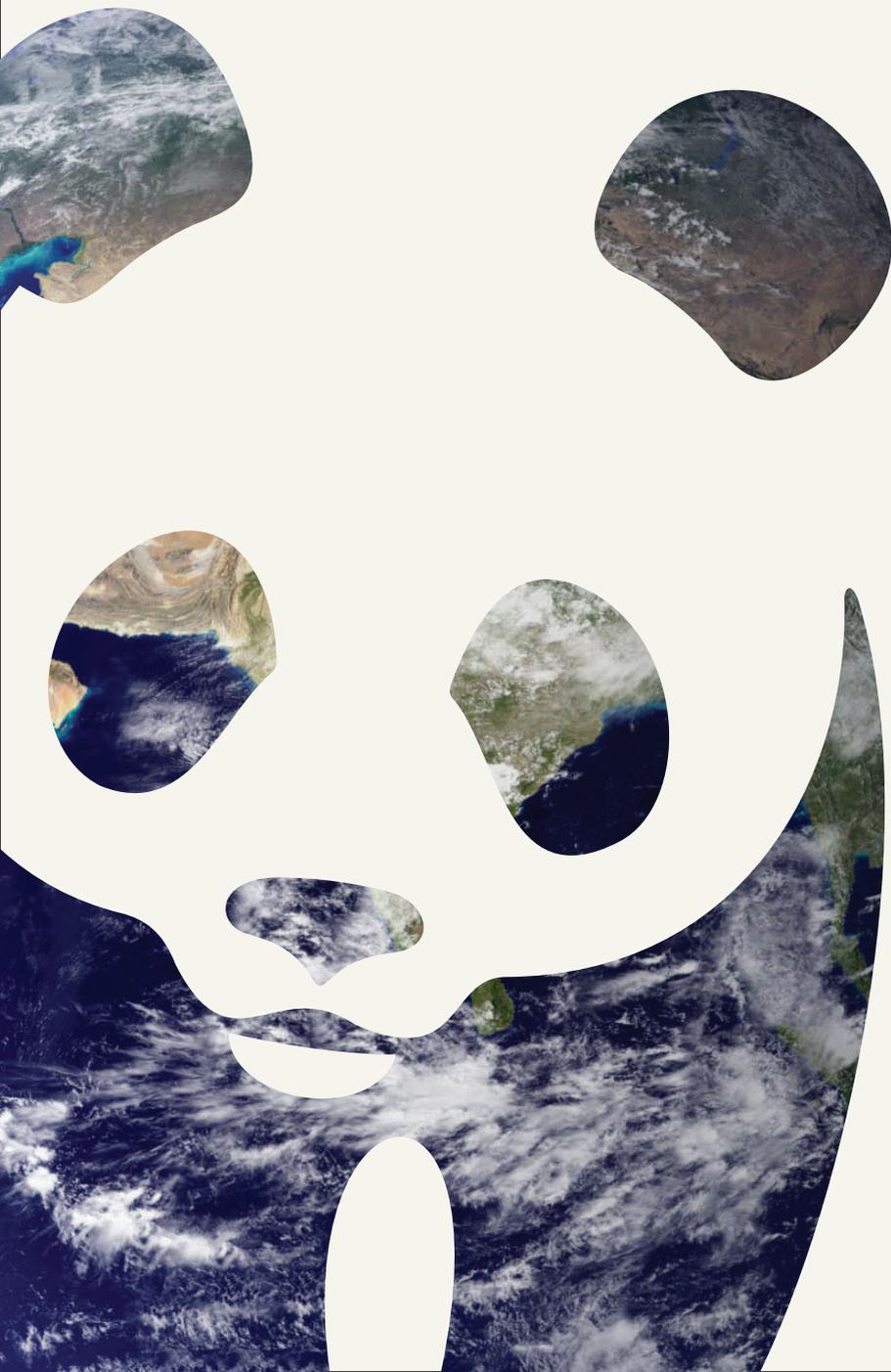




**ANNUAL  
REVIEW**

KR

**2018**



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## WWF (World Wide Fund for Nature)

WWF is one of the world's largest nature conservation organizations. Its international headquarters are based in Switzerland, and over 5 million supporters and global networks are active in more than 100 countries. WWF was established in 1961 to conserve endangered species and has engaged in conservation activities covering the overall nature of the earth from climate/energy, fresh water, forest, food, wild animals to the ocean with the ultimate mission of building a future in which humans live in harmony with nature. WWF has been active in Korea for the past 10 years, but WWF-Korea was officially launched in 2014. The Korean office has run various programs for maritime conservation, climate/energy, and carbon footprint issues including campaigns to draw people's interest in nature conservation and engage them to participate in related activities such as 1600+ Pandas and Earth Hour.

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# FOREWORD: A MESSAGE FROM OUR CHAIRMAN OF THE BOARD

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**Seongwhan Son**  
Chairman, WWF-Korea

Unprecedented heat waves like the one that gripped the world in 2018 and natural disasters such as floods, droughts, hurricanes, typhoons, and wildfires are occurring more frequently every year as a result of climate change. As the intensity and frequency of climate change effects become stronger, there is growing concern about how our planet may be able to bounce back from its impact.

The signing of the Paris Agreement in December 2015 has demonstrated that the international community can respond adequately to the urgent climate change crisis. The worldwide impact of global warming is everyone's problem and it is a reminder for all of us that now is the time to act by working together.

WWF-Korea announced its science-based "2050 Korea Energy Strategy for a Sustainable Future" to highlight the social and economic conditions required in the country's effort to transition to renewable energy. Transitioning to a low carbon society requires careful planning and investment in the short and long terms by governments and corporations, and must be supported by the public. As such, we must correctly address the social costs of climate change. We must also objectively and holistically evaluate the benefits to the ecosystem and mankind. The global economy will have to pay the I would recommend keeping it as is. will explain when we check-in WWF-Korea seeks to present efficient, proactive and comprehensive ways of addressing climate change that will minimize this cost.

Korea is a country surrounded by sea on three sides, and one of WWF-Korea's priority conservation areas is protecting marine life. We need to introduce more innovative and market-friendly initiatives, together with proactive government systems and policies to connect manufacturers and consumers in ways that best leverage the positive forces of the market. Furthermore, we are working with various stakeholders such as governments, businesses, and fishermen to expand sustainable fisheries directly linked to our diet and way of life.

Since its establishment, WWF-Korea has presented a vision and solutions-oriented direction for the marine, climate and energy sectors in the country. We will strengthen our solidarity and partnership with domestic stakeholders in the future, and respond to climate change, propose concrete policies to preserve natural resources, and I would recommend keeping this as is as well.

I would like to express my sincere appreciation to the WWF-Korea team for their dedication and enthusiasm to bring about social change, and to our members who always encourage and support our activities.

# FOREWORD: A MESSAGE FROM OUR SECRETARY GENERAL



**Simon Yoon**  
CEO, WWF-Korea

This is our fourth Annual Report since our establishment in 2014. WWF-Korea has strived to achieve its mission, science-based nature conservation. Our research includes the Living Planet Report and the Korea Ecological Footprint Report, and our focus areas: oceans and climate & energy. Our year-long project with Seoul National University Graduate School of Environmental Studies presents a roadmap of Korea's energy conversion for a low-carbon society. With the study, we asserted Korea's capacity to shift towards renewable energy to the fullest by 2050. We held a roundtable discussion on the reduction of industrial greenhouse gas emissions. On the table, we shared our SBTi (Science Based Targets initiative) pilot cases, leadership practices for global climate changes and the Korean companies' solution to handle the issues. We will continue to build a platform of cooperation and drive businesses to take decisive actions.

Korea is surrounded by sea on three sides, and it occupies a prominent position in world's seafood production and consumption. With governments and businesses worldwide striving for greater fishery sustainability, WWF-Korea is working with institutions to organize conferences, raise awareness, publish reports and set up discussions for working groups.

We conducted conservation efforts in partnership with businesses. This year, we published an annual report to highlight successful sustainable managements in a collaboration with environment groups. We expect this report will raise awareness of Corporate Social Responsibility (CSR), a relatively new concept in Korea.

We held various events such as Climate March 2018 calling for a coal free world to limit the temperature rise to 1.5 °C. It also should be noticeable to see individuals, government and business sectors joined the annual Earth Hour. Healing Night Yoga was a wonderful opportunity for the public to give our planet Earth a rest. To attract public's attention, we've appointed three new ambassadors: TV personality Tyler Rasch, actor Park Seo Joon, and former national gymnast Shin Su-Ji. We are grateful for their participation promoting WWF's cause for nature.

Thanks to you, WWF-Korea was able to continue extending our activities. We held campaigns to fight against fine dust, unprecedented heat waves, frequent natural disasters, depletion of seafood and ocean pollution with plastic waste. At this point in crisis, we feel a sense of urgency and responsibility to take immediate actions based on scientific evidence. Your support can save biodiversity on Earth, stop the deterioration of nature and save our planet. "Together possible."



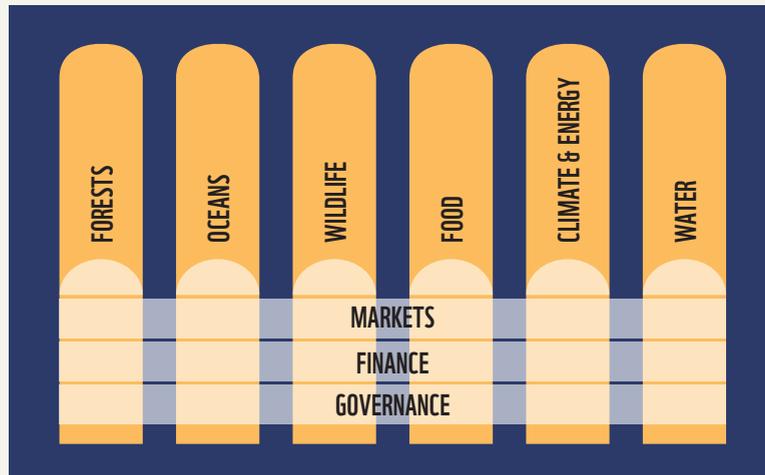
**WWF aims to reduce ecological footprints and restore biodiversity to create a future in which people live in harmony with nature.**

# ABOUT WWF (WORLD WIDE FUND FOR NATURE)

WWF was founded in Switzerland in 1961 under the name World Wildlife Fund, to raise funds for wildlife protection. Since then, WWF has gradually expanded its conservation areas to address problems that threaten the Earth's ecosystem. To better reflect its broader agenda, the organization renamed itself the 'World Wide Fund for Nature' in 1986 and has constantly dedicated itself to preventing nature from destruction and to creating a world where people live in harmony with nature.

Its conservation projects cover more than 100 countries, supported by over 5 million members and 16 million social media followers. As the largest and the top nature conservation organization in the world, WWF is also one of the most trusted, demonstrated by the outstanding reviews it gets from credibility and program efficiency evaluations conducted each year on conservation NGO's worldwide. We believe the foundation of such trust is our scientific approach to solving problems and our ability to convene various stakeholders for mutual benefit. We apply these qualities to everything we do and become a part of our identity defining us as an organization.

At a global level, WWF is sharing its global goals, key strategies, and evidence-based expertise throughout its network to help address each of the six conservation practice areas—wildlife, oceans, forests, freshwater, climate and energy, and food—and the three key drivers—markets, finance, and governance, which were identified as factors that could maximize the effectiveness of the six practice areas. Focusing on the priority areas and species, the WWF Network is working closely with governments and local communities to design and execute conservation programs that best meet local community needs.



WWF, together with scientists and researchers, regularly releases its Living Planet Index, and publishes the biennial Living Planet Report on the preservation of biodiversity and reduction of the ecological footprint. WWF is working on diverse conservation activities: it plans and implements evidence-based conservation initiatives; devises solutions through international conferences and government engagements; creates safeguards to ensure financial practices support, rather than harm, sustainable development and nature; and works closely with corporations whose line of business is directly related to natural resources.

Moreover, WWF proposes measurable scientific indices so that sustainability is achieved across human and industrial value chains, and sees to it that the indices develop into established certification programs. It is also dedicated to protecting communities whose livelihood is dependent on nature.



**CLIMATE AND ENERGY**  
A low-carbon, climate-resilient future



**OCEANS**  
Productive and resilient ocean ecosystems improving livelihoods



**WILDLIFE**  
Species secured and recovering in the wild



**FORESTS**  
Forests and their benefits to human well-being enhanced and maintained



**FRESH WATER**  
Freshwater for people and nature



**FOOD**  
Sustainable food systems



**MARKETS**  
Shift to sustainable production and consumption



**FINANCE**  
Increase in public/private financing for sustainable development



**GOVERNANCE**  
Robust governance and policy in support of priority objectives





**WWF CONSERVATION  
PRIORITIES:  
CLIMATE & ENERGY  
OCEANS**

# CLIMATE & ENERGY

Through its recent publication of the Special Report on Global Warming of 1.5 °C (SR15), the Intergovernmental Panel on Climate Change (IPCC) cited numerous research to state that limiting global warming to 1.5°C would inflict substantially less damage to the environment, compared to a 2°C increase. The latter would have the potential to exacerbate destruction of nature to levels beyond recovery, jeopardizing the very human existence; and called for immediate action to help contain temperature rise at 1.5°C.

The Industrial Revolution based on fossil fuels has led to a more comfortable and prosperous world. However, in recent years, we have seen a widespread global consensus developing to stop the devastation of nature, and paradigm a shift to renewable energy. This international shift is not limited to the environment. In developed countries, fossil fuel and nuclear power plants no longer have an upper hand over renewables in price competitiveness, leaving them no choice but to shut them down.

The Republic of Korea has achieved rapid economic growth based on an economic model predominantly dependent on fossil fuels and large corporations in industries such as petrochemicals and other heavy industries. To help the country grow at such a rapid pace, the state controlled and monopolized the energy sector, an important infrastructure base, and supplied the industries with cheap electricity. The remarkable economic growth and a somewhat lax pattern of energy consumption Koreans enjoy today may well be attributed to the country's energy policy. Meanwhile, the resulting distortion has become a stumbling block for Korea to achieve a market-oriented energy transition. Moreover, Korea recently missed out on what is probably its last opportunity to join the new energy paradigm that had swept the world. Korea is gradually becoming more isolated from an important global economic trend. As the world's eighth-largest carbon emitter and an OECD member, Korea needs to put in place a much more aggressive emission reduction and energy transition plan, not just for its own sake but also for the sake of the global community.

The Korean government, more recently, announced a new policy direction to move away from coal and nuclear power, and shift toward renewables in line with global trends. Still Korea needs to come up with a realistic public education plan crucial to building a national consensus on the issue. Through its "2050 Energy Strategy for a Sustainable Future," WWF-Korea proposed a bold, new energy vision and roadmap for the country. And in an effort to help build a low-carbon future for the country, we are working with industries to encourage them to step forward and commit to a science-based emission reduction target, while engaging stakeholders through a range of conferences, roundtables, campaigns and more designed to assist in the country's transition to renewable energy.

## POLICY RECOMMENDATIONS FOR LOW-CARBON VISION AND ROADMAP

- Present policy recommendations to transition to a low-carbon society, including research on ways to reduce energy sector Green House Gases (GHG), and more ambitious adoption of renewable energy
- Build a framework of collaboration for stakeholders to create a viable long-term vision and roadmap

## PROMOTION OF CORPORATE CLIMATE ACTIONS

- Encourage companies to participate in the 'Science-Based Targets Initiative (SBTi)' to support the goal of the Paris Agreement that seeks to limit Earth's average temperature rise to pre-industrial levels
- Support businesses in their effort to set and implement their renewable energy targets

## POLICY RECOMMENDATIONS FOR LOW-CARBON VISION & ROADMAP

### POLICY RECOMMENDATIONS FOR A CLIMATE CHANGE MITIGATION TARGET

In November 2017, the 23rd United Nations Framework Convention on Climate Change (UNFCCC COP23) was held in Bonn, Germany, chaired by Fiji, an island nation located in the Pacific Ocean and one of the most affected countries by climate change. About 25,000 people, including representatives from 190 countries and observers from institutions like WWF, gathered at the conference, the third largest meeting in the history of the climate convention.

Nationally Determined Contributions (NDCs), as they stand today, however, are grossly insufficient to limit the rise in Earth's temperature to within 2°C level, let alone 1.5°C; and thus, require urgent action to adopt measures over the next few years, raise reduction targets, strengthen climate financing, and build technological cooperation and capacity, in order to narrow the gap. To address the dangers facing humans and nature, and to ensure a sustainable future, WWF is working on drafting and recommending policies based on the following three priorities identified among the COP23 agenda items:

- Implement Climate Action Before 2020: Enlist all member countries and stakeholders to accelerate Climate Actions
- Prepare a Roadmap for the 2018 Talanoa Dialogue: Examine the overall efforts of the international community and generate a roadmap for the 2018 Talanoa Dialogue to narrow target-reality gap through measures such as scaling up the Nationally Determined Contributions (NDCs) by 2020
- Finalize Wording for a Detailed Implementation Guideline for the Paris Agreement: Create a balanced and comprehensive package to be put on the negotiation table, and set up a solid process to ensure its adoption by 2018 at COP24

## POLICY RECOMMENDATIONS AND ROADMAP ON ENERGY TRANSITION GOALS

### Vision 2050 for Energy Transition

Energy transition is critical to safeguarding life on Earth. It must be prioritized to promote positive changes in climate mitigation and in energy security, air pollution reduction, and job creation.

WWF published its "Korea 2050 Energy Strategy for a Sustainable Future" report in collaboration with a group of diverse interdisciplinary experts from Korea to propose an energy vision and roadmap for 2050 through analysis of various scenarios and policy recommendations; and to contribute to a social dialogue about our future. The report was designed to analyze Korea's basic direction for a sustainable future, its overall policy orientation, and its challenges.

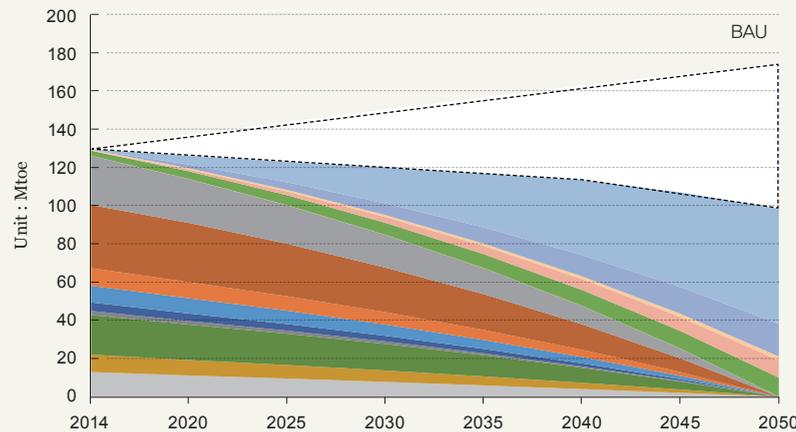
Based on Korea's renewable energy potential, the report proposed three scenarios that would contribute to a social dialogue on energy transition. Among them, the Visionary Transition Scenario (VTS) stresses that Korea is capable of shutting down all thermal and nuclear power plants and transition fully to renewable energy by 2050.

Our cost estimates for the three models (investment, operation maintenance, fuel import, external environmental costs) found that VTS would be the most expensive, estimated at 103.4% against the baseline. This is nonetheless a rather insignificant gap, which suggests that even a full conversion into renewables would not incur much additional burden to the society compared to BAU (business-as-usual). If Korea opts for an accelerated energy transition model such as VTS and maximizes its renewable energy potential, the country will be able to reduce its CO<sub>2</sub>eq emission by 94% from 540.6 million tons in 2014 to 32.2 million tons in 2050.

#### Visionary Transition Scenario Final Energy Consumption

##### Key

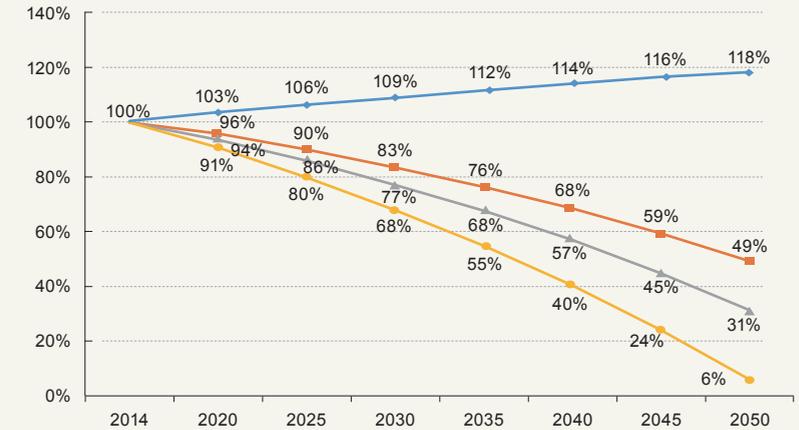
- Nuclear
- Gasoline
- Diesel
- Kerosene
- Jet Kerosene
- Residual Fuel Oil
- LPG
- Avgas
- Natural Gas
- Coal
- Geothermal
- Bio
- Ocean
- Hydro
- Wind
- Solar
- BAU



#### GHG emissions reduction by scenario compared to BAU in 2014

##### Key

- BAU
- Moderate
- Advanced
- Visionary



The report takes into account recent possibilities based on economic, social, and environmental benefits, as well as technological advancement. It is pointing to Korea as a potential model showing the way forward through a rapid energy transition. With the release of the report, WWF hopes to facilitate dialogue on energy transition, and continue to help find solutions best suited to the needs of the country.

### Launching the 2050 Vision for Energy Transition

Subsequent to the release of its "2050 Energy Strategy for a Sustainable Future" report, WWF hosted a conference on August 23, 2017, at Seoul City Hall, where it presented a long-term vision for Korea to transition to a low-carbon society fully powered by renewable energy sources. This was all the more meaningful because it came at a time when the Korean government had just started to take the initiative in earnest to phase out nuclear and coal-powered energy.

At the conference, WWF proposed three energy paradigm transition scenarios for Korea. Among them, the Visionary Transition Scenario (VTS) depicts a sustainable future for Korea where it ends all thermal and nuclear power generation and fully transitions to renewable energy by 2050. Moreover, the scenario is a wake-up call to the country's unsustainable energy practices, and calls for a strong policy direction.

## PROMOTION OF CORPORATE CLIMATE ACTIONS

### SHIFT TO A MORE SUSTAINABLE WAY OF DOING BUSINESS

WWF launched global certification and support programs for sustainable forestry, fisheries, and agriculture to help companies transform their production methods to more sustainable ones. Noted for its proven solutions backed by science and data, WWF is well recognized by global corporations as one of the best partners in environmental management. Some of current solutions include Climate Savers, SBTi, and Renewable Energy Buyers Alliance (REBA), all of which are available to companies, governments, and institutions in the climate and energy field.

The Climate Savers program is a climate action leadership program to work with leading global businesses to set transparent and ambitious greenhouse gas emission reduction targets, and to support policy initiatives for the underlying market to realize a low-carbon economy. SBTi, developed jointly by WWF and its partners, CDP (formerly the Carbon Disclosure Project), the World Resources Institute (WRI) and United Nations Global Compact (UNGC), supports long-term greenhouse gas reduction targets in line with the Paris Agreement. The Renewable Energy Buyers Alliance (REBA) is a program that helps companies in their effort to shift to renewable energy, as demand for renewables increases. While energy buyers--businesses, cities, and public agencies--want to use clean energy to drive their business, regulations in the US and other international markets are making transitions to renewable energy difficult. REBA demonstrates to companies the benefits of shifting to renewable energy, connects power companies and energy consumers, and helps buyers articulate customer requirements and the suppliers understand them.

### SOLUTIONS

#### Science-Based Targets Initiative (SBTi)

SBTi is a program that helps companies voluntarily set their science-based greenhouse gas (GHG) emission goals, and take a proactive stance in addressing climate change.

SBTi is a joint initiative of the WWF, CDP, UNGC and WRI that began in 2015, and is run with the assistance of the We Mean Business Coalition. To participate in SBTi, the applicant first needs to set and declare adoption of an SBT, and second, have its target validated by the initiative. We provide six methodologies to assist companies set their SBT's, one of which is the Sectoral De-carbonization Approach (SDA). In order to accommodate diverse industries, we are adding more sectors to better represent them; and recently completed an SDA methodology for the transportation sector.

The number of corporations capitalizing on the SBTi is rapidly increasing. As of October 2018, about 140 global companies including Sony, McDonald's, Walmart, Unilever, and Honda had set up their SBT's, and about 500 companies

have joined the Climate Action Plan by pledging their targets. Companies pledging their targets are not limited to those in manufacturing: several financial institutions, including BNP Paribas, have already adopted their SBT's to drive their climate change response more proactively.

#### Renewable Energy Buyers Alliance (REBA)

REBA is a coalition of four nonprofit organizations--WWF, Business for Social Responsibility (BSR), Rocky Mountain Institute, and WRI--that combine deep expertise in transforming energy markets. It promotes sharing of solutions among renewable energy providers, consumers, utilities and policymakers to facilitate transition to renewable energy.

With a membership of more than 100 large energy buyers, REBA is a part of the RE100 campaign initiated by the Climate Group to promote businesses to commit to 100% renewable energy; the coalition also aims to support the additional purchase of more than 60GW of renewable energy in the US by 2025.

REBA Summit 2018 brought together more than 400 renewable energy buyers, service providers, developers, financial institutions and NGO's to seek ways to accelerate and scale the renewable energy market.

#### Climate Savers Program

Climate Savers is a climate leadership program adopted by more than 20 global companies, including Volvo Group and H&M. The companies in the program commit to a target and an implementation plan to reduce their carbon footprint; and take on climate response initiatives to proactively influence markets and policy development.

There are two leadership pillars that companies as Climate Savers are required to commit to and deliver. The first pillar is its goal to reduce its GHG emissions. The target is comprised of three scopes: Scope 1 target is a measure to cut back on GHGs generated from business operation, improve energy efficiency and adopt energy-conscious transport and shipment; Scope 2 target, on the other hand, is a framework to help Climate Savers transition to renewable energy; and finally, Scope 3 target deals with the entire value chain and measures GHG reduction from the procurement of raw materials to production and delivery of goods and services to customers. SBT supports implementation of these reduction targets. WWF provides start-to-finish monitoring, and support and supervision to make sure that the Climate Savers companies go beyond simply making target pledges, and actually follow through and deliver on their commitments.

The second pillar is to inspire companies to serve as strong agents of change that influence markets and policy development. This will allow companies to enhance their brand equity, improve their business performance through innovative energy transformation in line with the low-carbon economy of the future, and revamp corporate risk management. In addition, companies can increase opportunities to connect with global industry leaders, and establish a positive corporate image as a leader in environmental management.

## MULTILATERAL COOPERATION PLATFORM

### CLIMATE ACTION ROUNDTABLE (JANUARY 2018)

WWF hosted a Climate Action Roundtable at the Seoul Global Center on January 31, 2018. The purpose of the Roundtable was to share challenges confronting local companies in tackling climate change issues in the global market under a new climate regime ushered in by the Paris Agreement, and to collectively explore solutions moving forward.

Co-hosted by the CDP, the Roundtable, for the first time, shared case studies of Korean companies that have participated in the SBTi pilot program, and explored ways to cope with issues of carbon footprint affecting all areas of management in general. Volvo Group Korea, a subsidiary of the Volvo Group that is partner of the WWF Climate Savers Program and a global market leader in Climate Action, presented on the quantitative and qualitative outcomes of climate change response actions, and shared cases of energy saving and efficiency improving measures used in the production process.



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## BILATERAL COOPERATION

### SBTi Pilots (May-October 2017)

In an effort to generate interest among Korean businesses, WWF reached out to corporations to introduce the SBTi and present the benefits of adopting ambitious reduction targets based on science to address climate change. In the process, WWF signed up three Korean companies--LG Electronics, AMORE PACIFIC, Korea District Heating Corporation--to take part in the SBTi pilot. Through the pilot program, WWF was able to test the market and catalyze participation by allowing companies to experiment with the SBT hands-on.

As an outcome of the pilot, which lasted for about six months, we found that all three companies experienced challenges in Scope 2 electricity use; and now, as a next step, the parties are exploring ways for businesses to collectively contribute to the country's transition to renewable energy.



### Samsung's Partnership with REBA (June 2018)

WWF has been working with Samsung Electronics, a global leader in the industry, to help enhance its Climate Actions.

In line with Samsung Electronics' June 14, 2018 announcement that it plans to increase its renewable energy use in the mid to long term, WWF provided policy recommendations and supported the company's effort to become a member of the BRC (Business Renewable Center), and the WWF-REBP (Renewable Energy Buyers' Principle), both of which are initiatives to boost the use of renewable energy.

WWF will work more closely with Samsung Electronics as the company further scales up its global Climate Action leadership through its direct involvement in solar and geothermal power generation to help expand the use of renewable energy in Korea, and through increased use of renewables at its global sites.

The ocean is an integral part of daily life in Korea, with its geography. The fisheries accounts for a sizeable portion of the country's domestic economy (total fishing production recorded at 3,749,000 tons in 2017) and a significant number of people depend on the sea for their livelihood. The pelagic industry was one of the important drivers of economic development during the high-speed growth era, and Korea is currently known as one of the major producers of seafood in the world. In fact, the Ministry of Oceans and Fisheries announced last year that Korea was the world's 14th largest producer of seafood.

The country is also the largest consumer of seafood per capita (58.4kg in 2016, compared to the world average of only 24.7kg). According to 2017 figures, the country exported around 540,000 tons of seafood while importing a whopping 5.5 million tons, becoming one of the top 10 importers of seafood in the world. However, overfishing and bycatch using large-scale modernized fishing tools are causing serious damage to the marine ecosystem. Destruction of sea life habitats due to climate change and indiscriminate dumping of plastic waste and fishing gear are contributing to a serious depletion of fish resources and marine pollution, evidenced by massive numbers of dead fish showing up on the shores. In light of these circumstances, stakeholders are striving for sustainable fisheries, starting with protecting our fish resources, through collaborative efforts that cut across nations and businesses within the industry, covering the whole gamut from production to distribution. To facilitate the efforts, WWF-Korea is conducting education and awareness programs targeting businesses, fishery associations and government agencies, while working closely with civil society to help develop policies that prevent illegal fishing. Furthermore, we are reaching out to hotels, distributors of seafood and others on the buying side of the industry to help them pledge and fulfill their commitment to purchasing sustainable seafood. We also carry out consistent publicity campaigns to raise awareness among citizens.

All signatories to the Convention on Biological Diversity agreed to designate 10% of their ocean as a Marine Protected Area by 2020. Currently, Korea has designated 27 marine wetlands and six coastal wetlands, together encompassing 1,925.99 km<sup>2</sup>, as its Marine Protected Areas. However, this accounts for only 1.4% of the Exclusive Economic Zone (EEZ) and less than 3% when including fisheries protection zones. WWF-Korea is pushing for a habitat conservation program that designates marine protected areas and marine life conservation, starting with a survey on the ecology and the habitat of sea turtles, an important endangered marine species. In addition, as part of our effort to expand marine protected areas in international waters, WWF-Korea is actively involved in conservation activities in the Yellow Sea, both in China and Korea, and in marine ecology conservation activities in the Antarctic region. It has also recently

launched campaigns to prevent plastics from polluting the ocean, reduce our daily use of plastics, and prevent marine pollution from fish waste.

## MULTILATERAL COOPERATION PLATFORM

WWF-Korea is paying special attention to marine life rapidly decreasing in population or categorized as endangered due to habitat destruction and food loss. Sea life creatures are no longer perceived as infinite resources to be used carelessly by people, like in the old days, but are seen as part of an ecosystem we must coexist with. One species being wiped out means much more than a bad feeling for not being able to see it anymore; rather the focus is on the possible breakdown of order in the ecosystem the species once belonged to. Although the role of top predators such as whales and sharks in marine ecosystem components has not been fully revealed yet, studies show that these predators are in fact not only capable of disrupting an entire ecosystem but also influence other related ecosystems. A drop in the California sea lion population leads to a rise in the number of sea urchins, and in turn to a rapid decline in the number of kelp, an aquatic plant. Marine life is also a barometer for the health of the ocean. An increasing number of sea lions dying from brain damage after consuming toxin-containing plankton found in red tide blooms has recently become a cause for concern in the U.S.. This is alarming because what happened to sea lions could also happen to people. A sea not fit for marine life is also not fit for humans. Starting with sea turtles, our conservation activities focused on sea creatures will continue to include finless porpoises and spotted seals.

## PROTECTING SEA TURTLES

Sea turtles, once easily spotted at beaches not frequented by people decades ago here in Korea, are now under the threat of extinction. All seven species of sea turtles distributed around the world are on the IUCN Red List.

And all four of the sea turtle species with records of being spotted in Korean waters--Green Sea Turtles, Loggerhead Sea Turtles, Hawksbill Sea Turtles, and Leatherback Sea Turtles, plus the recently added Olive Ridley Sea Turtles, thus five in all--are on the "Marine Protected Species" list maintained by the Korean Ministry of Oceans and Fisheries. There has been no trace of them spawning for over 15 years; and turtles that do turn up today are found in fishing nets. WWF, based on its surveys that include interviews with residents on sea turtles and literature review, is working to identify immediate challenges and seek solutions. We hope that the discovery of a spawning ground will lead to designation of a Marine Protected Area.

## AUTOPSY STUDIES

WWF-Korea is participating in an autopsy study of sea turtles jointly organized by the National Marine Biological Resource Center and the National Ecology Foundation. WWF-Korea, Seoul National University, Chungbuk National University, and Hanwha Aqua Planet are jointly carrying out biological studies including cause of death analysis and parasites surveys. The studies are finding that marine litter is a significant cause of death for sea creature. We have taken on an aggressive stance in publicizing what we have learned through the autopsies--the terrible effects of the ghost fishing gears, plastic and other marine wastes in the digestive systems of these marine creatures wreaking havoc--and do everything we can to sound the alarm on the devastation they are bringing to marine life. Based on the results of the above-mentioned survey, we plan to expand our ecological researches on spawning, migration, and feeding practices of sea turtles spotted in the country; step up the efforts to identify and eliminate the risk factors such as marine pollution and bycatch using fishing nets; and increase our public relations and educational campaigns targeting the public and local resident. Our goal is to protect the ocean so the turtles can thrive.



## MARINE PROTECTED AREA (MPA)

Marine Protected Areas are managed and designated for the protection of marine ecosystems, marine life habitats, and sea creatures, seeking to conserve marine resources valuable to our society, economy, and culture.

With only 4% of the world's oceans designated as MPA's so far, the goal of the international community is to increase it up to 30% by 2030. MPA's account for a meager 1.6% in Korea. The advantages of designating an ocean area as MPA have been studied from various perspectives: increasing the MPA by 10-30% has the potential to generate \$4.9 to \$9.2 billion in economic value, create 15-18 million jobs, and increase by 13-251% the size, diversity, density, biomass and spawning of a living organism. It can also protect coastal areas from natural

disasters and provide services to cope with climate change. WWF has identified 14 priority places around the world as Marine Protected Areas; and WWF-Korea is currently focusing on three of them. Our top priority is the Yellow Sea area including Jeju Island, where up to 10% of the world's population reside. Our second priority is the Antarctic Ocean, an area where deterioration is happening so quickly that it's hard to predict what will happen but could result in a tragedy for mankind. Next we are also looking into the Coral Triangle located in the Western Pacific Ocean, in light of region's popularity as a vacation destination for Koreans and its status as a vibrant seafood trading hub. WWF takes part in governance building activities and has been conducting various public relations activities to support the designation of marine protected areas.

## MARINE DEBRIS

Lately, waste has become a regular topic on the agenda whenever heads of states meet to talk about the future. Eight million tons of plastic make their way into the ocean each year, of which 80% is land-based. In 2050, there will be more debris than fish in the sea. WWF has set a goal of reducing 80-100% of waste going into the sea by 2035 to realize a safe marine environment and protect fish resources, while providing safe habitats for marine life by making our oceans plastic pollution free. To this end, WWF is striving to help bring about a healthier plastic lifecycle: Promoting conversion to biodegradable and recyclable materials right from the production stages; helping consumers practice good judgment in making the right choices; and improving various aspects of the plastic cycle from garbage collection, to better recycling technology adoption and end-of-life plastic treatment. WWF is building a network of cooperation with various central and local governments. Starting with major tourism cities around the world, it is working with cities to make them "plastic pollution free" and to develop detailed plans for implementation. It is also planning a large-scale all-year-round campaign to bring in people from all over the world to support the cause. In Korea, we are already carrying out various publicity campaigns and detailed fact-finding surveys to promote public awareness; and we are also planning to publish a report on the state of plastic pollution in Korea. Through our partnership with corporations and retail outlets, we are formulating plans to develop alternative materials to plastics and come up with a 'collection-disposal responsibility scheme.' Moreover, we will continue to enhance people's understanding of the underlying science through research initiatives and put in place a platform to share knowledge.

## DOUBLING SUSTAINABLE FISHERIES

Sustainable fisheries keep the population of species being fished at a constant level, protect their ecosystems, and stay away from unintentional bycatch. Governments and people in the fishing industry should take the lead in setting up and implementing national and international regimes that oversee sustainable management of fisheries.

## STRENGTHENING COOPERATION FOR SUSTAINABLE DEEP-SEA FISHING

Korea is one of the top five deep-sea fishing countries in the world, along with China, Japan, Taiwan, and Spain, which together account for 85% of the world's deep-sea fish production. Sustainable fishing is no longer a choice but a requirement to protect the most consumed fish species in the world, such as tuna, and to safeguard the future of the industry. In cooperation with the Korean government and fishing companies, WWF-Korea offers a variety of solutions to support sustainable deep-sea fishing by enhancing traceability and information transparency in production and distribution.

## MSC ASSESSMENT AND CERTIFICATION OF KOREAN PELAGIC FISHING COMPANIES

The Marine Stewardship Council (MSC) is an accredited global nonprofit organization that sets standards to certify the sustainability of seafood products. Founded in 1997 by WWF and Unilever Co., it is currently in its 20th year of operation. MSC offers an objective, science-based certification system that is rapidly gaining traction among fisheries, and currently about 12% of all seafood products worldwide are MSC certified. The MSC is enhancing its credibility by adding to its mandatory review process procedures that reflect the interests of citizens – the most important stakeholders in the production, consumption and distribution of seafood products. WWF participates in MSC certification evaluation process for Korean deep-sea fisheries to represent the people, the rightful owners of fish resources.

## SUSTAINABLE SEAFOOD PRODUCTS - A CHANGING MARKET

### Strengthening Legal and Institutional Mechanisms for the Elimination and Prevention of Illegal, Unreported and Unregulated Fishing (IUU)

After Korea was put on the preliminary illegal fishing lists of the European Union and the United States in 2013, the Korean government, civil society, and the industry together put in place measures to prevent and terminate illegal fishing. Korea was removed the lists in 2015 but the obligation still remains to prevent any illegal fishing from recurring.

The oceans and marine life are precious resources we will hand down to future generations. Our fisheries are an indispensable food source for many people: one-third of the world's population get their protein from seafood. As such, the whole process of seafood production from ocean to table must be managed

transparently. WWF strives to help people feel safe about the fish they consume. We are participating in government-private sector consultations designed to prevent illegal fishing, and working with government and industry to find ways to strengthen legal and regulatory mechanisms.

## Seoul International Seafood Show 2018

Consumers are the most important drivers to advancing seafood sustainability. They have the power to remove all illegal, overfished and/or bycaught seafood from the market that negatively impacts our society and environment. WWF participated in the Seoul International Seafood Show in May 2018 and presented its 'Proposal for Sustainable Seafood Products' to engage the consumer to influence change in the market by taking the initiative for safer and cleaner seafood.





**WWF-KOREA,  
ENGAGING THE  
PUBLIC TO MAKE A  
DIFFERENCE**

## EARTH HOUR 2018 CANDLE NIGHT

### 'I WANT TO BREATHE WITHOUT A MASK'

Earth Hour is a symbolic campaign held annually worldwide encouraging people around the world to switch off their lights in solidarity to give our planet a break. This year's event, marking its 11th, was held on March 24, 2018. Korea had its event in Cheonggye Plaza under the slogan, "I want to breathe without a mask," which was a message to inspire people to reflect on how climate change is affecting us on a daily basis. More than 1,800 citizens joined Earth Hour 2018 to speak up against air pollution wearing masks and staging a candle light vigil to show solidarity in their petition to reduce fine dust and promote clean air.

Forty landmarks in Korea including the National Assembly, Seoul City Hall, and N Seoul Tower joined in the cause along with more than 17,900 landmarks in 188 countries around the world. WWF Brand Ambassadors actor Park Seo-Jun, singer Jared Leto, actress Li Bingbing and tennis player Andy Murray, all encouraged people to get involved.

Earth Hour has been at the forefront of effecting change around the world. This year it is generating momentum for conservation movements worldwide. French Polynesia is reserving 5 million km<sup>2</sup> of ocean for marine ecosystems, students in Kenya are planting 500,000 trees to reverse the loss from logging, and citizens in Hong Kong and the UK are pledging their commitment to a sustainable lifestyle. Colombia launched a national campaign to suspend cutting down trees by 2020 and Singapore embarked on a campaign to ban plastics under WWF leadership.



© Daebong Kim / WWF-Korea

## HEALING NIGHT YOGA

### THE EARTH NEEDS HEALING AS MUCH AS WE DO

WWF-Korea first came up with the idea of hosting healing yoga sessions in fall 2017 as a way to make Earth Hour part of everyday life. The Healing Night Yoga campaign, conducted both online and offline, came with a pre-event promotional video featuring Olympic gymnast and WWF-Korea Brand Ambassador Shin Soo Ji performing a symbolic yoga move turning lights off. Shin made the participants laugh when she jokingly asked 'Isn't it easy?' as her yoga moves got more difficult.

Held with over 300 participants at the World Cup Park Peace Square, Healing Night Yoga was an opportunity for people to reflect on the meaning of Earth Hour. It was a simple exercise of switching the lights off for an hour and to continue in the same spirit, this time on a patch of green beneath a sunset glow.

"As a dog owner, I became interested in wild animals and I am so grateful I can do my part to help address climate change and endangered wildlife," she said. Shin was appointed Ambassador for WWF-Korea on the same day.



© Daebong Kim / WWF-Korea



© Daebong Kim / WWF-Korea

## WWF-KOREA AMBASSADOR AND TORCHBEARER, TYLER RASCH PROMOTING A LOW-CARBON AND ECO-FRIENDLY 2018 PYEONGCHANG OLYMPICS

On January 6, 2018, WWF-Korea Ambassador Tyler Rasch participated in a torch relay for the 2018 Pyeongchang Winter Olympics in Yongin as a torchbearer for Coca-Cola and sent his wishes for a successful eco-friendly and low-carbon Olympic Games. As a global festival with people from all over the world participating, the Olympic Games should be a venue to highlight the seriousness of air pollution and the willingness of the people to address the problems the Earth faces.

Rasch said "It's a shame we can't go out for a run on many days because of fine dust. Clean air is important for sports, and I hope low-carbon, eco-friendly Olympic Games in Pyeongchang will contribute to better air quality for the world." He called on the public to take a greater interest in environmental issues facing our planet today.



## KOREA-RUSSIA CHILDREN'S TIGER DRAWING CONTEST

### 'I DREAM OF PRESERVING TIGERS WITH FUTURE GENERATIONS'

WWF, as part of its TX2 campaign to double the number of wild tigers by 2022, sponsored the 6th Korea-Russia Children's Tiger Drawing Contest, in hopes of bringing Korean tigers (Amur tiger) and leopards (Amur leopard) back to the country. Since 2016, in conjunction with KTLCF (Tiger & Leopard Conservation Fund in Korea), WWF has endeavored to raise awareness around the threats of poaching and habitat loss to Korean tigers and leopards living in Far East Russia and along the Russia-China-North Korea border, while working to protect them from extinction.

## CLIMATE MARCH 2018: 1.5 °C, A LIFE-SAVING TEMPERATURE FOR EARTH, AND FOR US

### RAISING THE VOICE TO LIMIT GLOBAL WARMING AT 1.5 °C

On May 20, 2018, together with Greenpeace and the Korean Federation for Environmental Movement, WWF hosted "Climate March: 1.5°C, a Life-Saving Temperature for Earth, and for Us" in Cheonggye Plaza in the heart of Seoul. More than 1,000 citizens and WWF-Korea members marched through Jongno and Gwanghwamun, and called for more decisive actions to respond positively to climate change.

Prior to the Climate March, citizens and WWF-Korea Ambassador Tyler Rasch shared their stories on climate change and emphasized the need to limit average global temperature rise to 1.5°C. Pre-registered members had the opportunity to meet with WWF program officers to take a closer look at WWF's conservation programs and participate in various events such as face painting, picket making, and memo tree.

Members and citizens who came from all parts of the country urged companies and governments to actively respond to climate change.



## WWF CONSERVATION TRIP: CRANE WATCHING

### MEET THE CRANES AT THE DMZ

In winter 2017, we went on a crane watching trip with our members. The crane is one of Korea's natural monuments and an endangered species. In the summer, they live in Russia's Far East and spend the winter in Cheorwon, Gangwon Province, Korea. WWF-Korea has partnered with the Cheorwon local government for the conservation of cranes and has raised public awareness.

Lee Kyung-ha, a member who came with us on the trip, said, "I hope we can do much more than just protect cranes and take greater interest in the environment." According to our survey, participants rated the trip highly at an average of 4.7 (on a scale of 5), and said their experience was a useful opportunity that helped them better understand and appreciate WWF activities.



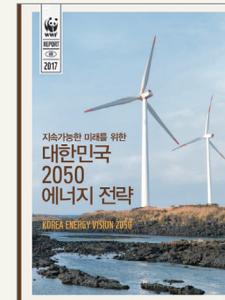
© WWF-Korea



© WWF-Korea

## PUBLICATIONS

WWF analyzes environmental threats we face today and presents solutions that are science-based in order to build a more sustainable future.



### KOREA 2050 ENERGY STRATEGY REPORT

WWF published its "Korea 2050 Energy Strategy for a Sustainable Future" report in collaboration with a group of diverse interdisciplinary experts from Korea to propose an energy vision and roadmap for 2050 through scenario analysis and policy recommendations, and to contribute to an ongoing social dialogue. The report was designed to analyze Korea's basic direction for a sustainable future, its overall policy orientation, and challenges.

In particular, we have developed three scenarios of energy transition for Korea by 2050, and are proposing practical methods based on data analysis to help the country transition fully to renewable energy. Currently, Korea imports about 95% of its energy resources, and building a "Clean Energy Future" will strengthen its energy independence and security. The report also looks into the issues of fine dust and air pollution and the safety of nuclear energy plant from earthquakes, and presents solutions. This is especially relevant because there is currently significant concern over these issues. The report states that Korea will be able to solve many of its challenges simultaneously through energy transformation, and suggests that it promote innovation and investment, modernize the economy in a sustainable manner, and create more jobs.



### WWF'S RECOMMENDATION FOR SUSTAINABLE SEAFOOD

Seafood may once have been thought to be an infinite resource but is now at risk of depletion. Seafood is a primary food source for 40% of the world's population, and is closely related to our diet. Korea, in particular, is the world's top seafood consuming country on a per capita basis.

WWF's 'Recommendations for Sustainable Seafood' analyzes problems and highlights global efforts to address them. It also showcases different WWF initiatives for sustainable seafood and proposes recommendations that we could put into practice every day.

# PARTNERSHIP

WWF-Korea is partnering with businesses in diverse industries in the areas of conservation and marketing. It is actively working with partners in their effort to transition to sustainable businesses and raise public awareness. Our partners and their WWF projects are as follows:



## The Herald

One of our oldest partners, the Herald, runs a sustainable business and is enhancing consumer understanding and consumer awareness on nature conservation by providing readers with important information. It is supporting WWF in the form of unrestricted donations that could be used for all nature conservation activities.



## Coca-Cola Water Replenishment Project

The Coca-Cola Water Replenishment Project is a global initiative to ensure an equal amount of water the company uses in its finished beverages is returned to local communities with water shortages. In addition, it also ensures all contaminated water is purified before it is channeled back into society. After signing a partnership with WWF-Korea in 2017, Coca-Cola Korea dug a reservoir in Jinrye-myeon in Gimhae city in 2018, and planted plants for water purification to secure water resources. It has contributed to securing agricultural water in water-scarce areas like the Nakdong River basin and improving the quality of water flowing to the Hwapo Stream and the Nakdong River. Its work is a meaningful example of synergy creating collaboration between governments, enterprises, and institutions.



## HSBC Wetland Restoration Volunteer Project

Together with WWF, HSBC started the HSBC Wetland Restoration Volunteer Project, as part of the HSBC Water Program, a joint initiative by WWF and HSBC since 2012. HSBC Korea employees and their families were trained on sustainability, and volunteered to clean up the wetlands in Taean and Han River basins, and removed plants disturbing the habitat.



## Volvo Construction Equipment Korea Restoration Project of Mt. Odae

Volvo Construction Equipment Korea signed an MOU with WWF-Korea this year to help restore the ecosystem of Odaesan National Park. It planted Dolbae trees (Asian Pear Trees) in the National Park to preserve nature.



## NH Nonghyup Life Rural Town Revitalization & Conservation Travel Projects

NH Nonghyup Life installed solar power generation facilities for the town hall in Jinrye-myeon, Gimhae City to help create an ecologically sustainable environment in the Nakdong River basin, and recover a sense of community among residents. The residents were also trained on environment-friendly agriculture. NH Nonghyup Life sponsored a crane watching trip to the DMZ and the adjacent Cheorwon area, together with the Cheorwon local government.



## Citibank Korea Volunteer & Conservation Travel Projects

With its employees, Citibank Korea donates the production cost for making WWF calendars every year in an effort to be a part of the conservation cause. The company in 2017 went on an eco-tourism tour around Hanyang City Wall and Baeksasil Valley, and in 2018 launched a landscaping project in Changgyeonggung Palace to raise awareness on conservation.



## Samsung C&T Everland Resort Conservation Travel Project

The focus of Everland and WWF-Korea was to promote conservation awareness and education for the company's employees. In line with this, the two partners organized visits to habitats of endangered species in Korea including Taean and Cheorwon.



## K2 Healing Night Yoga & Mt. Odaesan Restoration Project

WWF-Korea launched its 'Healing Night Yoga' campaign in 2017 with WWF-Korea Ambassador Shin Suji and the outdoor brand K2. Participants shared the message that small actions for climate change, such as turning lights off using yoga movements can have healing effects for both people and nature. In 2018, K2 completed the 'Odaesan National Park Ecology Restoration Project' with WWF-Korea, as part of its 'Protection for All' campaign.



## Apple

To heighten awareness on the conservation of the Earth and protect all life forms living in it, Apple partnered with WWF and 24 app developers to start its "Apps for Earth" campaign. Apple donated all of its proceeds from the campaign to WWF.



## H&M

Since 2011, H&M is working with WWF around the world to improve production and distribution of freshwater (Water Stewardship). The partnership between H&M and WWF that began with freshwater stewardship has expanded to climate change response, and again to the company's launch of a Kids Collection inspired by the world's endangered species. H&M gives part of its proceeds to support WWF conservation activities.



## IKEA

Since 2002, IKEA Group has been working with WWF to conserve natural resources and run its business in a positive way for nature and humanity. Starting with forest and freshwater conservation, IKEA is working on different ways to reduce the effects of climate change with a clear understanding of its challenges. In Korea, the company supports the publication of 'WWF's Recommendation for Sustainable Seafood' to help consumers make smart choices on consumption for the sake of the planet.



## NEW:KIT

To increase consumers' understanding and interest in the problem of endangered species, NEW:KIT is testing ways to do more than providing monetary donations. To raise interest on the endangered polar bears and narwhals, the company produced these endangered animals into neon stickers and distributed them to participants of Earth Hour.

© WWF-Korea



# WWF INTERNATIONAL HIGHLIGHTS

WWF is carrying out conservation programs and campaigns all over the world on climate and energy, ocean, forest, wildlife, freshwater, and food. It is also striving to help implement global sustainable development goals while working to increase biodiversity and reduce ecological footprint.

## TX2, A WORLDWIDE CONSERVATION DRIVE FOR WILD TIGERS

In 2010 together with 13 governments, CATS, Smart, and TRAFFIC, WWF launched the TX2 campaign as a first step in the effort to double the number of wild tigers worldwide by 2022. In marking the 7th World Tiger Day on July 9, 2017, WWF pointed out wild tigers are still threatened by illegal trade and poaching around the world, although figures show that their numbers have increased to over 3,900.

The Government of Kazakhstan and WWF announced they would jointly implement the plan to restore Ili-Balkhash, a former habitat for wild tigers. Restoration of the wild tiger habitat is meaningful not just to the conservation of tigers themselves but also to preserving the very ecosystem tigers need to live in.

In the UK, Sotheby's teamed up with eleven global artists to launch a new fundraising project -- 'Tomorrow's Tigers.' The profit made from the sale of limited edition carpets on the theme of wild tigers will be used for tiger conservation activities and the works will be displayed at Sotheby's London in January 2019.



© Souvik Kundu / WWF

## BRINGING AMUR LEOPARDS BACK

According to a survey conducted in 2002, there were only 32 Amur leopards living at the border area between Russia and China. Due to poaching and widespread loss of habitat, the number of Amur leopard population sharply decreased and the possibility of a successful conservation program seemed minimal. However, WWF conducted a campaign called "Save Each of the Survivors" to reduce leopard poaching and gain community support for their protection. As a result, we installed a network of 400 cameras in the leopard habitat, introduced technology to find out the exact number of each leopard pattern, and established 262,000 hectares of Leopard National Park under the leadership of the Russian Government in April of this year. Amur Leopard in the area was observed to have 84 adults and 19 offspring alive. In just a few decades' time, the number of Amur leopards have increased to more than 100, showing hope for their conservation.



© Ole Jørgensen



© Femke Hilderink / WWF-Netherlands

Checking trap cameras installed in Leopard National Park

### DESIGNATION OF WIDER MARINE PROTECTED AREAS (MPA)

Hong Kong waters are a habitat for 6,000 species of marine life including Chinese white dolphins, blue sea turtles, and coral reefs. To protect this habitat, WWF seeks to designate it as a marine protected area in the long term. The goal is to designate 30% of Hong Kong's waters as a marine protected area by 2030. As of 2018, WWF is conducting education programs targeting Hong Kong students to secure a bright future for our oceans.

WWF is devising ways for communities and nature to co-exist by having more marine protected areas designated. In the UK, marine protected areas account for 24% of waters and are managed by the communities themselves through a community responsibility system. The marine protected area in the Kaş region of Turkey created a tourism industry built around nature conservation, which helped people enjoy both culture and nature. WWF also participates in the CCAMLR (Convention for the Conservation of Antarctic Marine Living Resources) meetings as an observer to help expand the Antarctic marine reserve.

So far, WWF has designated 14 priority places for conservation around the world, including the West Sea of Korea.

### CONSERVATION OF STURGEON IN THE DANUBE BASIN

The sturgeon is estimated to have lost 70% of its population compared to 100 years ago due to diseases caused by human, overfishing, environmental pollution and the obstruction of spawning ground because of dam construction. On April 20, WWF announced the Vienna Declaration on Global Sturgeon Conservation along with the World Sturgeon Conservation Society (WSCS). The Declaration consists of 22 recommendations on the conservation of sturgeon and aims to reduce the negative impact of dam facilities on the species such as the effects of the demolition of the old dams no longer needed because of climate change. This declaration was presented to interested parties in Bulgaria, Serbia, Romania, and Ukraine in the local language.



### LEGO BLOCKS MADE FROM SUGARCANE

Danish toy maker LEGO® announced it would start making botanical elements of its toys such as leaves, bushes and trees from plastic sourced from sugarcane, and no longer use fossil materials. The announcement was a culmination of its partnership with WWF to reduce greenhouse gas emissions. Lego®, which has been participating in the WWF's Climate Savers Leadership Program since 2013, aims to reduce plant emissions each year and contribute to sustainable change. WWF is also working with brands such as Coca-Cola® and Nike® to catalyze adoption of plant-based sustainable plastics.



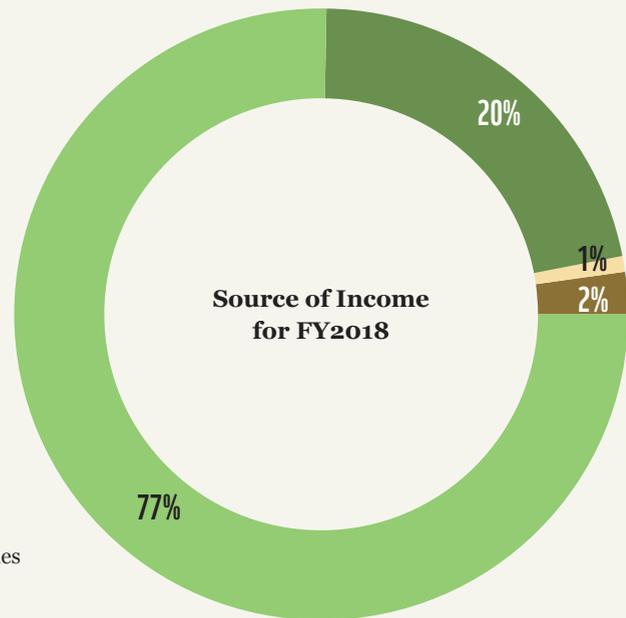
# 2018 FINANCIALS

The 2018 fiscal year for WWF-Korea began on July 1, 2017, and ended on June 30, 2018. All materials provided are prepared according to the accounting standards generally accepted in the Republic of Korea and are subject to external audit. Financial information and graphs at the bottom include total income and total expenditure. WWF-Korea was established in 2014 and 2018 is its fifth fiscal year.

As a result of the development of conservation programs, the number of regular sponsors that flow through various channels has increased significantly, maintaining a sustainable financial position this fiscal year. WWF-Korea has improved its financial stability as total revenues increased by 6% over last fiscal year. This result is because of an increase in individual sponsors as well as increased corporate sponsorships. In particular, a meaningful change in corporate sponsorship include an increase in long-term support linked to sustainable business. In the 2018 fiscal year, contributions from government and public agencies in the Republic of Korea and funding from the WWF Global Network fell slightly.

## INCOME

Total revenues for 2018 fiscal year amounted to 4.027 billion KRW, an increase of about 6% compared to the previous fiscal year. The largest part of total income is approximately 77%, sponsored by individual donors. The institution's after-tax principal accounts for 20%, government funding makes up 2%, and the remaining 1% comes from the WWF global network.



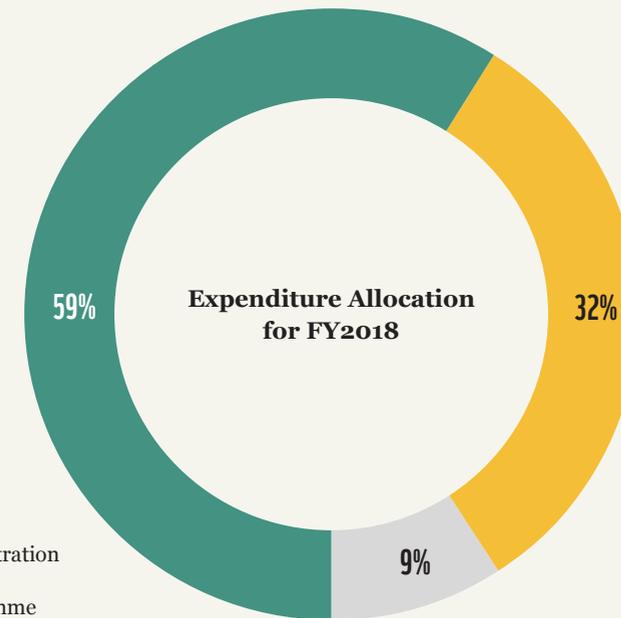
- Individual Donations
- WWF Network Revenues
- Government Grants
- Corporate Donations

## EXPENDITURE

Total expenditure for the fiscal year 2018 was 4.385 billion KRW, an increase of about 28% over the previous year. Fifty-nine percent of total spending corresponds to nature conservation and awareness programs. Thirty-two percent was used to increase the number of sponsors. The remaining 9% includes operational and administrative costs.

Spending on various conservation programs, including marine environmental conservation activities, climate and energy program activities, and wetland and forest restoration programs including those based on partnerships with companies, rose by 14 percentage points from last year to 2.6 billion KRW. Conservation activities will continue to increase. WWF-Korea's spending on diverse fundraising activities to secure sponsors has been relatively high. However, it is considered necessary for stable conservation activities and is expected to be steadily lowered moving forward.

WWF-Korea, which has entered its 5th year of establishment, will continue to make efforts to enhance operation stability to increase its investment on conservation programs to 80% of the total expenditure.



- Finance and Administration
- Fundraising
- Conservation Programme

# WWF-KOREA BOARD

## CHAIRMAN

Son Sung-hwan  
(Former South Korean Ambassador to Sweden, Climate Change Ambassador)

## BOARD MEMBERS

Kang Hee Chul  
(Partner, Yulchon LLC)  
Park Eun Sil  
(Professor, Graduate School of Chugye University for the Arts)  
Sung Rae Eun  
(CEO, Youngone Corporation)  
Lee Byung Wook  
(Professor, Sejong University Graduate School of Public Policy)  
Cho Hee Kyung  
(CEO Gaon Society)  
Hong Jung Wook  
(Chairman, ORGANICA)

## BOARD MEMBER/AUDIT

Ham Jong Ho  
(CEO, Deloitte Korea)



© Daebong Kim / WWF-Korea

# WWF NETWORK



■ WWF Offices  
■ WWF Associates

- |                |               |             |                 |          |  |
|----------------|---------------|-------------|-----------------|----------|--|
| Australia      | Denmark       | Japan       | Guinea          | UAE      | Allied Organizations of WWF<br>Fundación Vida Silvestre (Argentina)<br>Pasaules Dabas Fonds (Latvia)<br>Nigerian Conservation Foundation (Nigeria) |
| Austria        | DRC           | Kenya       | Peru            | Uganda   |  |
| Armenia        | Ecuador       | Laos        | Philippines     | UK       |  |
| Azerbaijan     | Fiji          | Madagascar  | Poland          | Ukraine  |  |
| Belgium        | Finland       | Malaysia    | South Africa    | USA      |  |
| Belize         | France        | Mexico      | South Korea     | Vietnam  |  |
| Bolivia        | French Guiana | Morocco     | Romania         | Zambia   |  |
| Bhutan         | Gabon         | Mozambique  | Russia          | Zimbabwe |  |
| Bulgaria       | Georgia       | Mongolia    | Singapore       |          |  |
| Brazil         | Germany       | Myanmar     | Slovakia        |          |  |
| Canada         | Guatemala     | Namibia     | Solomon Islands |          |  |
| Cambodia       | Guyana        | Netherlands | Spain           |          |  |
| Cameroon       | Greece        | Nepal       | Surinam         |          |  |
| Central Africa | Honduras      | Norway      | Sweden          |          |  |
| China          | Hong Kong     | New Zealand | Switzerland     |          |  |
| Chile          | Hungary       | Panama      | Tanzania        |          |  |
| Colombia       | India         | Paraguay    | Thailand        |          |  |
| Cuba           | Indonesia     | Pakistan    | Turkey          |          |  |
| Croatia        | Italy         | Papua New   | Tunisia         |          |  |

# WWF in numbers

1961/2014

WWF International was founded in 1961, while WWF-Korea's first office opened in Seoul, South Korea in 2014.

+ 210,000

WWF-Korea has over 210,000 supporters

+100

WWF operates in more than 100 countries and 6 continents across the world.

2

WWF-Korea's top 2 conservation priorities are climate & energy and ocean conservation



**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.

[wwfkorea.or.kr](http://wwfkorea.or.kr)

