



RESTORING OUR BALANCE WITH NATURE

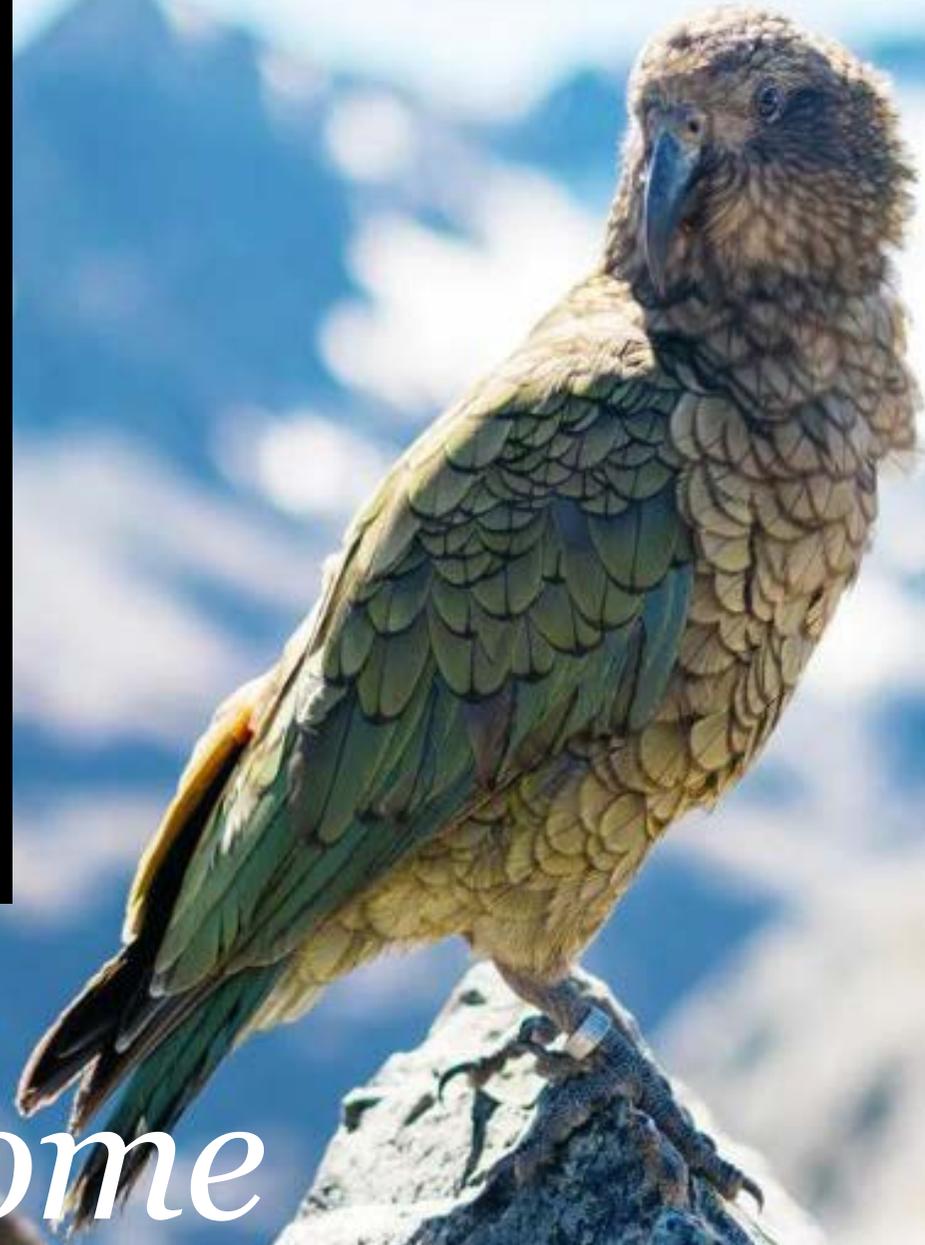
WWF-New Zealand / Annual Impact Report 2020

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Welcome



For too long, we have lived our lives apart from nature, rather than living our lives as a part of nature.

Every single life on our planet – from tiny microorganisms to the Blue Whale – are interconnected, each with a role to play. When working in harmony, every species gets what it needs to sustain life – food to eat, healthy air to breathe, and clean water to drink – including us.

For the last 50 years, the way we have fed and fueled our lifestyles has seen us spend more of the Earth's natural resources than it can regenerate. Humans are just one small component of the larger ecosystem and yet, our actions and decisions have enormous consequences for every single life on this planet. We've been overconsuming for decades but 2020 was the year Mother Nature decided enough was enough.

COVID-19 took the world by surprise, but it shouldn't have. It was not only predicted but inevitable. Over the last century zoonotic diseases, ones transmitted to humans from animals, have nearly quadrupled.

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Deforestation, habitat loss, illegal wildlife trade, high-risk food markets, factory farming, and urbanisation have contributed to the rise in these animal-borne diseases. The solution to all of this is to restore the balance of nature and build a future where we all live, and thrive, in harmony with nature.

Like so many organisations this year, WWF-New Zealand faced extraordinary challenges. Yet, we not only weathered the storm but emerged on the other side more determined and dedicated to our mission: to actively restore and enhance Aotearoa's natural world from sea to sky.

Together, with the generosity of our supporters, donors, partners, friends, and whanau, WWF-New Zealand has:

- Opened new opportunity pathways for environmental innovation
- Helped to secure the Zero Carbon Act
- Distributed thousands of dollars to communities helping restore nature across Aotearoa
- Showcased the importance of a healthy ocean in our Changing Tides | Tai Tōrua webinar series
- Inspired parents and delighted children with our new online environmental education platform, Wild at Home, which we designed to help tame our 'wee beasts' stuck at home during lockdown.

Our success is found through our unique approach to work inside the tent with Government, businesses, individuals, local communities, iwi, and hapū to catalyse environmental transformation from a science and mātauranga Māori led approach. WWF-New Zealand also benefits from being part of a global network of WWF offices in over 100 countries. Together, we are the largest and most experienced independent conservation organisation in the world.

There is so much work left to do to restore the balance. In order to build back better, we must halve our consumption and put a stop to habitat loss and species extinctions by 2030. WWF-New Zealand, and the global WWF family, are making this a priority. Together, we can fundamentally change our relationship with nature so we can all thrive. Together, we can again become Kaitiaki / Guardians of Aotearoa.

We hope you enjoy our mahi, made possible with the incredible generosity of our supporters and partners in this year's 2020 Annual Report.



Livia Esterhazy

LIVIA ESTERHAZY
CHIEF EXECUTIVE OFFICER,
WWF-NEW ZEALAND



Libby Harrison

LIBBY HARRISON
BOARD OF DIRECTORS CHAIR
WWF-NEW ZEALAND



RESTORING KAITIAKITANGA

WWF-New Zealand began a new journey this year: to incorporate Mātauranga Māori (the knowledge, comprehension, or understanding of everything visible and invisible existing in the universe) with traditional science. Restoring kaitiakitanga/ guardianship of our world from sea to sky has never been more important because our planet is at an inflection point. Right now, every single species on our planet is vulnerable, particularly to disease, climate change, food security, and habitat loss but it doesn't have to be this way. To fix it we must halve our consumption and halt biodiversity and habitat loss by 2030.

Less than a decade. Which can seem daunting but when I look back at the last year, and what we accomplished when we worked together, I know this is goal is possible. I am so incredibly proud of my team. Under difficult circumstances, they managed to achieve huge gains for our climate, our ocean, environmental innovation, and biodiversity.

In Aotearoa, the key areas WWF will be focusing to create a positive impact for nature and people will be:

- Holistic ocean management through marine protection areas and improved fisheries
- Restoring our waterways and wetlands
- Reversing increasing extinctions of endemic New Zealand flora and fauna.
- Supporting communities, including in the Pacific Islands, to improve their local environmental outcomes.
- Support New Zealand's growing environmental innovation ecosystem.

Toitū te marae a Tāne-Mahuta, toitū te marae a Tangaroa, toitū te tangata.

If the land is well and the sea is well, the people will thrive.



DR AROHA SPINKS
KAIHAUTŪ TAIAO/ENVIRONMENTAL
SCIENCE DIRECTOR





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LIMITING GLOBAL WARMING TO 1.5C ABOVE PRE-INDUSTRIAL LEVELS WILL HELP THE PLANET AVOID THE MOST CATASTROPHIC IMPACTS OF CLIMATE CHANGE.

CONFRONTING OUR CLIMATE CRISIS

Climate Change affects every single person, species, and ecosystem on our planet. In order to confront the climate crisis, we must keep warming below 1.5C. In order to do that, we had to get politics out of climate action and pushed to pass the Zero Carbon Act. This new law would create a climate commission, set a 2050 target, and give us a plan to get there.

In November 2019, decades of political deadlock was broken and the Act was signed into law. WWF made this possible by working to get tens of thousands of people to sign a petition for the Act and hundreds of businesses and community organisations to sign open letters calling for cross party support.

WWF-New Zealand has also been instrumental in helping establish the global initiative, Science-Based Targets Initiative (SBTis), in Aotearoa. SBTis helps businesses find a pathway to transition to a net-zero carbon future by reducing their emissions targets inline with the Paris Climate agreement.

By working in collaboration with the Sustainable Business Council, holding seminars, and direct advocacy – we were able to secure the participation some of New Zealand’s largest companies, such as Contact Energy, Fletcher Building, Synlait, Sky City, Fishery & Paykel Healthcare, The Warehouse Group, and Auckland Airport.

In 2021 and beyond, WWF will continue to work with Government, businesses, organisations, and people to support our transition to a cleaner Zero Carbon Future.



BOLSTERING BIODIVERSITY IN THE MARINE SPACE

Aotearoa is the seabird capital of the world with more seabird species breeding here than anywhere else in the world. Unfortunately, 90 percent of these species are threatened or at risk of extinction.

This is, of course, unacceptable. We worked hard this year on our goal to bring the threat of extinction to zero by 2030.

In May, we worked on the Seabird National Plan of Action and made strong proposals regarding mitigation reporting requirements, many of which the government accepted, including ensuring we will now have quantifiable data about the types of mitigation used by fishers to prevent bycatch. This data will help us find the best ways to reach our goal of zero extinctions.

New protections were also put in place for our rarest taonga – Māui dolphins through the Threat Management Plan. There are only around 63 Māui dolphins left and they are facing extinction unless we remove all human-threats from their habitat. WWF-New Zealand worked collaboratively with two of the largest fisheries in the Māui dolphin habitat (responsible for 80% of the fish caught in the area, Moana and Sanford, to reduce the threat they pose to Māui dolphins.

Our submission also touched on other recommendations to help reduce the threat of other risks, including climate change, pollution, and disease. Our collaboration has meant that in some areas, the fishers have given themselves tighter restrictions than the Government plan. WWF-New Zealand continues to work towards moving all human based threats from the Māui dolphin habitat.

In 2021, WWF will be introducing a new programme of work for Māui dolphins. This work will incorporate innovation and technology in order to discover the best methods for protecting the world's rarest dolphin.



95

SEABIRD SPECIES,
A QUARTER OF ALL
SEABIRDS GLOBALLY,
BREED IN AOTEAROA





STORIES OF THE SEA

COVID-19 changed the way we all worked and communicated, but it also changed the way we engaged with supporters. To continue advocating for our ocean and the incredible species that live there during lockdown, WWF decided to forge a new innovative path. Below are two key programmes of work launched during COVID that we'd love to share with you.

Stories of the Sea, WWF's original animated series, was created to illustrate how much the ocean has changed in just one generation. Because older Kiwis were separated from friends and whanau during lockdown, WWF-New Zealand encouraged young people to get in touch with older relatives to hear the ocean stories of their youth and submit them. We chose three of these tales to be animated and narrated. Not only were the results enchanting, but they were very successful. These stories had a social reach (those who saw our content) of 358,599 people and 41,958 people engaged (i.e. like, shared, commented) on the series.

Unable to gather in person but wanting to continue our work for ocean protection, WWF-New Zealand, brought together diverse voices from around Aotearoa and the world for a seven-part webinar series called, Changing Tides | Tai Tōrua.

WWF worked in collaboration with Department of Conservation | Te Papa Atawhai, to produce the series which looked at the best ways to protect the future of our moana/ocean and improve resilience. Hosted by actress and conservationist, Elisabeth Easter, the discussions touched on everything from Marine Protection to Climate Change and Kaitiakitanga o te Moana. Over a thousand people tuned into the live discussions and, if you are interested, are available [here](#) for viewing.

Our goal for 2021, is to leverage existing relationships and opportunities by developing the concept for a 30 percent Ocean Challenge. The programme of work aims to activate and accelerate the building momentum for community-led marine protection.

AOTEAROA'S OCEAN IS HOME TO AROUND 65,000 SPECIES AND IS RESPONSIBLE FOR ABOUT 80% OF OUR INDIGENOUS BIODIVERSITY





NEW ENVIRONMENTAL INNOVATION PATHWAYS

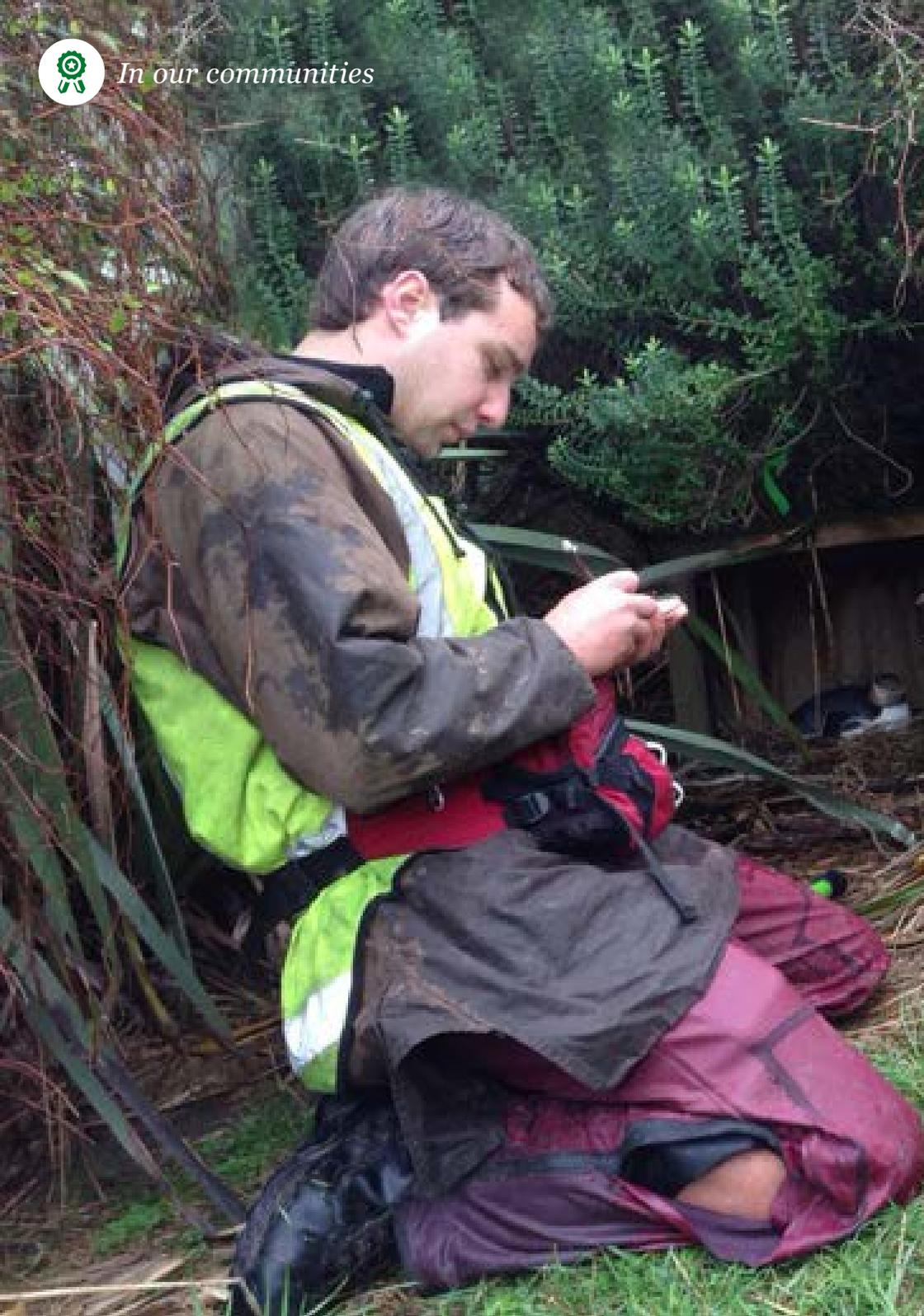
Innovation is in WWF's DNA, just as it is embedded into Kiwi culture. From the Māori waka and fortified pā, to Sir Ernest Rutherford splitting the atom and Colin Murdoch's disposable hypodermic syringe; from suffragette Kate Sheppard modernising democracy to Mrs McRae's Pavlova – New Zealanders have always been innovators and inventors who have used our creativity, ingenuity, and a little #8 wire to fix anything.

But in the 21st century, #8 wire isn't enough to fix the problems facing our environment. WWF-New Zealand couldn't rely on the 'business-as usual method' and knew there had to be a better way to get environmental innovations out into the world making a positive impact.

We knew we needed 9Wire thinking. 9Wire is an innovation pipeline, helping innovators navigate to impact by pulling together opportunities, support, and funding where it's needed most.

WWF worked with Auckland Council, Akina, Callaghan Innovation, Department of Conservation, Ministry for the Environment, and Ministry for Primary Industries to bring 9Wire to fruition in 2019. We had anticipated receiving around 60 application submissions the first year, but received 231 environmental innovation proposals. We selected 10 ventures for management support to help to get them to market faster.





IN OUR COMMUNITIES

Community-led conservation projects are at the heart of restoring Kaitiakitanga/guardianship throughout Aotearoa. The projects are also critical to the ongoing protection and restoration of our land and sea. Empowering local groups, iwi, hapū, businesses, and organisations to take action in their communities, is why the Tindall Foundation and WWF-New Zealand have collaborated on the Environmental Education Action Fund (EEAF) and Community Conservation Fund (CCF) for two decades.

The Environmental Education Action Fund nurtures the future environmental scientists, conservation rangers, social entrepreneurs, Tangata Whenua, decision-makers, and change makers by supporting educational programmes throughout Aotearoa. In 2020, we supported programmes like: Papa Taiao Earthcare who are giving students the skills and guidance they need to forge a future career in the environment and/or be environmental entrepreneurs.

The Community Conservation Fund supports communities to run local programmes that conserve and restore our natural environment. In 2020, some of our successes have seen: 185 stoat traps set in the Motueka catchment to protect whio/blue ducks, the population of godwits in Colville doubled over one year, and helped Te Runanga O Ngāti Rēhia build a native plant nursery to support their Takou Kauri Sanctuary and other restoration work on their whenua/land.

WWF has great plans to grow the impact of these community programmes in 2021 and beyond.

28,000

NATIVE PLANTS WERE PROPAGATED WITH WWF SUPPORT



2020 by the numbers

INNOVATORS



231

Innovators applied to the very first round of 9Wire.

SOCIAL MEDIA ENGAGEMENT



5,743

People followed WWF across all of our social media channels.

ADVERTORIALS



617,483+

People were introduced to WWF's mission through the power of storytelling on tv and cinema.

COMMUNITY PROJECT HIGHLIGHT



60,000+

Native rākau were planted by Whaia Titirangi on Titirangi Maunga and Kaiti Hill with WWF's support.

EARTH HOUR



3,939

People celebrated the first digital Earth Hour with 159 businesses, organisations, schools, and councils across Aotearoa joining the 190 countries and territories taking part globally.

ZERO CARBON PETITION



5,137

WWF supporters made up half of the 10,000 signatures delivered to Parliament calling for the Zero Carbon Act to become law. With your help, they listened!

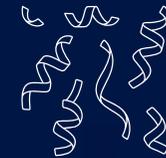
WILD AT HOME



182,421

Connected to WWF through our Wild at Home campaign which was developed to help entertain kids with science and nature-based activities during lockdown.

20TH ANNIVERSARY



2000

WWF & The Tindall Foundation began working together in 2000 to provide funding and support to communities and educators throughout Aotearoa.

SUMMARY OF FINANCIAL PERFORMANCE

for the year ended 30 June 2020



49%	Individual Supporters	1,880,093
18%	Trusts & Foundations	665,405
2%	WWF Network	59,802
24%	Government	920,267
6%	Corporate Donations	236,566
1%	Earned Income	50,858

Total Income for Year \$3,812,991



61%	Conservation	2,437,750
26%	Fundraising	1,034,193
13%	Administration	531,737

Total Expenditure for Year \$4,003,680

Surplus/(Deficit) for Year (\$190,689)

FINANCIAL POSITION

As at 30 June 2020

The information contained in this report is an extract from WWF-New Zealand Financial Statements for the year ended 30 June 2020. The full set of financial statements has been audited by Ernst & Young Limited. Copies of the full report are available from the WWF-New Zealand [website](#) and the Charities Services [website](#).

Assets

Current Assets

Cash & Term Deposits	\$1,286,017
Receivables & Accrued Income	\$118,878
Prepayments	\$3,571
Inventory	\$28,736

Total Current Assets	\$1,437,202
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Non-Current Assets

Property, Plant, and Equipment	\$18,766
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Total Non-Current Assets	\$18,766
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TOTAL ASSETS	\$1,455,968
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Liabilities

Current Liabilities

Accounts Payable & Accruals	\$243,091
Income Received in Advance	\$488,265

Total Current Liabilities	\$731,356
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Non-Current Liabilities

Total Liabilities	\$731,356
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TOTAL LIABILITIES	\$731,356
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Equity

Operating Funds	\$724,612
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TOTAL EQUITY	\$724,612
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TOTAL FUNDS EMPLOYED	\$1,455,968
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WHAT'S NEXT FOR WWF-NEW ZEALAND?

Unless we chart a better course, our future is at risk. The only way forward, for our people and nature, is to build a nature positive future by 2030. But time is running out. And while there is much to do over the next nine years, none of it is insurmountable if we work together.

To build this future where we restore and enhance Aotearoa's natural world from sea to sky, we must protect and restore natural habitats, safeguard biodiversity, and halve our footprint of production and consumption. This is the only way, we can make sure our children and grandchildren inherit a stable climate, enough food to eat, and water to drink.

WWF is committed to building this future. To help us reach this future, we work with Government, businesses, individuals, local communities, iwi, and hapū to catalyse environmental transformation through a science and mātauranga Māori led approach.

Together, we can achieve these goals.

Please get in contact with WWF-New Zealand for more information: 0800 435 7993 or info@wwf.org.nz



OUR PLANET. OUR FUTURE. RESTORING AOTEAROA BY 2030.

WWF actively restores and enhances our natural world – from sea to sky – to create a future in which people live in harmony with nature.

GOALS BY 2030



Zero loss of habitats



Zero extinctions



Halve global consumption footprint

OUR SOLUTIONS



OCEANS

- Increase threatened marine species populations
- 30% of our ocean in Marine Protection Areas (MPAs)
- Doubling sustainable fisheries



FRESHWATER

- 30% of wetlands are restored



FOOD

- 30% of farms using regenerative practices
- Reduce greenhouse gas emissions by 20%



COMMUNITIES

- Improving fish stocks, ecosystems, and environmental impacts by working within our Pacific communities
- Supporting community environmental programmes and innovations

WE WILL ACHIEVE THIS BY



Building a strong WWF team that's founded on Western & Te Ao Māori knowledge

Raising significant funds for conservation

Positively growing our brand, reputation, and influence

Expanding our supporter base to 500,000+

WHAT WE WILL DO



Deliver, Transform, Drive, Create

Transforming businesses & markets

Driving innovation for our environment

Creating Western science and Matāuranga Māori policy and solutions

HOW WE WORK



We embrace knowledge



We innovate fearlessly



We are optimistic & determined



We are stronger together



We make great things happen



Thank you

None of this year's achievements would've been possible without the incredible generosity of our donors and supporters. From monthly donations to social media shares to signing petitions to leaving bequests in their will - we are honoured and grateful for the wonderful individuals and organisations who are helping WWF-New Zealand restore the balance of nature for all of our benefit.

There are some people, businesses, and organisations, along with all of our passionate supporters, who have been instrumental to our success over the last year. We are humbled by the time, resources, and funds they've so graciously given, and we would like to give them our heartfelt thanks. Together, it is possible to build a world in which people are living, and thriving, in harmony with nature.

TRUSTEES

Libby Harrison (Chair)
Justine Daw
Sam Knowles
Jonathan Mason
Liz Oliver
Jan Sedgwick
Katherine Short
(emerging director)
Kaapua Smith

ORGANISATIONS

Roe Print Services
Free Range Media
FCB New Zealand
Buddle Findlay
Special Ad Services
TVNZ
MediaWorks
Colenso
Moana New Zealand
Sanford Limited
Te Ohu Kaimoana
Natural History New Zealand
Pepper Curry Design
SnapIT
Shiny Ltd
Screenvistas
Weaver Creative
Iron Duke
Fix & Fogg
Wellington Chocolate Factory
Sol Cup
Honeywrap
Fair + Square
Cultivating Leadership
Special Admin Services
Auckland Council
Auckland Museum
Akina
Ministry for Primary Industries (MPI)

Ministry for the Environment (MFE)
Department of Conservation | Te Papa Atawhai (DOC)
Ministry for Foreign Affairs and Trade (MFAT)
Sustainable Business Council
Sustainable Business Network
Driven Events, Ltd.
Karen Kay Management
Zealandia
Callaghan Innovation
Ngati Kuri
Generation Zero
NZ Climate Action Network
WWF-Australia
Hauraki Gulf Forum
Pew Charitable Trusts
Pew Berterelli Ocean Legacy
Tindall Foundation
Oceans 5
Endangered Species Foundation

INDIVIDUALS

Angela Christmas
Karl Warr
Sir Rob and Jennie Fenwick
Robbie Nicol
Sam Neill
Katherine Short
Elisabeth Easther
Fiona Driver
Paige Koedijk
Nathaniel Lees
Eleanor Strathern
Miss Pou
Josh Wharehinga
Mary-Beth Robles
Sheridan Waitai
Myfanwy Emeny
Frances Schmechel
Micheline Evans

Karen Bell
Jade Wikaira
Mica Still
Chris Rodley
Joe Harawira
Tom Trnski
Di Tracey
Professor Huhana Smith
Dr Richard Levy
Dr Carolyn Lundquist
Leana Barriball
Jeroen Jongejans
Dr Libby Liggins
Kirsty Woods
James Frankham
Samara Nicholas
Dr Nick Shears
Brendan Flack
Te Atarangi Sayers
Kura Paul-Burke
Ludovic Burns Tuki
Jacqueline Blake
Dr Alison Green
John Tanzer
Dr Leanne Fernandes
Alfred Ralifo
Moana Tamaariki-Pohe
Dr Peter Longdill
Harry Burkhardt
Prof John Montgomery
Barry Torkington

And a special thank you to the WWF-New Zealand team who took a 20% pay cut for six months to ensure WWF would be able to continue its essential work for our people and planet.

“Manaaki whenua. Manaaki tangata. Haere whakamua.”

Care for the land. Care for the people. Go forward.





Working to sustain the natural world for the benefit of people and wildlife.

together possible.. panda.org

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