



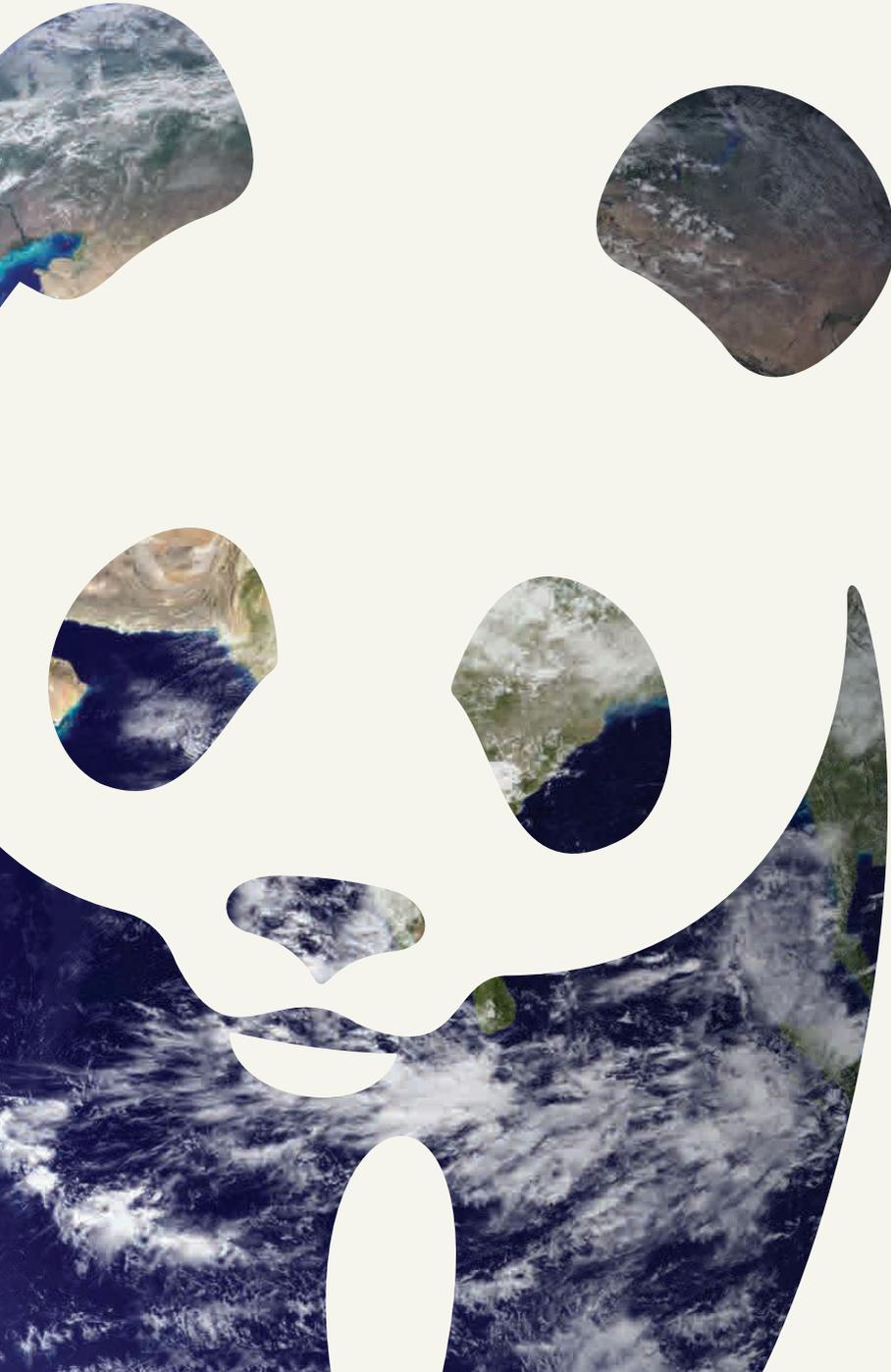
**WWF**

세계자연기금

**ANNUAL  
REPORT**

KR

**2016**



together possible™

## **WWF (World Wide Fund for Nature)**

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. In 2014, after 10 years of conservation work in Korea, WWF-Korea was launched in 2014, based in Seoul.

## **Publication details**

Title: WWF-Korea Annual Report 2016  
Publisher: Simon Yoon, CEO, WWF-Korea  
Published in November 2016 by WWF-Korea – World Wide Fund For Nature (Formerly World Wildlife Fund), Seoul, Republic of Korea

Design: Bestseller Banana  
Front cover: © NASA

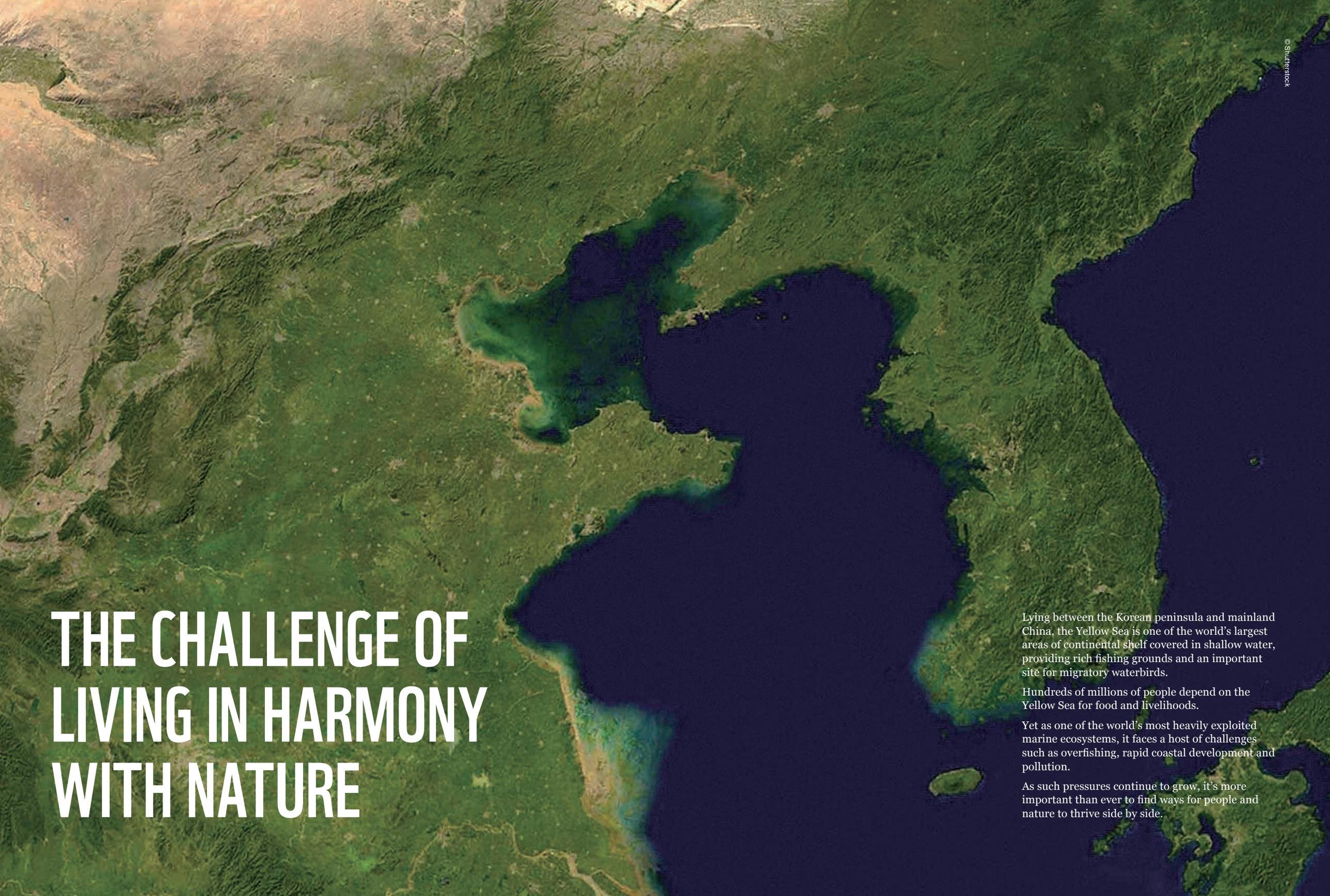
Any reproduction in full or in part must mention the title and credit the above-mentioned publisher as the copyright owner.

© Text 2016 WWF-Korea  
All rights reserved

# CONTENTS

---

A Message from the CEO, WWF-Korea	4
WWF: Working from Local to Global Scales	6
Conservation Priorities in Korea	8
Global Highlights	26
Our Financial Year	30



# THE CHALLENGE OF LIVING IN HARMONY WITH NATURE

Lying between the Korean peninsula and mainland China, the Yellow Sea is one of the world's largest areas of continental shelf covered in shallow water, providing rich fishing grounds and an important site for migratory waterbirds.

Hundreds of millions of people depend on the Yellow Sea for food and livelihoods.

Yet as one of the world's most heavily exploited marine ecosystems, it faces a host of challenges such as overfishing, rapid coastal development and pollution.

As such pressures continue to grow, it's more important than ever to find ways for people and nature to thrive side by side.

# A MESSAGE FROM THE CEO, WWF-KOREA

© WWF-Korea / Suk Joon Jang



## TOGETHER POSSIBLE: BUILDING A FUTURE WHERE PEOPLE LIVE IN HARMONY WITH NATURE

As I finish my first year with WWF-Korea, I am pleased to share this annual update.

Our mission is to build a future where humans can live in harmony with nature. Although we are making progress, we still have a long way to go. Nature clearly remains under huge pressure both here in Korea and globally.

This year we published the Korea Ecological Footprint Report highlighting the scale of the problem. In Korea, we would need the equivalent of 3.3 planets to meet the demands we make on nature.

We see the challenges every day in many different ways, on both a local and global scale. Climate change is just one example: with record level of carbon in the atmosphere, extreme temperatures and continuing problems with air quality, it is clear we need to change course. The oceans are another example: millions of people depend on a healthy ocean for their food and jobs, and yet we are pushing this critical part of nature to the brink of collapse.

At the same time, there is considerable room for optimism. Recent global agreements such as the Sustainable Development Goals and the Paris Climate Agreement represent a step in the right direction—especially if these can now be translated into concrete action at the national level. Awareness is increasing—both that we have a problem that needs attention, and that there are solutions if we act now.

I remain convinced that Korea can and must play a leading role in this transition towards an ecologically sustainable and more equitable future. These times of unprecedented risks also bring significant opportunities, and I believe Korea can be at the heart of finding innovative solutions both locally and globally.

The pace of change we are seeing tells us that there is no time to waste. We can and we must correct course now. However, the only way we can spark change at a scale that matters is by working together. Together means working closely in partnership with governments, businesses, communities and individuals. Together, anything is possible.

Simon Yoon  
CEO, WWF-Korea

© Yeonsoo Kim



## SAVING OUR SHARED HERITAGE

Cranes are a national treasure and symbol of Korean spirit and peace. Fresh water streams, wetlands and rice paddies in Korea are the primary roosting and feeding habitat for cranes in winter.

The Korean Demilitarized Zone is currently home to around 800 endangered Red-crowned Cranes (*Grus japonensis*) and 2,000 White-naped Crane (*Grus vipio*) respectively. However, they are currently threatened by habitat destruction and fragmentation.

# WWF: WORKING FROM LOCAL TO GLOBAL SCALES

WWF-Korea is part of the WWF global network which has worked for more than 50 years to sustain the natural world for people and wildlife.

Addressing the increasingly urgent and complex issues that impact our planet requires coordinated actions at many levels. As the world's leading conservation organization, WWF works in 100 countries, combining action at all levels from local to global.

In 2016, WWF embraced a bold new global strategy and transformation designed to make the organization stronger and even more effective in tackling the challenges ahead.

The strategy focuses on 6 global goals and 3 cross-cutting drivers—this reflects the way that the world is changing, meets the big environmental challenges of the age, and helps us simplify, unite and focus for greater impact.



Importantly, our work is closely aligned with global development priorities—some of the most significant synergies between WWF's global goals, global achievements and the Sustainable Development Goals are shown below.



## WWF GLOBAL GOALS

### 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



### WATER

Water for people and nature



### FOOD

Sustainable food systems



## DRIVERS

### 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



# CONSERVATION PRIORITIES IN KOREA

WWF-Korea was launched in 2014, after nearly 10 years of conservation work in the Korean Peninsula. As a relatively new team, focus is vital—it is important that WWF-Korea focuses its resources on the highest priority issues, tackling the areas where WWF is most critically needed.

Based on the findings of the 2016 WWF-Korea Ecological Footprint Report, and the new global framework, WWF-Korea has decided to concentrate its future conservation efforts on 2 main areas:

## OCEANS & FISHERIES

Korea is one of the world's biggest fishing nations, and fisheries represent the largest component of Korea's bio-capacity. Fisheries are in crisis with over 85% of the world's fish stocks being overfished or fully exploited.

WWF-Korea is working to re-build ocean health and sustainable fisheries in priority areas by partnering with government, business, civil society and local communities.

## CLIMATE & ENERGY

Climate change is a major challenge requiring action at both local and global levels.

Korea's carbon footprint represents 73% of its overall ecological footprint, and Korea is the world's 8th largest emitter of CO<sub>2</sub>. It is therefore vital that Korea takes decisive steps towards a low-carbon future, that optimizes the use of renewable energy.

WWF-Korea is working to create a clean energy future for Korea, working in close collaboration with key players both in Korea and globally.

© Antonio Busiello / WWF-US

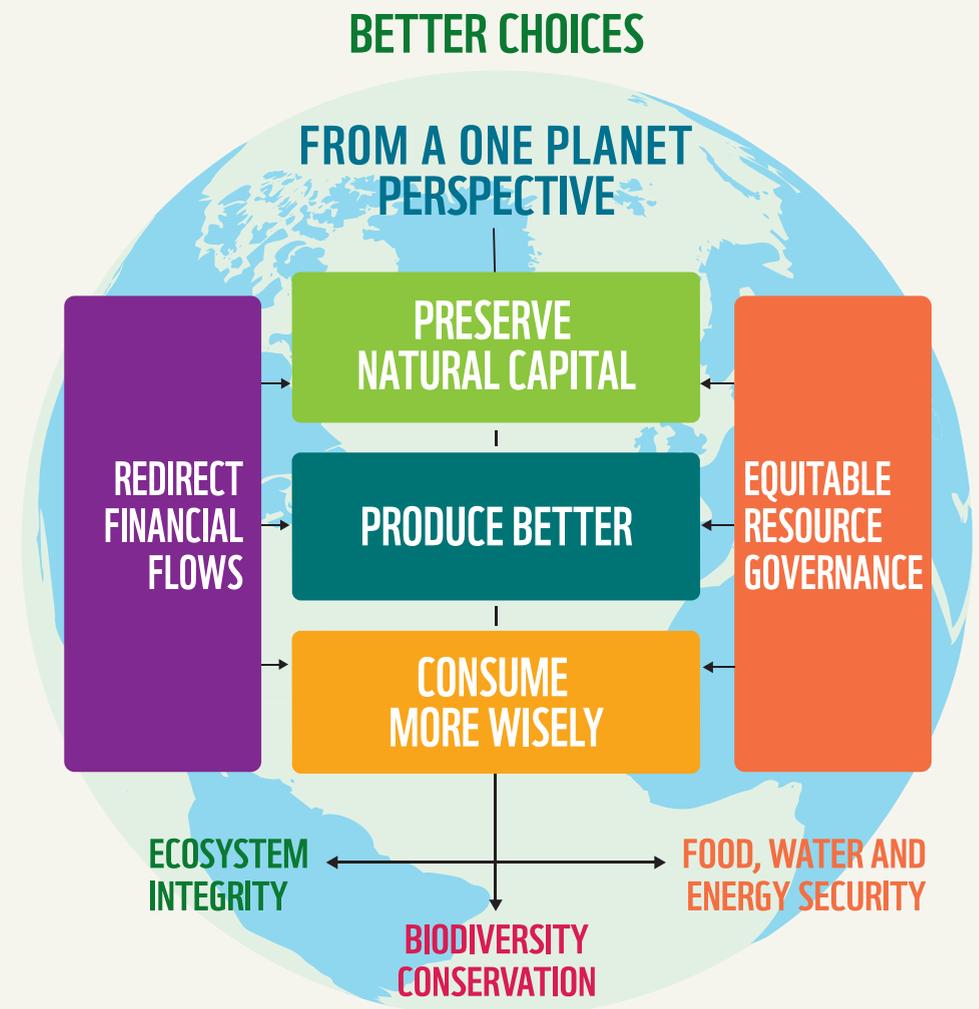


© Claire Doole / WWF

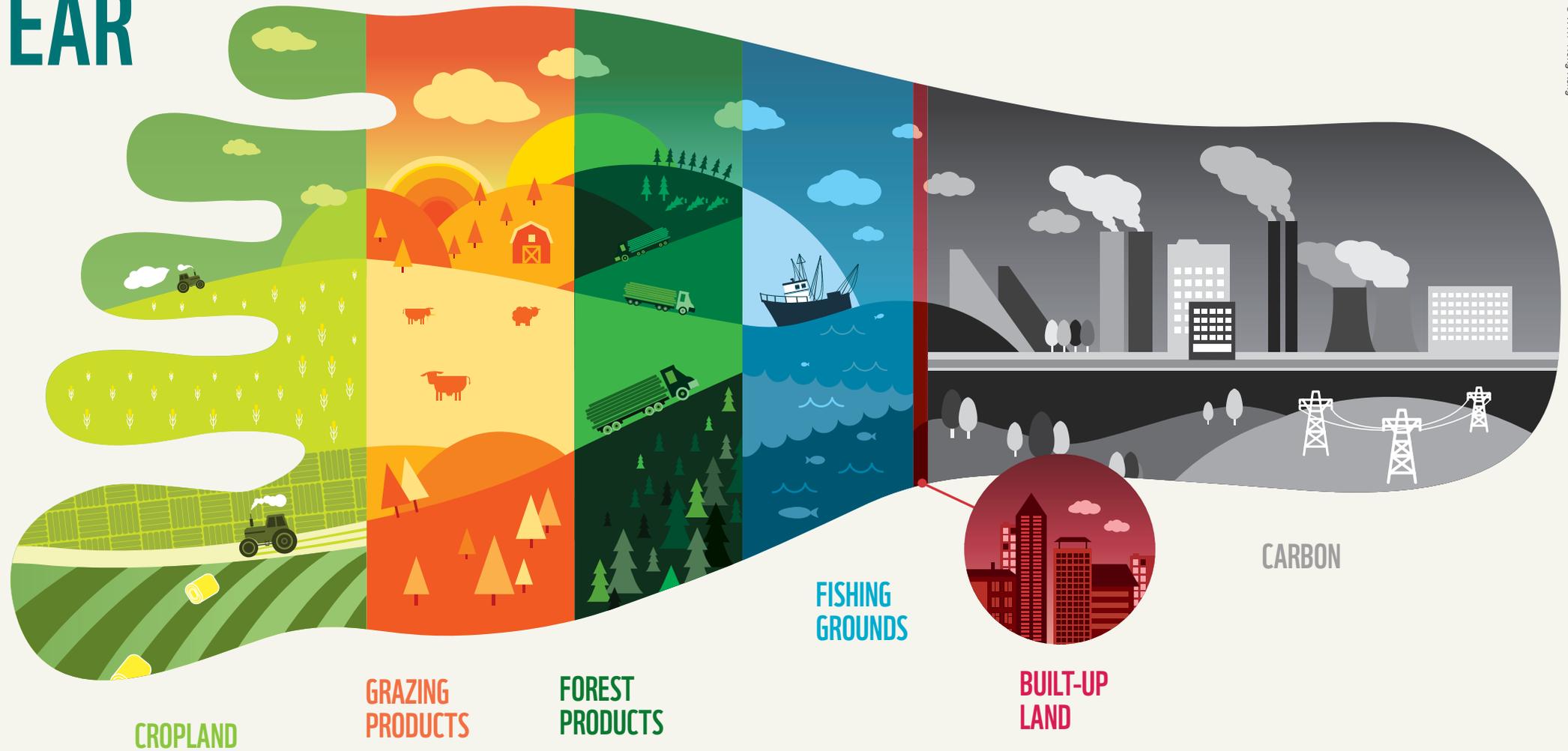
# OUR APPROACH: A ONE PLANET SOLUTION

WWF believes that change can happen if we together tackle the underlying drivers—such as transforming markets to produce better, encouraging individuals to consume more wisely, influencing financial flows and strengthening governance.

If we do this, we can live sustainably within the boundaries of the one and only planet we have.



# HIGHLIGHTS OF THE YEAR



© WWF-Hong Kong

2016 was another exciting year—the following pages outline some of the progress made. One vital step in 2016 was the launch of the Korea Ecological Footprint Report. The report is a science-based analysis on the ecological health of Korea and the impact of human activity on the environment.

It represents an important milestone towards understanding where we are today and how we can together shift to a more sustainable future.

Please visit WWF-Korea’s website to download the publication and for more information.

# SUSTAINING OUR OCEANS AND FISHERIES

## OUR GOAL

By 2020, WWF-Korea is aiming to significantly improve ocean health in domestic and priority international waters.

## OUR WORK

This past year, we developed a simple framework to guide and prioritize our oceans work around 3 main pillars—addressing improvements in government policy, business practices and marine protected areas.



By 2020, the sustainability of Korea's key distant and domestic priority fisheries is significantly improved through strengthened government policy and industry practices



By 2020, Korea's supply chains have contributed to improving sustainability of major tuna export fisheries and top-consumed domestic fisheries



By 2020, a network of well-managed MPAs covering 10% of national waters, is contributing to improved ecosystem health and recovery of fish stocks

# BUILDING AWARENESS AND ENGAGEMENT ON OCEANS AND FISHERIES

A series of important marine publications were launched to raise awareness of key issues with the public and other key stakeholders. These reports provide an important foundation of science and best practice that can be used across the coming years.



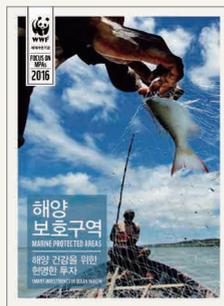
## LIVING BLUE PLANET REPORT

The Living Blue Planet Report takes a deep look at the global health of our oceans and the impact of human activity on marine life. The report highlights that marine species around the world are in potentially catastrophic decline, reducing by 49% between 1970 and 2012. Furthermore, the report highlights how overfishing, damage to habitat and climate change are significantly affecting marine biodiversity. The consequences of such trends are extremely serious for ecosystems and the billions of people that depend heavily on them.



## REVIVING THE OCEANS ECONOMY

Reviving the Oceans Economy: The Case for Action brings into focus the economic value our oceans represent for this planet, as the future of humanity depends on their healthy living conditions. The report explains how the value of the ocean's riches rivals the size of the world's leading economies, but its resources are rapidly eroding. The report explains that it is not too late to reverse the troubling trends, providing an eight-point action plan that would restore ocean resources to their full potential.



## MARINE PROTECTED AREAS

Marine Protected Areas: Smart Investments in Ocean Health explains how investing in Marine Protected Areas (MPA) can be an important part of restoring ocean health for the benefit of people, business and nature. The report emphasizes how MPAs that effectively protect critical habitats, species and ecological functions are an essential tool for recovering, protecting and enhancing biodiversity, productivity and resilience, and for securing these benefits for current and future generations.



## KOREA FISHERIES SECTOR ASSESSMENT

The Korea Fisheries Assessment Report provides a comprehensive overview on key elements of the Korean fishery sector. This includes data breakdowns across the various sectors (coastal & offshore, distant water, mariculture, trade), an overview of fisheries policy and management and perspective on seafood market and distribution. The report includes a series of priority recommendations to strengthen fisheries management for both domestic and distant water fisheries.

Building on the issues and ideas raised in these publications, a number of important initiatives are now underway such as the following 2 examples:



© WWF-Korea

## STRENGTHENING MARINE PROTECTED AREAS

With only 1.5% of national waters designated as MPAs, Korea is lagging behind its 2020 Aichi Biodiversity Target of 10%. As a first step, WWF-Korea organized kick-off workshops with various experts and stakeholders, to understand the issues involved and explore ways to reach the 2020 target.



© Meredith Kohut / WWF-US

## MARKET TRANSFORMATION

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. This year, WWF-Korea continued to engage with key companies and government representatives to promote both MSC and ASC, with various assessments and pilot schemes now underway.

# BUILDING A LOW-CARBON FUTURE

## OUR GOAL

By 2020, WWF-Korea is advocating for the Korean Government to adopt significantly more ambitious goals to reduce greenhouse gas emissions and expand renewable energy.

## OUR WORK

WWF-Korea is looking to engage with government, business, civil society and academia to ensure a viable, long-term clean energy vision and roadmap for Korea.

By collaborating with key players we believe we can together better demonstrate to decision makers the risks of inaction, and showcase what solutions are possible (such as renewable energy expansion) which can enable us to agree on a long term sustainable vision and roadmap that is consistent with One Planet Perspective.

Business has a major role to play in the transition. This past year, WWF-Korea has begun to work with key sectors and businesses to ensure that emissions reductions are also in line with science, as part of the WWF-supported Science-Based Targets initiative.



The Paris Agreement promises efforts to limit average global temperature increase to 1.5°C above pre-industrial levels. However, current government pledges for 2030 fall well short of what is needed to stay below 1.5 °C.



Combating climate change requires a rapid shift away from fossil fuels towards clean energy. WWF-Korea aims to research possibilities and solutions towards achieving a clean energy future in Korea. Globally 1,000 cities are already committed to 100 per cent renewable energy and/or to 80 per cent greenhouse gas reductions by 2050, while more than 100 major businesses have promised emissions reductions in line with science, as part of the WWF-supported Science-Based Targets Initiative.

# BUILDING AWARENESS AND ENGAGEMENT ON SUSTAINABILITY, CLIMATE AND ENERGY

Similar to the oceans programme, a series of important publications were launched to raise awareness of key sustainability issues with the public and other key stakeholders.



## LIVING PLANET REPORT

The Living Planet Report documents the state of the planet—including biodiversity, ecosystems, and demand on natural resources—and what this means for humans and wildlife. Originally launched in English in late 2014, this report was translated into Korean and published this past year. The report highlights how population sizes of vertebrate species have declined by 52 percent over the last 40 years, and that our own demands on nature are unsustainable and increasing. We need 1.5 Earths to regenerate the natural resources we currently use; we cut trees faster than they mature, harvest more fish than oceans replenish, and emit more carbon into the atmosphere than forests and oceans can absorb.



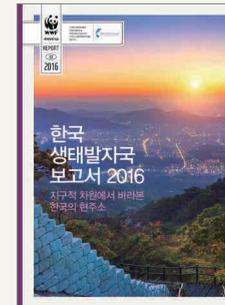
## THE ENERGY REPORT

The Energy Report: 100% renewable energy by 2050 explores how to power the world entirely by renewable energy by 2050. The result is the most ambitious, science-based examination yet of a renewable and clean energy future on a global scale. It covers all energy needs and the challenge of providing reliable and safe energy to all. The report concludes that it is technically feasible to supply everyone on Earth with the energy they need by 2050, with 100 per cent of this energy coming from renewable sources utilizing technologies current or in development today.



## IMPACT OF CLIMATE CHANGE ON SPECIES

In its Fifth Assessment Report, the Intergovernmental Panel on Climate Change (IPCC) confirmed that climate change resulting from human activities was aggravating the pressure already exerted by humans on ecosystems and wildlife, thereby driving us directly towards a sixth extinction. WWF's report, the Impact of Climate Change on Species explored the effects to species arising from global warming, such as needing to adapt to new climate patterns and changes in habitat.



## KOREA ECOLOGICAL FOOTPRINT REPORT 2016

The Korea Ecological Footprint Report is a science-based analysis on the ecological health of Korea and the impact of human activity on its environment. The report highlights that Korea demands eight times more from nature than its ecosystems can replenish, and that Korean citizens need the equivalent of 3.3 planets to meet the demands we make on nature. The report outlines potential solutions such as shifting to clean energy, and the importance of individuals adopting a "One Planet Perspective" to their daily life.



## CLIMATE CHANGE STORIES

A number of other articles were also published over the last year, using the WWF-Korea website and key media partners, highlighting key climate change issues and opportunities.



## PROFESSOR JORGEN RANDERS SPECIAL LECTURE AT YONSEI UNIVERSITY "2052 – A Global Forecast for the Next Forty Years: Implications for Young Leaders"

WWF-Korea together with Yonsei University held a special lecture with Jorgen Randers, Climate Strategy Professor of Norway University Business School. Around 70 people attended the lecture to share thoughts and opinions about achieving a sustainable future.



Earth hour has become a worldwide movement uniting those who care about the future of the planet. It fosters local action and global solidarity.

# TOGETHER WITH PEOPLE

We can only achieve lasting change with the support of people. This support makes our voice powerful and our work possible. WWF-Korea connects with people in many ways such as through reports and stories in the media and social media campaigns. We look to raise awareness on the most critical issues facing the planet, and hopefully inspire people to act.

## EARTH HOUR 2016

Earth hour was a good example from the last year. 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 third Saturday of March from 8:30 – 9:30 pm.

The tenth edition of this signature lights out event broke all previous records, as individuals, communities, organizations and companies in 178 countries and territories participated in Earth Hour 2016.

In Korea, with sponsorship from KT, Samsung Insurance and Seoul Metropolitan Government, 100 major companies participated in Earth Hour and 20 landmarks including Seoul Tower and Sungnyemun Gate turned off their lights.

Celebrities such as Jungwook Hong, Chairman of Herald Corporation, Emanuel Pastreich, professor of Kyunghee University, the group Girls Generation, and Korean TV show ‘Non Summit (비정상회담)’ members joined the event to raise awareness and encourage people to participate. The live stream reached more than 300,000 views thanks to strong support from JTBC and ‘Non Summit (비정상회담)’ members, and the Earth Hour Hashtag was mentioned in social media more than 3,000 times. The event was also featured on major TV News channels and 163 newspaper articles.



# TOGETHER WITH PARTNERS

## WWF-KOREA AMBASSADOR

Tyler Rasch, a TV show celebrity who has a strong passion for nature was officially appointed as WWF-Korea brand ambassador in April 2016. He supported a range of initiatives across the last year including raising conservation awareness through TV shows and newspaper interviews.

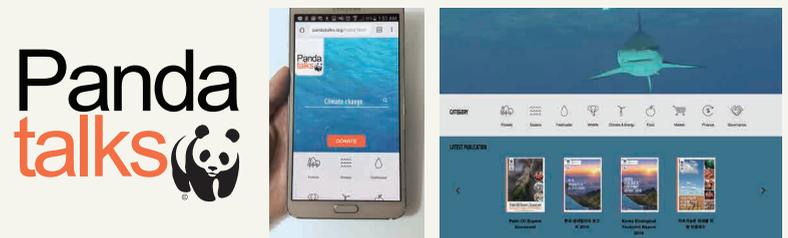
In June 2016, Tyler explored the Giant Panda Habitat in Xian, China, to see the progress of WWF conservation work including collaboration with Chinese government, local communities, and nature reserve staff.

Tyler's experience of the Giant Panda Reserves, that protects nearly two-thirds of all wild pandas as well as large swathes of mountainous bamboo forests, was captured on video to share for wider understanding of the importance of species and landscape conservation.



## PANDA TALKS PLATFORM

WWF-Korea created an innovative new search engine website called the Panda Talks Platform (pandataalks.org), where audiences can explore an enormous wealth of WWF publications, news articles and other materials. The team also continued to build the Panda mobile, website and social media channels to provide a wide range of options to connect with people on the most important issues.



What we do is only possible thanks to the support of many partners in the public sector, private sector and civil society, including our donors and those who campaign and act with us.

Business has a huge impact on the natural world—but also has the potential to be a major part of the solution. Only by engaging with responsible business we can tackle issues like climate change, water scarcity, overfishing and deforestation.

Institutions and academic partners are absolutely critical to enhance public awareness and influence public policy such as renewable energy, equitable sharing of natural resources, and redirecting financial flows to support conservations.

We're grateful to all those who have worked with us over the past year. Here is a snapshot of some of our partners in the last year:



# WORKING TOGETHER ACROSS ASIA-PACIFIC

Some issues are best addressed on a regional basis. This year, WWF-Korea hosted a 3-day conference for the WWF Asia-Pacific network, with more than 30 CEOs and Board Members attending.

Many topics were discussed including Tiger Conservation and Climate Change, and there was an interactive, knowledge sharing session with external partners. Through the forum, we saw a strong possibility that Korea office should play an important leadership role for regional conservation issues in Asia Pacific.



## FIELD TRIP TO CHEORWON

Cheorwon is one of the northernmost counties in the Republic of Korea known for three things: DMZ, rice, and cranes. The rich rice paddies and wetlands of Cheorwon provide a wintering site to many thousands of cranes.

During the field visit to Cheorwon, the world's rarest crane could be observed at close range, reinforcing again the importance of the biodiversity of Korea.



# SUPPORTING THE SUSTAINABLE DEVELOPMENT GOALS

WWF continues to actively champion the Sustainable Development Goals in Korea and globally.



The Sustainable Development Goals are a new, universal set of goals, targets and indicators that UN member states (193 countries) are expected to use to frame their agendas and political policies over the next 15 years covering aspects of economic growth, social development and environmental protection.

It is now expected that countries translate the 17 goals and 169 targets into effective implementation which, given the new goals include a strong environmental focus, provides a unique opportunity to shift national development towards a more sustainable path.

WWF-Korea has been supporting actions at both global and national level over the last year, and will continue to support this initiative in the years ahead.



# GLOBAL HIGHLIGHTS

Beyond Korea, WWF and its partners continued to make strong progress on many fronts towards achieving its global goals for conservation and sustainable development. This past year saw important conservation impacts achieved in many places around the world. The following pages outline a few highlights.



## THE PANDA IS ON THE ROAD TO RECOVERY

The International Union for Conservation of Nature (IUCN) announced a positive change to the giant panda's official status in the Red List of Threatened Species when a 2014 nationwide census found 1,864 giant pandas in the wild in China, a 17 per cent rise in its population since 2003. While no longer “endangered”, the iconic giant panda, WWF's logo since 1961, remains at risk. “This reclassification recognizes decades of successful conservation efforts led by the Chinese government and demonstrates that investment in the conservation of iconic species can pay off – benefiting our society as well as species,” said Lo Sze Ping, CEO of WWF-China.

WWF Director General Marco Lambertini added, “the recovery of the panda shows that when science, political will and engagement of local communities come together, we can save wildlife and improve biodiversity”.

© naturerpi.com / Edwin Gleasers / WWF



## TIGER NUMBERS ON THE RISE FOR FIRST TIME IN 100 YEARS

The number of wild tigers has been revised to 3,890 from the 2010 estimate of ‘as few as 3,200’. The updated figures result from healthy increases in tiger populations in India, Russia, Nepal and Bhutan, improved surveys and enhanced protection.

The announcement came on the eve of the 3rd Asia Ministerial Conference on Tiger Conservation in India, the latest step in WWF's Tx2 goal to double wild tiger numbers by 2022.

© naturerpi.com / Edwin Gleasers / WWF



## MALAYSIA'S LARGEST MARINE PARK COMES TO LIFE

The establishment of the 1-million hectare Tun Mustapha Park (TMP) off the north coast of Borneo in the Coral Triangle, formally declared in May, is the result of more than a decade of work led by the Sabah State Government and Sabah Parks, and civil society, with WWF support.

Including more than 50 islands, the coastal park will protect rich coral reef, mangrove and seagrass habitats, as well as productive fishing grounds. An economic valuation commissioned by WWF showed that conservation and sustainable development of the area will be worth US \$83 million, more than triple the value of proposed extractive industry developments, and a WWF public opinion survey showed 85 per cent in favour of the park, which will support the livelihoods of 80,000 local people.

© Jürgen Freund / WWF



## FIRST STEPS TO SUSTAINABLE INDIAN OCEAN TUNA

Historic measures were taken for tuna in May: The Indian Ocean Tuna Commission (IOTC), responsible for managing nearly a quarter of the global tuna catch, adopted much needed harvest control rules for skipjack tuna in the Indian Ocean. This is the first time a tuna fisheries commission has adopted harvest control rules before the stock has actually collapsed. This decision is a credit to the IOTC members and a major step towards preserving skipjack tuna stocks in the Indian Ocean, and follows several years of coordinated work by WWF. Even more significantly, responding in part to a strong WWF campaign, initial measures were adopted by the Commission to reduce fishing effort on yellowfin tuna, a stock projected to collapse if catches continue at recent high levels.

© naturepl.com / Doc White / WWF



## PARIS COP21 USHERS IN GLOBAL TRANSITION

The world's governments finalized an historic global agreement in Paris on 12 December 2015 that lays the foundations for effective long-term efforts to fight climate change. The agreement is the first to commit all countries to cut emissions of greenhouse gases such as carbon dioxide. There are significant commitments to keep global temperature increases well below 2°C, to review each country's contribution to emission cuts every five years starting with a global stock taking in 2018, and to seek a balance between emissions and absorption by forests and oceans by the second half of the century. Countries affirmed the target of leveraging US\$100 billion annually by 2020, to finance the cost of fighting climate change, with increased financing in future years.

© UN

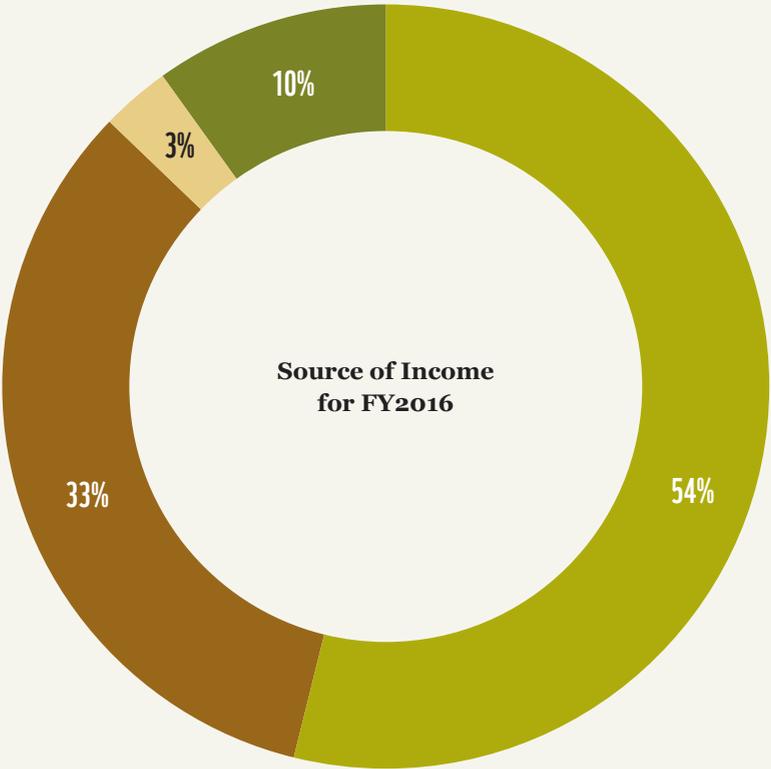


# OUR FINANCIAL YEAR

Our financial year is from 1st July to 30th June. The audited financial information and graphs below provide an overview of our income and expenditure for FY2016 (1 July 2015 to 30 June 2016). As WWF-Korea was established in March 2014, FY2016 represents our third financial year.

## INCOME

Total income was KRW 2,168,276,066 in FY2016, almost double that raised in FY2015 (KRW 1,148,291,182). 54% of total income was received from individuals and represented the largest part of our annual income. Income received from the WWF Network accounted for 33%, whilst corporate donations accounted for 10% and that from government grants 3%.

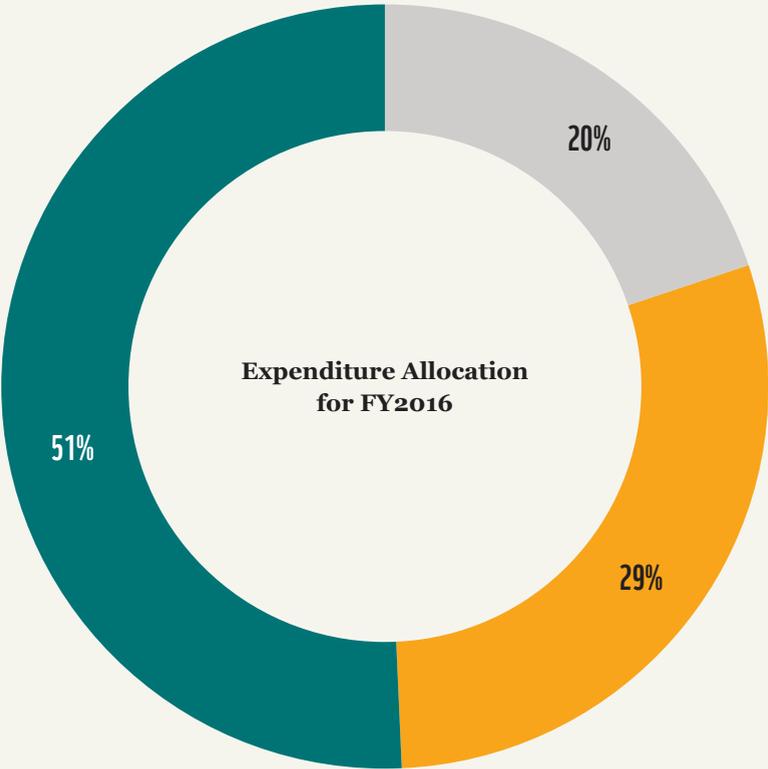


- Individual Donations
- WWF Network Revenues
- Government Grants
- Corporate Donations

## EXPENDITURE

Total expenditure in FY2016 was KRW 2,188,974,931, an increase of 17% on FY2015 (KRW 1,870,557,554). Conservation programme and awareness spending represented the largest proportion of total expenditure at 51%, whilst 29% was spent on fundraising and the remaining 20% on finance and administration.

WWF-Korea aims to continually increase its relative conservation programme spend, reaching at least 80% of total expenditure within the next 3-5 years. Investment in fundraising is relatively higher in this initial start-up phase as WWF establishes an important foundation of supporters and donors, whilst relative finance and administration expenditure will reduce due to economies of scale and other initiatives.



- Finance and Administration
- Fundraising
- Conservation Programme

# WWF-KOREA BOARD

## CO-CHAIRMEN

In-Mo Yang  
Jean-Paul Paddock

## DIRECTORS

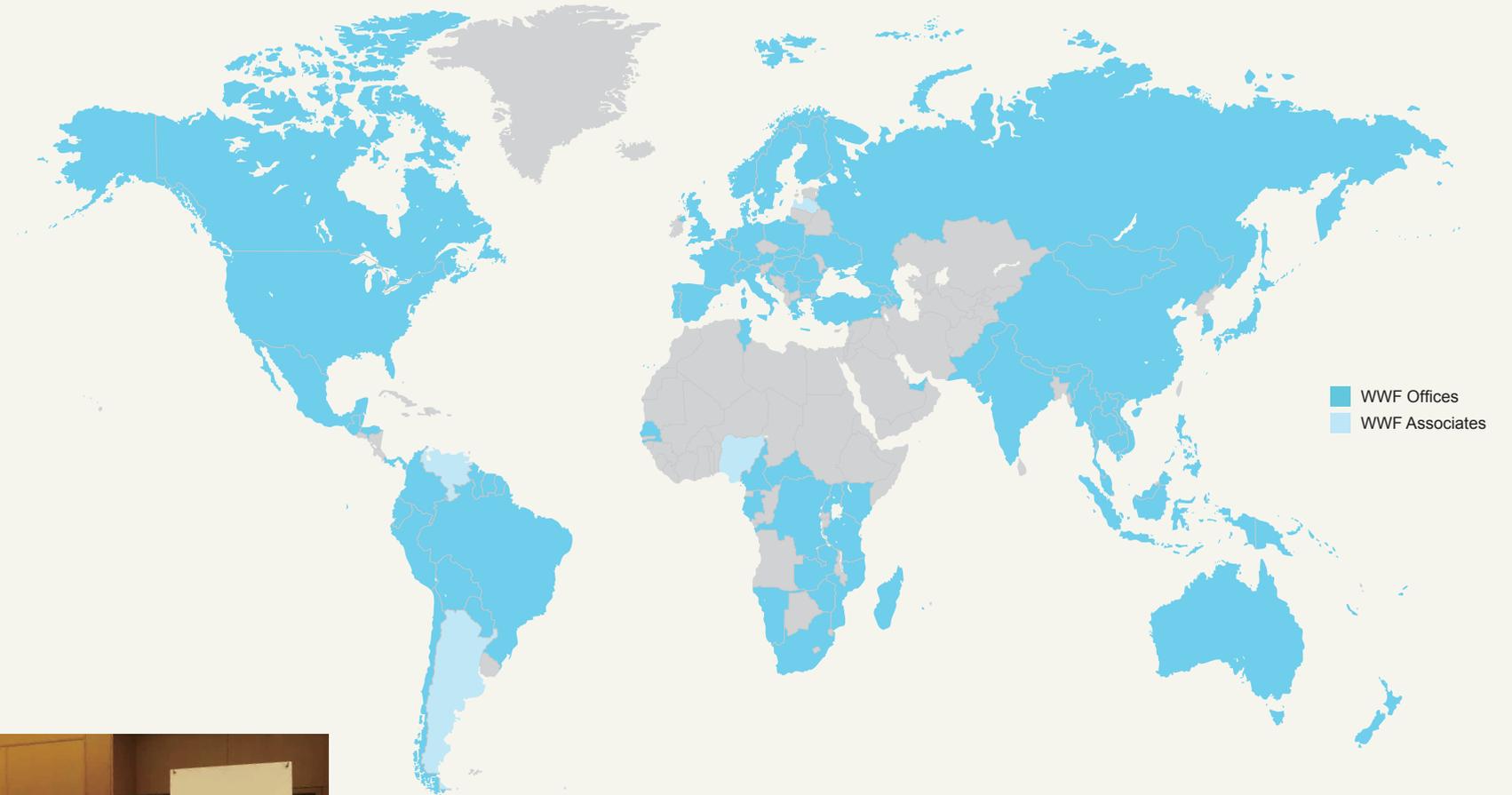
Christopher Hails  
Jong Ho Ham  
Hee-Chul Kang  
Sung-Hwan Son

## WWF-KOREA TEAM



© WWF-Korea

# WWF PRESENCE AROUND THE WORLD



■ WWF Offices  
■ WWF Associates

## \*80 WWF OFFICES, 100 COUNTRIES, ONE PANDA

Armenia – Australia – Austria – Azerbaijan – Belgium – Belize – Bhutan – Bolivia – Brazil – Bulgaria – Cambodia – Cameroon – Canada – Central African Republic – Chile – China – Colombia – Croatia – D.R. of Congo – Denmark – Ecuador – Finland – Fiji – France – French Guiana – Gabon – Georgia – Germany – Greece – Guatemala – Guyana – Honduras – Hong Kong – Hungary – India – Indonesia – Italy – Japan – Kenya – Korea – Laos – Madagascar – Malaysia – Mexico – Mongolia – Mozambique – Myanmar – Namibia – Nepal – Netherlands – New Zealand – Norway – Pakistan – Panama – Papua New Guinea – Paraguay – Peru – Philippines – Poland – Portugal – Romania – Russia – Senegal – Serbia – Singapore – Slovakia – Solomon Islands – South Africa – Spain – Suriname – Sweden – Switzerland – Tanzania – Thailand – Tunisia – Turkey – Uganda – Ukraine – United Arab Emirates – United Kingdom – United States of America – Vietnam – Zambia – Zimbabwe

## WWF ASSOCIATES

Fundación Para la Defensa de la Naturaleza (Venezuela) – Fundación Vida Silvestre (Argentina) – Pasaules Dabas Fonds (Latvia) – Nigerian Conservation Foundation (Nigeria)

# WWF in numbers

1961/2014

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

+ 100,000

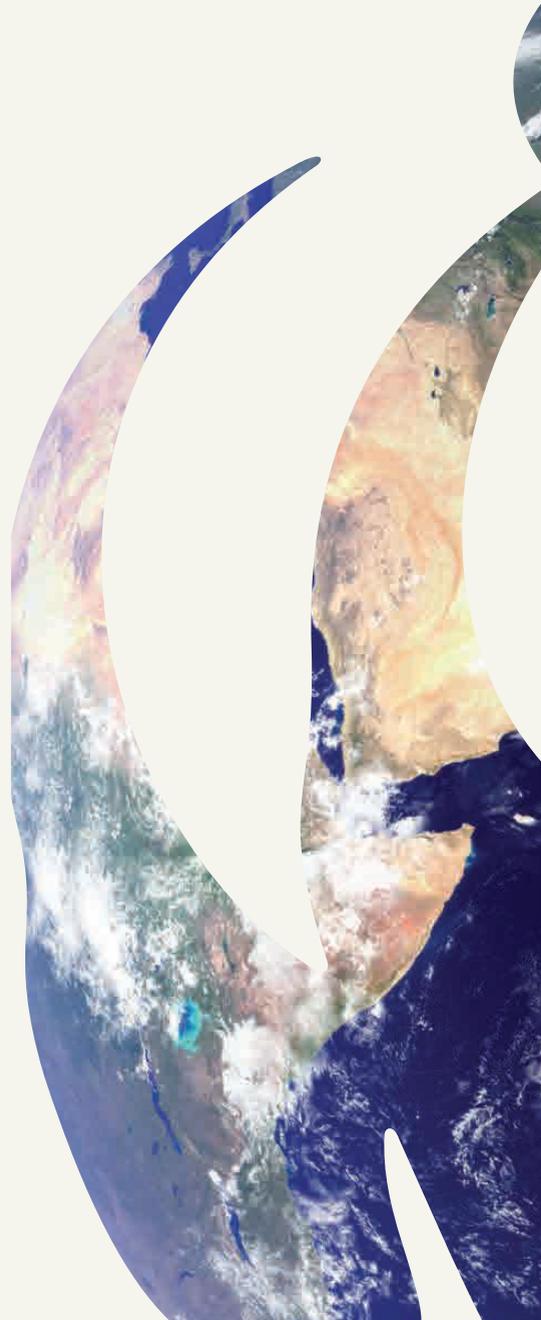
WWF-Korea has over 100,000 supporters

+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 marine 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)