

Germany: Umweltstiftung WWF Deutschland

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Fund overview:

The Environmental Foundation WWF Germany has been founded in 1963 as a foundation of civil law; WWF Germany is the German section of World Wide Fund for Nature (WWF) founded in Switzerland in 1961.

WWF Germany focuses its work on three large ecosystem types: forests, marine ecosystems and coasts, and inland water ecosystems. Furthermore, WWF works on species conservation and climate protection.

In 2007, WWF Germany is being active in 53 nature conservation programs all around the world, 37 programs are international, 16 national.

WWF considers itself not as a funding institution for projects of other institutions, but implements the projects itself. The necessary funds are generated mainly from private donations and partly from public funds.

Income from the foundation's capital investment plays a minor role.

Governance and administration

The highest decision body of WWF is the foundation board „Stiftungsrat“ which is meeting twice a year. The foundation board has 24 members forming four sub-boards which control the work of the organization:

- The supervisory board (Präsidialausschuss) decides on the strategic orientation of the organization.
- The financial and administrative board (Finanz- und Verwaltungsschuss) advises the supervisory board on the budget and capital investments.
- The marketing and public relation board: advises the foundation board on decisions related to marketing and PR.
- The Programming-Board: advises on the programs of the organization.

Results and impacts:

In 2007 WWF Germany has determined its ecoregional and thematic focus areas for the next five years.

The main program regions are:

- The Amazonian basin: protection of tropical forests and rivers
- Congo basin: protection of tropical forests, protection of primates
- Borneo and Sumatra: protection of tropical forests; species protection: tiger and orangutan
- Greater Mekong: protection of the river; species protection: rhino, tiger

- Amur/Heilong: Protection of temperate forests; Siberian tiger, amur leopard
- Danube/Carpathians: protection of rivers, species protection
- Caucasus: protection of temperate forests and mountains
- Madagascar: protection of tropical forests
- Atlantic ocean: fisheries and marine protected areas

Furthermore, WWF Germany is active in four thematic focus areas:

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- Climate protection
- Establishment of sustainable markets/trade for the reduction of the ecological footprint
- Protection of forests
- Marine protection/fishery policy

Other thematic areas are: protection of rivers/dams, species protection and trade with species

WWF's strategic orientation includes to complete the own resources through partnerships and cooperation. Numerous WWF projects are therefore co-financed by international development organizations (GTZ and KfW). WWF also cooperates with the private sector. WWF addresses business partners having an important ecological footprint on the above mentioned thematic areas and aims at developing solutions to minimize this footprint.

In Germany, WWF has been carrying out mainly large nature conservation projects in northern Germany funded by the German Environment Ministry. In this context, WWF especially cares for the development of natural habitat types: natural forest development, near-natural floodplains with non-controlled flooding, protection and re-water logging of wetlands and fens.

Success and Challenges:

Among the international nature conservation projects of WWF those have been successful which have been carried out together with governmental institutions and with support of international funding. These projects often concentrate on creating effective protected area management in state owned Pas (national parks mostly) through providing capacity building, financial, personnel und logistical support.

In most project regions WWF's projects also aim at improving the living conditions for people in the surroundings of the protected areas. This is achieved through the development of sustainable resource management (CBRN) and by ensuring participation of the local population in the management of the protected area (e.g. rangers).

WWF focuses on strategic cooperation with private sector partners having a large impact in the product-trade chain on the use of resources.

Basic fund information:

Operational since: 1963

Total income (in mil EUR):

2002: 22,5

2003: 25,5

2004: 24,2

2005: 25,6

2006: 27,3

Major revenue sources in (2006 if possible) (with % of fund's total revenues):

Private donations	17,4 Mio. EUR	63,7%
Legacies	2,5 Mio. EUR	9,2%
Project funds	2,4 Mio. EUR	8,8%
Sponsoring and private sector donations	1,8 Mio. EUR	6,6 %
Royalty revenues	0,7 Mio. EUR	2,6 %
Fines	0,6 Mio. EUR	2,2 %
Income form capital investment	1,1 Mio. EUR	4,0 %
Other sources	0,8 Mio. EUR	2,9 %

Total expenditure (in mil EUR):

2002: 19,9

2003: 23,9

2004: 23,6

2005: 24,0

2006: 25,8

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