global awareness, resource mobilization, scientific insight, innovation and commitment. While the crisis is a global one, the solutions can be found at the local level. The emerging crisis experienced by our planet Earth requires a new way of thinking and calls into play, a form of 'collaboration' as we have never seen it before.

Through my business background, I truly believe in the power of partnerships and I plan to build on the accomplishments of fiscal year 2015, setting a new precedent for collaboration in Korea. We will support the private sector to play a lead role in transforming the way commodities are produced. We have and will continue to engage with the Government of the Republic of Korea to play a role in the adoption of Sustainable Development Goals that will deliver real benefits for the environment. We will work with local NGOs and communities to drive forward, conservation work that makes sense for local communities in Korea. WWF-Korea will harness the power of the passionate people of Korea and combine it with WWF-Korea's collaborative nature and conservation expertise, to show that Korea is the future of conservation solutions, locally and globally. A better future for Koreans and made possible by Koreans is possible; and we will get there by working together.

Simon Yoon
CEO, WWF-Korea

A handwritten signature in black ink that reads "S. Yoon". The signature is written in a cursive, slightly stylized font.



© Michèle Déprez / WWF

The United Nations classifies Korea as a water scarce nation. OECD also predicts in the report 'OECD Environmental Outlook to 2050: the consequences of inaction (2012)' that Korea will be the most water stressed country among OECD countries in 2050. Water stress is a kind of water scarcity index. It can be explained by the ratio of total annual freshwater needs to hydrological availability.

OUR WORLD, OUR FUTURE

Humanity's current demand on nature exceeds the Earth's ability to replenish its resources



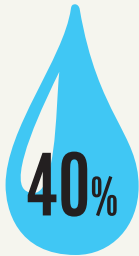
According to the Korean Climate Change Assessment Report 2014, climate change and the sea level on the Korean Peninsula have been changing about three times faster than the average speed of climate change in other parts of the world.



60% of ecosystem service, things like water supplies, fish stocks and fertile soil, are in decline because of human impacts on the environment.



Wildlife populations in the world have declined by an average of 52% over the past 40 years



By 2030, global demand for fresh water is projected to exceed current supply by more than 40%



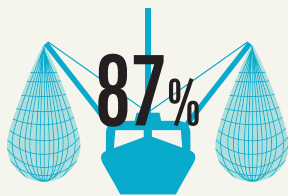
We need the equivalent of 1.5 earths to meet the demands people make on nature.



2014 was the hottest year on record; and the Korean peninsula is suffering from one of its worst droughts in a century



The concentration of CO² in the atmosphere in 2013 was higher than it had been in at least 800 thousand years



87% of the ocean's fish stocks are overfished or fully exploited



232 million hectares of forest will be gone by 2050 if we do nothing to stop deforestation



1 in 9 people on the planet suffers from hunger

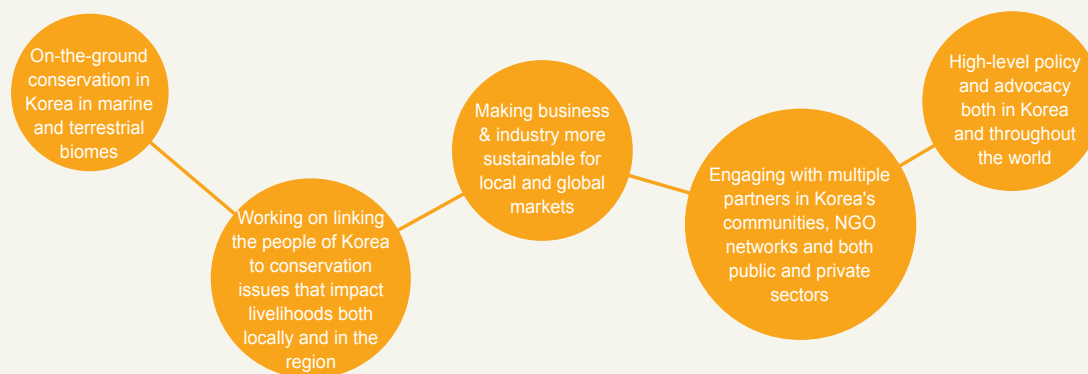
We believe that living inside the framework of our 'One Planet' perspective is vital not only for wildlife, but also as the source of our food, clean water, health and livelihoods. It is a source of inspiration, now and for future generations. So we're tackling critical environmental challenges and finding ways to ensure the people of Korea can live in harmony with nature. To do this, we're educating, inspiring and engaging business leaders and influencers, policy-makers, and the public in Korea.

The challenges we face are tough. WWF-Korea has the skills, the passion and the determination to meet them with the right solutions. But we need your support: together we can build a future where humans live in harmony with nature.

WWF-KOREA: WHO WE ARE

WWF is one of the world's largest and most respected independent conservation organizations, with more than 5 million supporters and a global network active in over 100 countries. WWF's mission is to stop the degradation of the earth'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. WWF-Korea was launched in 2014, after nearly 10 years of conservation work in the Korean Peninsula, based in Seoul, Korea.

Building on over 50 years of experience and an impressive track record, we are driving large-scale, long-lasting changes from the local to the global level. This comes through a combination of:



WWF-Korea's work is powered by conservation scientists, policy experts, legal and communications experts, supported by national and regional offices and implemented through on-the-ground projects. Together with our valuable partners, we are developing and implementing real solutions across the world – building a future in which people live in harmony with nature.

To achieve our mission, WWF-Korea will make efforts on conserving biodiversity nationally as well as internationally and reducing human impacts especially domestic impacts. Highlights of WWF-Korea's 2020 goals are:

- Conserving and promote valuable marine ecosystems in Korea
- Mitigating and adapting climate change and reducing Korean's impacts to the Earth
- Endangered species and threatened wildlife conservation

Mitigating Climate change is linked to weaken the threats to terrestrial and marine ecosystems, but also contributing to reducing the ecological footprint. Likewise, the effort on conserving our land and sea influences on maintaining endangered species' population and increasing carbon absorption. The highlights of WWF-Korea's 2020 goals are closely interlinked.

Board of Directors

For transparent and fair operation, constructive results through suitable programmes, WWF-Korea holds a board meeting twice in a year. Directions of conservation programmes, concrete action plan, future road map, financial management, and also the operational status are reviewed and discussed in the board meeting. WWF-Korea's board of directors is structured as:

Co-Chairman

- Jean-Paul Paddock
- In-Mo Yang

Director

- Christopher Hails
- Jang Moo Lee

Auditor

- Hee-Chul Kang

WHAT WE ARE HERE TO DO

The threat of climate change cannot be overstated. Greenhouse gas emissions are rising more rapidly than predicted and the world is warming more quickly in response.

Global warming will have catastrophic effects such as accelerating sea level rise, droughts, floods, storms and heat waves. These will impact everyone, including some of the world's poorest and most vulnerable people, disrupting food production, and threatening vitally important species, habitats and ecosystems.

WWF's mission is to stop the degradation of our planet's natural environment, and build a future in which humans live in harmony with nature.

In order to achieve this mission, WWF focuses its efforts on two broad areas:

- Biodiversity
- Footprint

The first is to ensure that the earth's web of life - biodiversity - stays healthy and vibrant for generations to come. We are strategically focusing on conserving critical places and critical species that are particularly important for the conservation of our earth's rich biodiversity.

The second is to reduce the negative impacts of human activity - our ecological footprint. We are working to ensure that the natural resources required for life - land, water, air - are managed sustainably and equitably.

2050 Global Biodiversity Goal

By 2050, the integrity of the most outstanding natural places on Earth is conserved, contributing to a more secure and sustainable future for all

2050 Global Footprint Goal

By 2050, humanity's global footprint stays within the Earth's capacity to sustain life and the natural resources of our planet are shared equitably

Together, we have the power to reduce the impacts of climate change and we believe that while the issue is a global one, the solutions start at the local level through reducing Korea's Ecological Footprint and increasing its biodiversity. Korea has both the strength in numbers, and the global reach to become a leader in sustainability solutions.

Our Approach

Our work in Korea, and around the world, is based on science, being solutions-focused and collaborative. The environmental issues faced by our generation are complicated, massive and imminent. We plan to work with stakeholders at every level to analyse the data, develop solutions and implement strategies. In everything we do in Korea, we strive to:

- Be local, global, independent, multicultural and non-party political.
- Use the best available scientific information to address issues and critically evaluate all our endeavors.
- Seek dialogue and avoid unnecessary confrontation both in Korea, and internationally.
- 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 field programmes, respecting both cultural and economic needs.
- Build partnerships with Korean organisations, governments, business, and local communities to enhance our effectiveness.
- Manage our operations in a cost effective manner and apply donors funds according to the highest standards of accountability in Korea.



Our Conservation Focus

We work both locally and in the region, working to regain a sense of balance and equilibrium in our beautiful ecosystems. We focus on the following critical and pressing conservation issues:



Sustainable Oceans and Fisheries

WWF-Korea's vision is for well-managed oceans that are resilient, full of life and provide valuable goods and services for sustainable development. WWF-Korea is particularly focused on working in the fisheries sector. Korea is one of the world's biggest fishing nations, but the current fisheries practice has resulted in unsustainable growth, and a paradigm shift is needed to safeguard our future. We are working with government, private sector, academia and NGOs, to make Korea a model sustainable fisheries nation.



Climate and Renewable energy

WWF-Korea's climate and renewable energy initiative works towards a low- carbon, resilient, safe and sustainable future for all. The major thrust of our work is to catalyze public & private finance for scaling-up renewable energy to reduce energy poverty and promote Korea's transition towards renewable energy. WWF-Korea's work supports effective renewable and sustainable energy policies, projects and cooperation. We have a vision for a 100% renewable future by 2050. We're working to ensure a transition to an efficient energy system focused on clean renewable energy sources such as wind, wave and solar power.



Pollution

Pollution is regulated at local, national and international levels. WWF-Korea works at all three levels to push for measures that will minimize the impacts of development and reduce pollution. In particular, WWF-Korea aims to leverage the WWF network to facilitate international collaboration on existing best practices to solve the origins and threats posed by pollution.

Sustainable Cities

With more than 70% of the world's CO₂ emissions generated by residents in cities, the Earth Hour City Challenge has been created to mobilize action and support from cities in the global transition towards a climate friendly, one-planet future. Since its launch, WWF-Korea has successfully engaged Korean cities to join this Earth Hour City Challenge.



Market Transformation

WWF-Korea aims to improve the way basic commodities are produced – to reduce environmental impacts while delivering social and economic benefits. However, this is no small task. How can WWF influence the buying habits of seven billion consumers or the production practices of 1.5 billion producers globally? The key is to work with the largest companies with the greatest influence on commodity supply chains: the big retailers, brand owners, manufacturers, processors, traders and bankers. This approach gives us real leverage and an opportunity to reduce the negative impacts of production on critically endangered habitats and species, even as global demand for commodities continues to grow.

Species at Risk

WWF-Korea is working to stabilise or increase populations of many of the world's most iconic and threatened species. Species are an indication of the health of a regional ecosystem. When we lose a species, we are losing the entire ecosystem, as we know it. From endangered migratory birds, to cetaceans and tuna, to terrestrial mammals, WWF-Korea supports conservation actions to protect this unique wildlife.

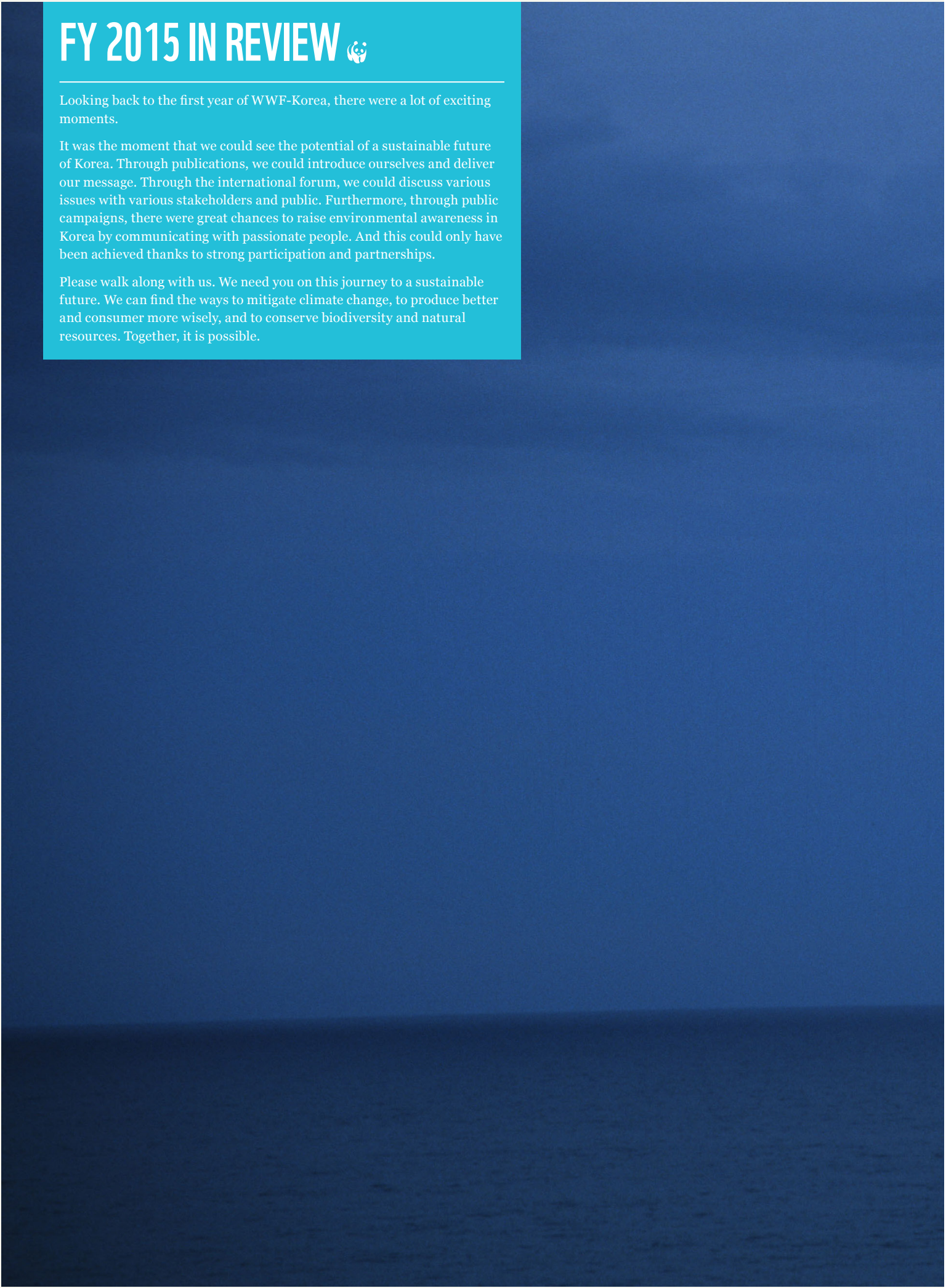


FY 2015 IN REVIEW

Looking back to the first year of WWF-Korea, there were a lot of exciting moments.

It was the moment that we could see the potential of a sustainable future of Korea. Through publications, we could introduce ourselves and deliver our message. Through the international forum, we could discuss various issues with various stakeholders and public. Furthermore, through public campaigns, there were great chances to raise environmental awareness in Korea by communicating with passionate people. And this could only have been achieved thanks to strong participation and partnerships.

Please walk along with us. We need you on this journey to a sustainable future. We can find the ways to mitigate climate change, to produce better and consumer more wisely, and to conserve biodiversity and natural resources. Together, it is possible.





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THE LIVING PLANET REPORT



Living Planet Report 2014 Summary in Korean

This past year, “The Living Planet Report 2014” (LPR 2014) was translated into Korean for the first time. Korea has experienced impressive economic growth over the past five decades and today, it is an economic powerhouse in Asia and globally. It is also one of the top countries per capita for the consumption of goods and resources. If everyone lived the same lifestyle as an average resident of Korea in a year, humanity would need 2.5 years’ worth of resources to sustain itself. This is an upsetting prospect, if we wish future generations to enjoy the resources we do today. An individual’s ‘ecological footprint’ varies significantly depending on a number of factors, including their country of residence, the quantity of goods and services they consume, the resources used and the waste generated to provide these goods and services. This comparison includes all countries with populations greater than 1 million for which complete data is available. Korea is ranked 31st in the world for the size of its ecological footprint per capita. Japan and China are ranked 42nd and 75th respectively.

The report was launched on the 1st of October 2014 at the Korea Press Centre, Seoul. Richard McLellan, Director of Footprint, WWF International, who organized LPR 2014 globally, presented at the event. He highlighted key data in the report and emphasized why it is important for increased focus in Korea, as it is one of the top countries for per capita consumption of goods and resources in Asia. 72 articles have been released about the LPR 2014 launch through 37 media.



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WWF-Korea - Hankuk University of Foreign Studies University International Forum

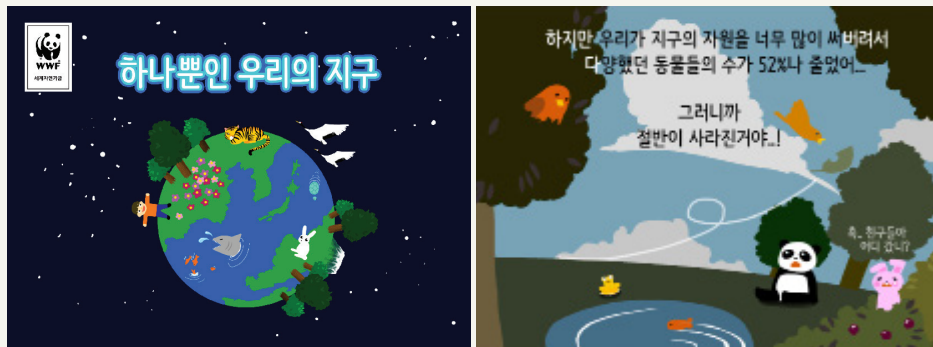
The first International Forum was held at Hankuk University of Foreign Studies, on the same day we launched the Living Planet Report 2014 summary, to engage more deeply on the key themes with various stakeholders. The main discussion theme was the sustainability of Korea society and why the Living Planet Report is important. Mr. Lee, Jang Moo, our board of director was a moderator for a Panel Session which included new Director General of GGGI, Yvo de Boer, Switzerland ambassador, Jörg Al. Reding, Director of Climate Change & Air Quality Management Division, Choi, Young Soo, Professor, Department of Bioscience & Biotechnology, HUFS, Joh, Ki Seong, General Manager, Samsung Institute for Safety & Environment, Lee, Hyosoo and Director of Footprint, WWF International, Richard McLellan. Around 300 people came to participate in the sessions.



© WWF-Korea

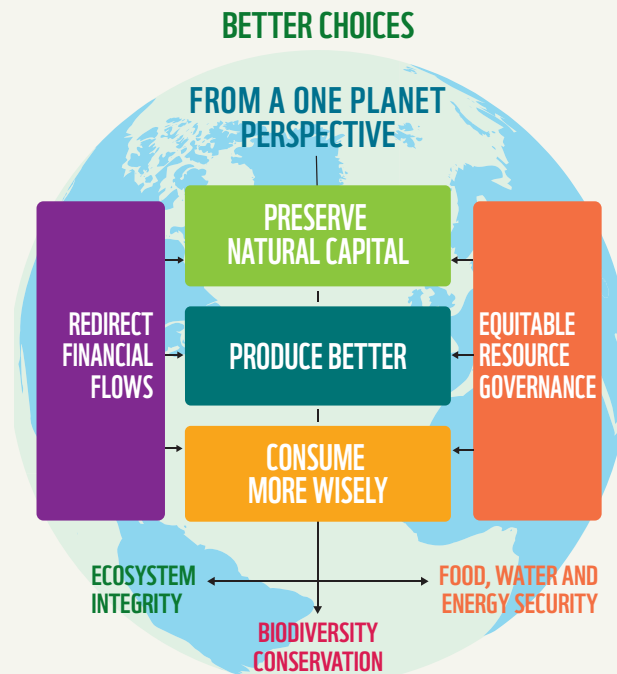
Environmental Cartoon, “Our Beautiful Earth”

Through the International Forum, we aimed to maximise the reach of the Living Planet Report 2014 messages to Korean audiences regardless of age, education, income level or profession. In a spirit of open access knowledge, we created a cartoon version of Living Planet Report 2014 especially for children, parents and teachers, called “Our Beautiful Earth”. The booklet was produced in Korean and English, in order to reach the most important audience of all, children. “Our Beautiful Earth” tells the story to children of how valuable the Earth’s resources are and what we can do to help live a ‘One Planet’ lifestyle. The electronic version of the booklet was distributed to around three thousand elementary schools through 10 Provincial Offices of Education and it can be found here: http://issuu.com/wwf-korea/docs/cartoon_en



One Planet Initiative

Humanity is increasingly living beyond its means - we currently consume 50% more natural resources than the Earth’s ecosystems can replenish. WWF’s One Planet initiatives are about finding ways in which we live and work sustainably. WWF proposes a concept called ‘One Planet Living’, which uses ecological footprint as its key indicator of sustainability. However, One Planet Living also promotes the idea that living sustainably should mean a better quality of life. We need to find sustainable ways to meet the basket of human needs: things like food, clothing, housing, energy, health, education, mobility, and leisure. That is why One Planet Living also provides a set of unique sustainability principles. These are social, environmental and economic indicators which come together to form a holistic approach to sustainability.



ENVIRONMENTAL POLICY AND ADVOCACY

The United Nation's 'Sustainable Development Goals'

The Sustainable Development Goals are a development agenda based on the interlinkages between the three dimensions – environmental, social, economic – and propose a set of targets that underpin this vision. It consists of 17 goals and 169 targets, which represent our best chance to eliminate poverty, promote prosperity and protect the environment.

WWF has been engaged from the beginning of the UN 'Sustainable Development Goals' intergovernmental negotiations and associated processes to keep the discussion on the plan that puts the planet on the path toward truly sustainable development and that it includes the environmental elements. As part of WWF-Korea's policy and advocacy engagement, we participated through the UN Open Working Group on Sustainable Development Goals, plus relevant national and regional dialogues. WWF called for leadership and active engagement on behalf of the Government of the Republic of Korea, to ensure that the Post-2015 goals were met.



WWF-Korea's advocacy work was seen in official action in this past year, at the following events:

1. Post 2015 session at the United Nations, New York, USA, July 2014 / January 2015 / May 2015
2. Policy Workshop for Capacity Building, Geneva, Switzerland, November 2014
3. The Convention on Biological Diversity, Pyeongchang, Korea, November 2014
4. Green Climate Fund Board meeting - Songdo, Korea, March 2015
5. 7th World Water Forum, Daegu and Gyeongju, Korea, April 2015



Participating International Forum in Korea

Janos Pasztor, now Assistant Secretary-General for Climate Change, United Nations, visited WWF-Korea in September 2014, in his capacity as Acting Conservation Director of WWF International, and spoke at the Global Green Growth Institute (GGGI) forum. Janos Pasztor emphasized the importance of a future in which humans live in harmony with nature, and for creative growth models that can achieve job creation, poverty reduction and improved environmental sustainability.



7th World Water Forum

The 7th World Water Forum was held in Gyeongju and Daegu, Korea from April 13th to 17th. Over 40 colleagues from the WWF network contributed to matters related to water policy through high level meetings, speaking engagements, side events and the exhibition booth. Yolanda Kakabadse, President of WWF International, presented at the meeting and played a crucial role, as one of the key international environment organization delegates. Yolanda highlighted WWF's work on water and biodiversity, and emphasized the importance of transboundary cooperation.



© WWF-Korea



© WWF-Korea

SUSTAINING OUR OCEANS

This past year, we have focused on understanding the Korean fisheries sector and marine governance, analysing the best available scientific evidence and data, in order to make changes towards sustainable oceans and fisheries.

A Leading Fishing Nation and Global Fish Importer

Korea is among the top 10 global fish producing nations, producing on average more than 3 million tons per year, and it is also one of the top five nations for tuna catch. Korea is a major seafood importer (in value), after the USA, China, Japan and the European Union.

Improvements on Illegal, Unreported and Unregulated Fishing

In early 2015, Korea was delisted from the pre-identified list of “Illegal, Unreported, and Unregulated (IUU) Fishing Nations” by the United States and the European Union. This delisting was the result of significant efforts by the Korea government and NGOs, to improve the transparency of its fisheries operations. This included the revision of the “Distant Water Fisheries Development Act” to prevent IUU fishing by distant water fishing vessels. WWF-Korea has been engaged in fisheries policy change by working with the Government of the Republic of Korea.



Aichi Target No. 11

By 2020, at least 17 per cent of terrestrial and inland water areas and 10 per cent of coastal and marine areas, especially areas of particular importance for biodiversity and ecosystem services, are conserved through effectively and equitably managed, ecologically representative and well-connected systems of protected areas and other effective area-based conservation measures, and integrated into the wider landscape and seascape.

Lagging Behind in the Development of Marine Protected Areas

Only 1.2% (5,025 km²) of Korea’s national waters (443,000km² including EEZ) are designated as Marine Protected Areas (MPAs). With this low level of marine protection (1.2%), Korea is lagging behind its commitment to Aichi Biodiversity Target 11, on the establishment of MPAs, set at 10% by 2020. WWF-Korea plans to engage in this area to promote MPAs for the biodiversity and economic benefits.

Our Approach

WWF-Korea supports people using the oceans and their many resources, but we believe this use must be sustainable and must not damage the many delicate marine ecosystems. In 2015, WWF-Korea’s work has been focused on the development of the “Fisheries Sector Assessment”, as well as engaging in a dialogue with Korea’s fishing industry on sustainable fisheries, including the promotion of certified, responsibly sourced seafood. The major findings of the “Fisheries Sector Assessment” are:

- Due to intense overfishing in Korea’s waters, fish stocks in Korea’s EEZs have declined by 43% since the 1950’s.
- Korea’s seafood consumption per capita is more than 50 kg on average, which is 3 times more than the global average.
- Overfishing and illegal fishing continues to exist in Korea and tighter control measures are needed.
- Traceability of fish continues to be extremely difficult, and the system must be improved, in order to sustain our seas.
- Korea is the fifth big fish importer after US, China, Japan and EU, three times more than the global average.

Globally, WWF actively promotes certification programmes such as the Marine Stewardship Council (MSC) for wild-caught seafood and Aquaculture Stewardship Council (ASC) for farmed seafood, and believes they are essential to moving the seafood industry toward sustainability. WWF-Korea is committed to advancing sustainable seafood by encouraging companies to source only seafood from responsibly managed fisheries and seafood farms, as verified by the MSC and ASC labels. By engaging players from across the seafood value chain, from fishermen, farmers and processors to traders, retailers and restaurants, WWF-Korea helps industry leaders become part of the solution. Through this collaboration WWF-Korea drives impactful and sustained improvements in the health of the world’s oceans, bringing sustainable seafood ever closer in reach.



© WWF / Hélène Petit

EARTH HOUR

In 2015, the foundational year for WWF-Korea, we strove to engage Koreans with meaningful campaigns that increased awareness and motivated footprint reduction initiatives.

Earth Hour is a global, WWF-led action on climate change. On one day each year, individuals, businesses, governments and communities are invited to turn out their lights for one hour to symbolize their support for government and social action on climate change. Earth Hour takes place every year on the last Saturday of March from 8:30 – 9:30 pm.



© WWF-Canada / Jeremiah Armstrong



20,500+
APP DOWNLOADS

749,160
SOCIAL MEDIA REACH

37 M
MEDIA IMPRESSIONS

Earth Hour Digital Engagement

WWF-Korea activated Earth hour 2015 through a digital application, called the “Blue Sky App”. This unique app allowed users to take a picture outdoors, color the grey sky blue with a touch of the finger, then share on social media. The message from users was – “I want a blue sky and I support the switch from coal to renewable energy in Korea”.





Earth Hour Community Engagement

WWF-Korea wanted to enable Korea's communities to honor the Earth Hour's official 'hour' in their own unique way, so we supplied them with Earth Hour Toolkits for schools, communities and businesses. The tools kits were stocked full of everything you would need to get started on hosting and promoting your own 'Earth Hour'.

Earth Hour Student Green Mentors' Lectures

What Earth Hour would be complete without an official event? With the support of Seoul Metropolitan Government and a local environmental teachers association, a full day for youth 'Green Mentors' Lecture was held at Seoul City Hall. The event played host to 600+ high school students, with special lectures delivered from industry professionals, communicating the merits of careers in the green sector.



© WWF-Korea / Shin Hyun Kyung

The Earth Hour Event at Seoul City Hall

The Earth Hour event, jointly celebrated with Seoul Metropolitan Government, was an evening of low carbon footprint entertainment, community and action on climate change. Students from all over Seoul and beyond, participated in unique Earth Hour activities such as dance flash mobs and upcycled milk bottle lanterns. Cities across Korea, such as Busan and Daegu, played host to Earth Hour events within their communities.



© WWF-Korea / Shin Hyun Kyung

EARTH HOUR CITY CHALLENGE

The Earth Hour City Challenge (EHCC) is an international climate challenge for cities. In FY2015, 166 cities from 17 countries participated in the competition.

With the Earth Hour City Challenge, WWF offers cities all over the world an opportunity to become role models in sustainable urban development. The EHCC 2014-15 activities in Korea were jointly coordinated by WWF-Korea and ICLEI Korea.



© City of Seoul

The City of Seoul was awarded the title 'Global Earth Hour Capital 2015'. Seoul impressed an international jury of experts with its comprehensive approach to tackling climate change and its determination to ramp up its use of renewable energy. The city's approach to radically reducing emissions includes actions such as allocating a realistic budget for increasing the use of solar power by residents, reducing transport emissions through greener fuels, and building more bus lanes and car sharing programs. An ambitious initiative by the city to reduce greenhouse gas emissions by 10 million tons and to achieve 20 per cent electricity self-reliance by 2020 won high acclaim by the jury.

WWF's Earth Hour City Challenge saw global participation from 166 cities representing 17 countries. Seven Korean cities participated and three cities --Gangneung, Suwon, Yeosu --were national finalists. Cities were evaluated by an international jury of experts, independent of WWF, but guided by WWF's criteria, on their level of ambition and innovation for low carbon development in relation to local circumstances.

Unlocking the Power of Cities to Address the Global Climate Crisis

In addition to the Earth Hour City Challenge awards ceremony, WWF-Korea played host to an event, called "Unlocking the Power of Cities to Address the Global Climate Crisis", held at Seoul City Hall, designed to share in expert perspective on the power that cities hold in addressing climate change. The morning opened up with an introduction from Mayor Park Won Soon of Seoul Metropolitan Government. Audience members heard from leaders in urban sustainability from all over the world, speaking on innovative urban solutions to address our current, global climate crisis.



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1,600 PANDAS+ KOREA



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Historically, the "1600 Pandas World Tour" started in 2008 as a collaboration between WWF and acclaimed French artist Paulo Grangeon, to celebrate WWF-France's 35 Anniversary. It has since appeared in more than 100 exhibitions across various countries/regions. It is a public art project that presents 1600 paper mache pandas to increase public awareness of the number of remaining wild giant pandas in the world.

The new tour, "1600 Pandas+ KR" in Korea, referred not only to the nearly 17% increase in the population of wild giant pandas to over 1,864 in the past decade, but also to increased public awareness of ongoing wild giant panda conservation.

This tour acts as a symbolic reminder of the importance of sustainability to our natural environment. Specially designed paper mache "Mom and Cub" pandas have been created to commemorate this occasion, as we celebrate a growing wild giant panda population and continue to support China's efforts to tackle the threats and challenges faced by this fragile species.



Flash Mob Locations

- | | | | | | |
|-------------------------------|----------------|----------------------|-----|-----------------------|---|
| Gwanghwamun Square | Seoul Square | Gangnam | DDP | Seoul N Tower | Cheongra Central Lake Park |
| National Museum of Modern Art | | Suwon Museum of Arts | | Daejeon Museum of Art | Daegu Culture & Arts Center |
| Busan Citizen Park | Yeongdo Bridge | Sajik Sports Complex | | Gwangju Museum of Art | Seokchon Lake Park & Lotte World Garden |

EXHIBITION PARTICIPATION

WWF-Korea participated in an exhibition, called 'PSA (Public Service Advertisement) is the Message' at Buk Seoul Museum of Art from December 2014 to February 2015. The exhibition was held to focus on how public service advertisements reflect public interest in contemporary social issues, and to show their value and creativity.

WWF, in partnership with Ogilvy and Mather, focused on arousing public attention to our planet Earth. WWF's poster and photos have been acknowledged throughout the world as ways to powerfully and effectively deliver environmental messages.

The exhibited works represented the beauty and vulnerability of wildlife and planet Earth, and enabled WWF-Korea to meet many people with passion for the environment.



© WWF-Korea



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Communicating with the public is critical for us to achieving our mission of a sustainable society in Korea. With your support, through changing your daily life cycle, and by adopting a 'One Planet Perspective', we can step closer to a sustainable future. WWF-Korea stands ready to advance our efforts with you. We must work together to build a sustainable future.

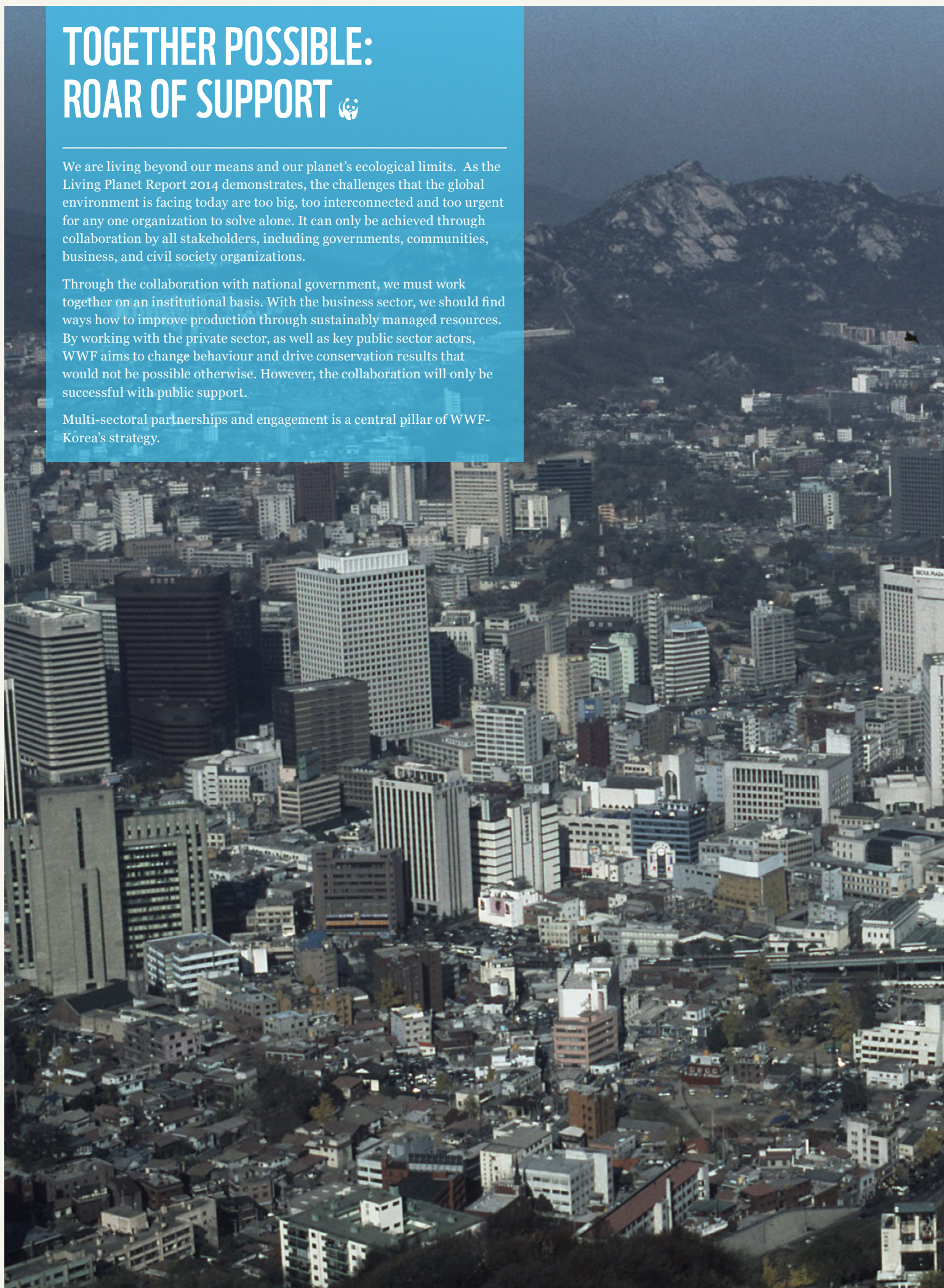


TOGETHER POSSIBLE: ROAR OF SUPPORT

We are living beyond our means and our planet's ecological limits. As the Living Planet Report 2014 demonstrates, the challenges that the global environment is facing today are too big, too interconnected and too urgent for any one organization to solve alone. It can only be achieved through collaboration by all stakeholders, including governments, communities, business, and civil society organizations.

Through the collaboration with national government, we must work together on an institutional basis. With the business sector, we should find ways how to improve production through sustainably managed resources. By working with the private sector, as well as key public sector actors, WWF aims to change behaviour and drive conservation results that would not be possible otherwise. However, the collaboration will only be successful with public support.

Multi-sectoral partnerships and engagement is a central pillar of WWF-Korea's strategy.





OUR PARTNERSHIPS



On the 28th March 2014, WWF-Korea established an institutional presence in Korea, based in Seoul. The launch event included attendance by Marco Lambertini, WWF International's Director General, WWF-Korea board directors, Jeong Yeon-man, Vice Minister of Ministry of Environment, and Kim Sang-bum, Vice Mayor of Seoul Metropolitan Government.

A key focus for WWF-Korea following the launch was building strong partnerships in a number of important areas. Here is a snapshot of our valuable partnerships this year.

Seoul Metropolitan Government

Seoul's approach to radically reducing emissions include actions such as allocating a realistic budget for increasing the use of solar power by residents, reducing transport emissions through greener fuels, and building more bus lanes and car sharing programs. Seoul has an ambitious initiative to reduce greenhouse gas emissions by 10 million tons and to achieve 20 per cent electricity self-reliance by 2020.

We are pleased to work in collaboration with a city that plays a global leadership role in reducing the urban carbon footprint. Seoul Metropolitan Government supports WWF-Korea's conservation work through the following initiatives:

- Earth Hour sponsorship
- Earth Hour City Challenge participation
- Seize Your Power "Campaign"
- Hosting of WWF-Korea in the Seoul Global Center office building.

This partnership is an anchor for our work in Korea, and we look forward to further growth together.

Hankuk University of Foreign Studies

Hankuk University of Foreign Studies (HUFS) was founded in 1954 to foster talented individuals who could further Korea's modernization and the cause of world peace. Inspired by the idea of free democracy, HUFS encourages the development of students' individuality and builds their leadership character to make them highly capable people of the kind who can contribute to the development of Korea and the world. HUFS has played an instrumental role in disseminating WWF-Korea's important conservation message out to the public.

HUFS has supported WWF-Korea by providing translation services for the following reports:

- 2014 Living Planet Report
- Market Transformation Initiative Report
- WWF Monthly 'Panda Mail' Newsletter

HUFS also hosted the first HUFS-WWF International Environmental Forum and provided the simultaneous interpretation services.

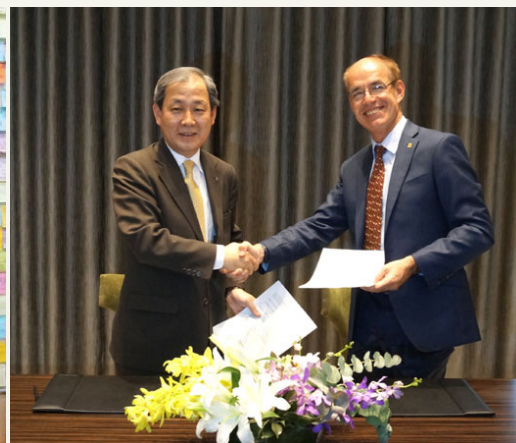
Yulchon LLC

Yulchon LLC selected by the Financial Times as the best Korean law firm in the Asia-Pacific region in 2015, has supported conservation, by offering legal support to WWF-Korea since before its official establishment in Korea. Their expertise, guidance and support on matters aiding WWF-Korea to establish itself as a Korean Foundation, has been instrumental to our success in 2015 and beyond.

Lotte

Lotte has been a key partner for WWF-Korea in its foundational year. As a global corporation, Lotte strives for sustainable management in the environmental, economic, ethical, and social spheres. Together, we have reached out to audiences that range from young children to seniors, through the Children's Art Competition and their sponsorship in the 1,600 Pandas+ Korea tour. We have grown together this year and we hope to continue to grow for many years to come.

Herald Corporation	Herald Corporation and WWF-Korea have entered into a three-year MOU that that will help inform consumers about sustainable food choices and promote social responsibility. Through Herald Corporation's 'Organica' line of sustainable foods, Organica will provide financial support for the production of the planned "Korea Ecological Footprint Initiative" project, set to be launched in early Fiscal Year 2016.
HSBC	Corporate Sustainability initiatives have long been a part of HSBC's corporate fabric, locally and globally. HSBC focuses its efforts on education and the environment, which made them an excellent sponsoring partner for Earth Hour 2015. HSBC not only contributed funds towards the Earth Hour Green Mentors' Lecture, but Mr. Lee Seung Hoon, Corporate Sustainability Manager, at HSBC Korea was an official lecturer and mentor to the students who attended.
Samsung Fire & Marine Insurance	Samsung Fire & Marine Insurance is a multinational insurance company, specializing in automobile insurance, long-term and commercial insurance, enterprise risk management, and annuities. Listed on DJSI (Dow Jones Sustainability Index) for three consecutive years, WWF-Korea is proud to accept their sponsorship for Earth Hour 2015.
Coca-Cola	As a long time supporter of Earth Hour, The Coca-Cola Company has been a global conservation partner since 2007. WWF-Korea is pleased to have worked with Coca-Cola Korea to develop and distribute the Blue Sky App, in honor of Earth Hour 2015.
NewKit	NewKit is a local independent design company that has created animal themed bracelets to help raise awareness and funds for WWF-Korea's conservation work. Through their support and creativity, we were able to reach a wide range of audience to spread the message on the importance of species conservation.
Ecomom Korea	Ecomom Korea is a non-governmental organization that focuses on the environment and environmental health education related programmes and campaigns. WWF-Korea and Ecomom agreed to work together on promoting environmental education by developing cartoons and other supporting materials. Furthermore, we are aiming to raise environmental awareness on Earth Hour and sustainable fisheries issues as well in the future.



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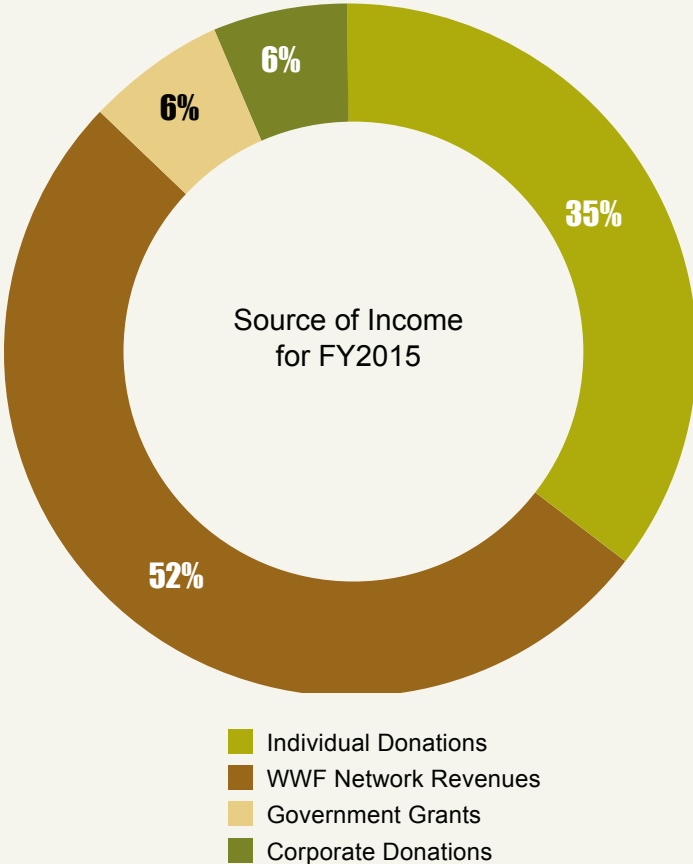
OUR FINANCIAL YEAR

Our financial year commences from 1st July to 30th June. The audited financial information and graphs below provides an overview of our income and expenditure trends for FY2014 (April 2014- June 2014) and FY2015 (July 2014 – June 2015).

Income

FY 2014
 Total income reported in FY2014 was KRW 6,717,368. As WWF-Korea was established in April 2014, only 3 months are reported herewith. During this period, individual donations accounted for 34% of our total income and the remaining 66% of other income are attributed to foreign exchange gains.

FY2015
 In FY 2015, we witnessed a gradual growth and reported an income of KRW 1,148,291,182. 52% of total income was received from WWF networks, which is the biggest part of our income. Individual donations accounted for 35%, whilst corporate donations and government grants each accounted for 6%. Compared to FY2014, we see the potential growth opportunities in WWF Korea and is achieving towards financial sustainability to allow us to work more in conservation programs and awareness.



Expenditure

FY2014

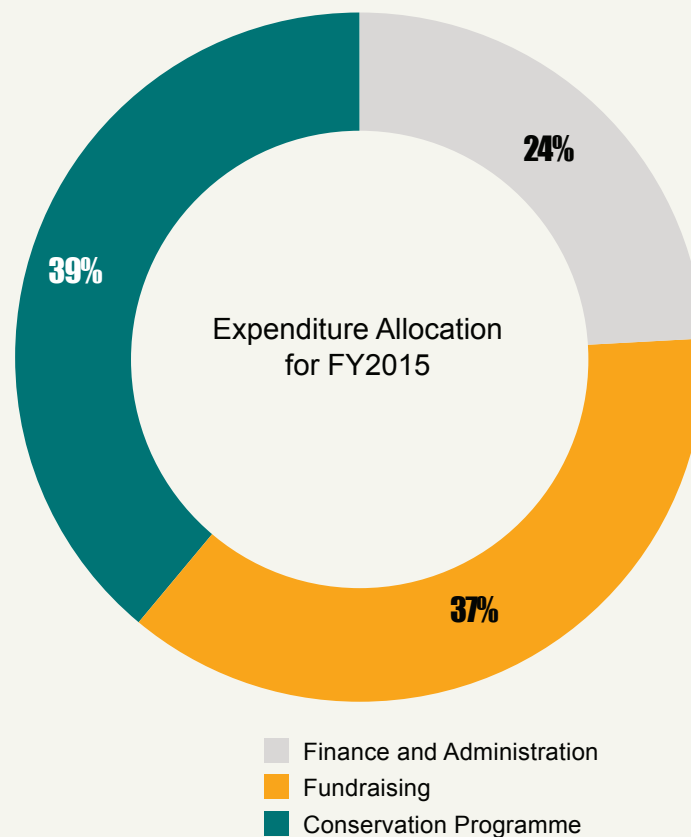
Total expenditure in FY2014 was KRW 296,337,681. During the initial start up phase, we invested heavily in capital and human resources and that could explain why finance and administration expenditure accounted for 54% of total expenditure. As a new start up, we also invested in communications and awareness through our fundraising initiatives which accounts for the remaining 46% of our total expenditure.

FY2015

Total expenditure in FY2015 was KRW 1,870,557,554. As WWF-Korea started conservation programmes and awareness initiatives in Korea, programmatic and awareness spending represented 39% of total expenses, which was the biggest part of expenditure ratio. Expenditure for fundraising was 37% and the remaining 24% of total expenditure was spend on finance and administration.

Summary

The ratio of total income and expenditure in FY2014 and FY2015 shows WWF-Korea is being financially sustainable. WWF-Korea is aiming to be an office with financially self-reliant ability for active conservation activities in Korea



WHAT'S NEXT

Growing our Community

WWF-Korea has more than 6,000 monthly supporters who want to take action on conservation and they trust WWF-Korea to take the lead and convene a powerful network of conservation activists. Through public outreach, digital campaigns and key partnerships, we hope to grow our community of people who want a future where humans live in harmony with nature. We will focus on growing our community of supporters both on and offline, and we commit to bringing the most critical conservation issues forward for action.

Korean Market Transformation

Over the course of the past 60 years, Korea has emerged as an economic powerhouse. Korea is rapidly gaining notoriety as an international business leader. Known for its fast paced innovation in the electronics sector, it has positioned itself to be a leader beyond economics, but a potential leader in sustainable solutions for adoption by global markets. With our focus on WWF-Korea's priority conservation areas, we plan to work with sector leaders in Korea, particularly those who have a high potential for market transformation. We plan to work with companies in the IT, finance, cosmetics, retail and food sectors. By working with the private sector, WWF-Korea aims to change consumer behavior and drive conservation results that would not otherwise be possible.

Today, Korea uses natural resources at 2.5 times the rate at which nature can replenish itself, while the world average is at a rate of 1.5 times, depleting the Earth's natural capital more and more, every day. This has a huge impact on nature and people, and threatens our very future. As population and incomes grow, our demands are also increasing. The United Nations estimates suggest that we'll need to produce more food in the next 40 years than we have in the last 8,000 years combined – the entire history of agriculture.

So how can we meet the needs of a growing population for food, fuel, fibers and other raw materials in a way that maintains the ecosystems we all depend on – preserving fresh water, a stable climate, clean air and areas of wilderness for present and future generations? We concentrate on 15 commodities that have the greatest impacts on biodiversity, water and climate, particularly in the most important places for conservation. These commodities also affect the livelihoods and food supply of hundreds of millions of people, including many of the poorest on the planet. But, we feel it's possible to produce these commodities better – with environmental, social and economic benefits- and we plan to focus our efforts on sustainable cotton, timber, seafood and palm oil.

Around 500 companies control roughly 70 per cent of global markets for our priority commodities. If we can get a critical mass of companies to use credible production standards, we can push commodity markets to a tipping point where sustainability becomes the norm.

Globally, WWF has been involved in establishing several initiatives that certify commodities which have impacts on the places and species that are key to a sustainable future. This is the work that WWF carried out globally through its "Market Transformation" initiative, and the work that WWF-Korea will launch in Korea. You can find out about these below:

Forest Stewardship Council (FSC)

Since 1993, FSC promotes responsible management of the world's forests. FSC certification is important to WWF's conservation goal of reducing the loss of high conservation value areas, as it provides a link between responsible production and consumption of forest products, and allows the consumer to make responsible purchasing decisions.

Marine Stewardship Council (MSC)

Since 1999, the Marine Stewardship Council works to tip global seafood markets towards





sustainability by certifying responsibly managed wild-caught fish, and making sustainable seafood globally available.

The MSC wild fisheries certification scheme continues to transform the global seafood market. Over 25,000 products carry the MSC ecolabel. Over 335 fisheries are engaged in the MSC programme. Together, these fisheries land over 10 million metric tons of seafood annually, or about 11% of global wild harvest.

Aquaculture Stewardship Council (ASC)

The ASC focuses on managing global standards for responsible aquaculture, which were initially developed by the WWF Aquaculture Dialogues. ASC aims to be the world's leading certification and labelling programme for responsibly farmed seafood.

Better Cotton Initiative (BCI)

The BCI, launched in 2005, encourages the adoption of better management practices in cotton cultivation to achieve measurable reductions in key negative environmental impacts, while improving social and economic benefits for large- and small-scale cotton farmers around the world.

Korea Ecological Footprint Report

WWF-Korea, in association with network of experts and partners, plans to develop a detailed footprint analysis of Korea, "The Korea Ecological Footprint Report". It will be a science-based analysis on the ecological health of Korea and the impact of human activity on its environment. Leveraging the same data analysis tools as the Living Planet Report, this report will assess the ecological footprint of Korea itself. This builds on the success of similar reports from other countries over the past decade, including ecological footprint reports from China, Russia, UAE, Japan, and Switzerland.

With this report, we propose to go one step further than other country-specific 'footprint' reports by developing case studies, conducted over a two-year period, which provide both an in depth analysis of the current status of Korea's ecological health as well as outline practical policy recommendations.

This report is for raising environmental awareness through showing what we have and how much we use through Korea's Ecological Footprint and Biocapacity based on analysis of Korean supply chain and consuming patterns comparing with other countries especially North-east Asia countries. The report aims to:

1. Provide a reference for government on policy and regulations
2. Provide critical data to work with corporates on promoting better production and increasing sustainability
3. Call for public action on 'One Planet Lifestyles' with emphasis on the importance of wise consumption
4. Strengthen communications on the environmental agenda
5. Enrich the academic field on the subject of a sustainable society
6. Help shape the priorities for a sustainable future



A series of thematic (shorter) reports will provide more in-depth analyses of the key components of Korea's footprint, including: (i) energy including carbon from cities, (ii) food (and fisheries in particular), and (iii) water. Through these case studies, we hope to find ways in which we can contextualize WWF's "One Planet Perspective" in Korea, and help to strengthen local environmental networks and actions.



Sustaining our Oceans for the Future

In FY 2016, WWF-Korea aims to develop a multi-year marine programme strategy for Korea, contributing to WWF's global marine goals.

WWF-Korea's marine objectives include the following:

1. Improve Korea's fisheries policy and management to increase traceability and sustainability. This work includes the launch of the "Fisheries Sector Assessment" and ongoing Policy advocacy work on IUU Fishing Legislation.
2. Introduce MSC (Marine Stewardship Council) certified products in Korea, by leveraging the sector leaders in the fishing industry and seafood distributors to drive seafood market transformation for sustainability.
3. Improve ocean governance on MARine Protected Areas (MPAs), by extending the network with local NGOs, government and experts. We aim to revive our work on the Yellow Sea Ecoregion programme and possibly, work on marine biodiversity related to the CBD (Convention on Biological Diversity).
4. Raise the advocacy of marine conservation by launching the reports: Korea's Fisheries Sector Assessment Report, The Living Blue Planet Report, Reviving the Blue Ocean Economy and more.



Advocating for Renewable Energy

Burning fossil fuels, such as coal, oil and natural gas, to generate energy has a greater impact on the atmosphere than any other single human activity. Globally, power generation is responsible for about 23 billion tons of CO₂ emissions per year – in excess of 700 tones every second. Coal is especially damaging to our atmosphere, releasing 70% more carbon dioxide than natural gas for every unit of energy produced.

Although today's climate impacts are serious and must be addressed, there is still time to avoid the most severe consequences of climate change. If we act now, we can better prepare for these risks and shift the way our nation, and the world, chooses and uses energy, which is by far the greatest driver of climate change. WWF wants to facilitate the switch to a clean energy mix in Korea, by working with communities, businesses and government entities to facilitate a clean energy future.

Combating Illegal Wildlife Trade

Illegal wildlife trade has exploded to meet increasing demand for elephant ivory, rhino horns, and tiger products, particularly in Asia. Controlled by dangerous crime syndicates, wildlife is trafficked much like drugs or weapons. Wildlife criminals often operate with impunity, making the trade a low-risk/high-profit business. Today, it is the fifth most profitable illicit trade in the world, estimated at up to \$10 billion annually.

WWF is leading a global campaign to stop wildlife crime. We are applying the strength of our worldwide network, our influence with partners and governments, and the passion of our supporters to a crisis that is threatening to undo years of conservation progress.

In the upcoming year, we plan to:

1. Raising awareness of endangered species in Korea such as Korean whales, tigers and cranes.
2. Reduce demand for illegal wildlife parts and products by encouraging others to ask questions and get the facts before buying any wildlife or plant product.
3. Participate and support global wildlife conservation programme, such as Speak up on behalf of those on the frontlines being threatened by armed poachers so they are properly equipped, trained and compensated.

We also work closely with other partners, including conservation organizations such as TRAFFIC, the wildlife trade monitoring network, local communities and governments. WWF's expertise ensures that the threats to the environment from wildlife trade are tackled from an informed and global standpoint.



© NASA

At our current rate of consumption, the Earth needs 1.5 years to produce and replenish the natural resources that we consume in a single year. Korean people used the equivalent 2.5 planets to support their activity in a year. We need to plan carefully to use natural resources more wisely.

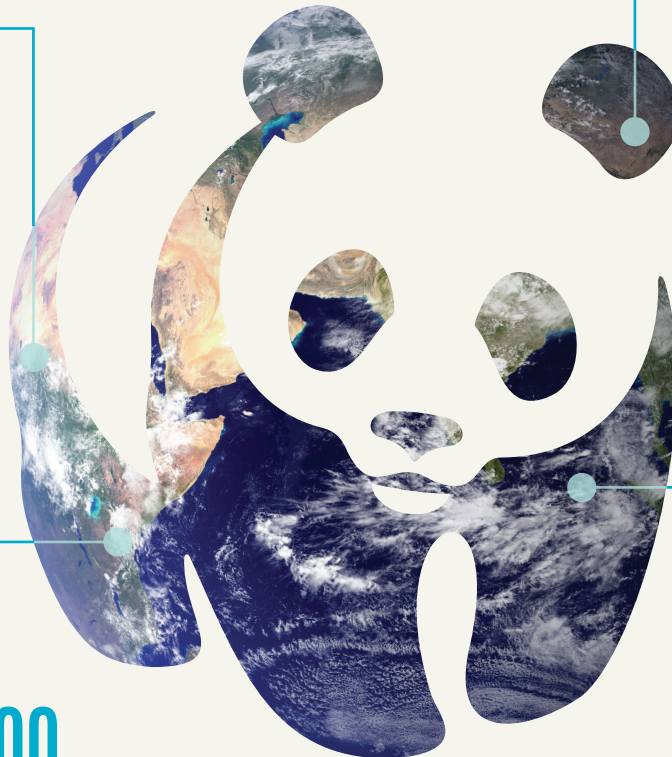
WWF in Numbers

1961/2014

WWF was founded in 1961,
while WWF-Korea's first office
opened in 2014

+100

WWF has offices in
more than 100 countries



+5000

WWF-Korea has more than
5,000 supporters in Korea

+2

WWF-Korea focuses on
two key categories for
conservation -
'Footprint reduction' and
'Biodiversity recovery'

100%
RECYCLED



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.

panda.org/lpr

