

# CHAPTER I

## INTRODUCTION

### I.1. Background

World Wildlife Fund Inc. (WWF) is an international non-governmental organization engaged in wilderness conservation and the protection of the environment impacted by human development [1]. It was founded in 1961 by a group of passionate and committed individuals with the aim of promoting education and research on the conservation of the world's fauna and flora, water, soil and other natural resources. In its early years, the organization registered and grew like most 'non-profit' organizations using low-paid staff with a concern for charitable causes [1], [2]. WWF is the world's largest conservation organization working in more than 100 countries, and has more than five million supporters from all over the world. WWF itself to date supports around 3000 conservation and environmental projects. Since 1995, WWF has invested more than \$1 billion (around 15 trillion IDR in current condition) in more than 12000 conservation initiatives [3], [4]. WWF Foundation funding sources include 17% from government sources such as the World Bank, DFID (Department for International Development), and USAID (United States Agency for International Development), 8% from corporations in 2022, and the majority of which 65% comes from individual funding and bequests or legacy [5], [6].

WWF's main purpose is to help local communities conserve natural resources which are significance for life existence; converting markets and policies towards sustainability; and preserve and restore species and their habitats. WWF aims to "stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature." [7] Since 1998, WWF has published "The living Planet Report" every two years based on calculations of the ecological footprint and the living planet index. WWF has also launched several well-known campaigns around the world, and the main work of WWF is currently organized around these six areas: food, fresh water, wildlife, forests, oceans, and climate [4].

## **I.2. Development History**

In response to a series of articles in British newspapers *The Observer* on the topic of habitat and wildlife destruction in East Africa by Sir Julian Huxley, Victor Stolan, a businessman, inspired to points the urgent need to raise funds for conservation by international organizations. This proposal led Huxley to link Stolan to Edward Max Nicholson, a person who had thirty years of experience connecting progressive intellectuals with big business interests through the Political and Economic Planning think tank [8], [9]. The idea was then enthusiastically accepted by Max Nicholson, Director General of the British government agency, the Nature Conservancy. Nicholson was partly motivated by the financial difficulties facing the International Union for Conservation of Nature (IUCN), and felt that new fundraising initiatives could help IUCN and other conservation groups carry out their mission[1].

WWF was initiated on April 29, 1961 under the name World Wildlife Fund. The WWF founding plan was drawn up and endorsed by the IUCN executive board in a document known as the Morges Manifesto. The name of the organization was thought up by Nicholson and the original panda logo was designed by Sir Peter Scott. WWF's first office then opened on September 11 at IUCN's headquarters at Morges, Switzerland. The central secretariat for the network called WWF International, is now located in Gland, Switzerland. The organization has offices in more than 100 countries around the world. WWF originally stood for "World Wildlife Fund". However, in 1986, WWF had realized that its name no longer simply reflected the scope of the organization's activities, and changed its name to "World Wide Fund For Nature". WWF has headquarters and partners in more than 40 countries around the world, working as a team to achieve the overall goal of stopping environmental destruction. One of the WWF National Secretariat Offices is in Indonesia.

Prince Bernhard of Lippe-Biesterfeld helped to found the WWF, becoming its first president in 1961. In 1963, the Foundation held a conference and published a major report warning of anthropogenic global warming, written by Noel Eichhorn based on the work of Frank Fraser Darling (then foundation vice president), Edward Deevey, Erik Eriksson, Charles Keeling, Gilbert Plass, Lionel Walford, and William Garnett.[10]

In 1970, along with Prince Philip, Duke of Edinburgh, and a few associates, Bernhard established the WWF's financial endowment The 1001: A Nature Trust to handle the organization's administration and fundraising. 1001 members each contributed \$10,000 to the trust. Prince Bernhard resigned his post after being involved in the Lockheed Bribery Scandal.[11]

The WWF has set up offices and operations around the world. It originally worked by fundraising and providing grants to existing non-governmental organizations with an initial focus on the protection of endangered species. As more resources became available, its operations expanded into other areas such as the preservation of biological diversity, sustainable use of natural resources, the reduction of pollution, and climate change. The organization also began to run its own conservation projects and campaigns.

In 1986, the organization changed its name to World Wide Fund for Nature, while retaining the WWF initials. However, it continued at that time to operate under the original name in the United States and Canada.

1986 was the 25th anniversary of WWF's foundation, an event marked by a gathering in Assisi, Italy to which the organization's International President Prince Philip, the Duke of Edinburgh, invited religious authorities representing Buddhism, Christianity, Hinduism, Islam and Judaism. These leaders produced The Assisi Declarations, theological statements showing the spiritual relationship between their followers and nature that triggered a growth in the engagement of those religions with conservation around the world.

In the 1990s, WWF revised its mission statement to:

- Stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature,
- conserving the world's biological diversity;
- ensuring that the use of renewable natural resources is sustainable;
- [and]
- promoting the reduction of pollution and wasteful consumption.

WWF researchers and many others identified 238 ecoregions that represent the world's most biologically outstanding terrestrial, freshwater and marine habitats, based

on a worldwide biodiversity analysis which the organization says was the first of its kind. In the early 2000s (decade), its work was focused on a subset of these ecoregions, in the areas of forest, freshwater and marine habitat conservation, endangered species conservation, climate change, and the elimination of the most toxic chemicals.

For a comprehensive description of information regarding the development of the WWF Foundation for each decade, see Appendix A.

### **I.3. Location**

World Wildlife Fund headquarters located in Rue Mauverney 28 Gland, Vaud, Switzerland. While the areas or regions of the WWF are all over the world. The building that became the home of WWF-UK is named “Living Planet Centre” which is one of the greenest buildings in the UK. The Living Planet Centre located in Rufford House, Brewery Road, Woking, Surrey, GU21 4LL. In the UK, WWF's local offices are also located in Edinburgh (WWF Scotland) and Cardiff (WWF Cymru) to ensure that the foundation can make change happen at the local level - wherever you are in the UK. Besides becoming the heart for charity, The Living Planet Center also offers a remarkable event venue, right in the heart of Woking, Surrey, only 25 minutes from London. Through the intelligent utilization of design, materials and technology, the Living Planet Center demonstrates that creating sophisticated and state-of-the-art buildings with minimal environmental impact is possible. [12], [13]

The origins of the Living Planet Center came when a very generous donor, the Rufford Foundation, offered a £5 million gift in 2006 on the condition that the funds were used to build the greenest new building they could. The Rufford Foundation feels that the way WWF presents itself to the world, and to itself, should reflect the WWF environmental ethos and credentials. They also want WWF to have facilities that can provide supporters and the wider community “an interactive and educational experience of WWF's national and international work.” All of this is done in a cost-effective way that does not take up wildlife conservation funds, thereby enhancing WWF's work [13].



Figure 1. WWF-UK's Living Planet Centre, Woking



Figure 2. Inside the Living Planet Centre



WWF was carefully considering several options for this purpose, including upgrading an existing building, moving to a different rental building elsewhere, or creating a new green building themselves. After carefully assessing the business and financial case, proper green credentials, and high environmental standards, it was finally concluded that the option to build their own building was the most sensible choice from every angle. This was made possible thanks to the extraordinary contribution of the Rufford Foundation.

Several years were spent thoroughly investigating a number of local area sites and after careful deliberation WWF decided to stay in Surrey in order to create a new long-term base built specifically for WWF-UK. With many discussions and negotiations that followed, WWF was confident to choose the best option, for financial, social, and environmental reasons[13] and finally decided this was the ideal place to create a visitor-focused environment where people could easily come to see and understand their work.

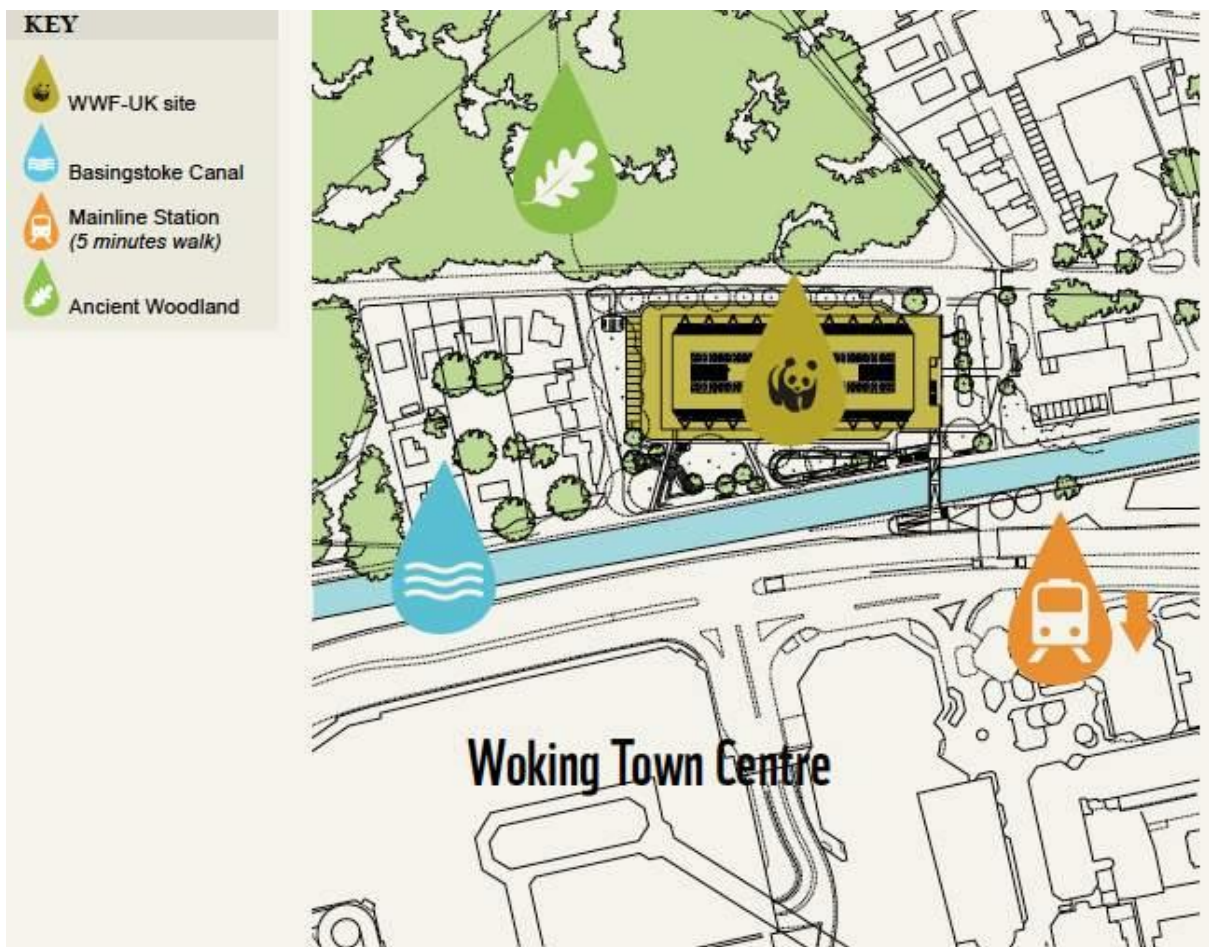


Figure 3. Original location map of WWF-UK's building on Woking[13]

The Living Planet Center offers a variety of facilities for events for their rental space, including:

- Great, central Surrey location
- Natural daylight
- State of the art technology
- Flexible seating styles
- Flipcharts and whiteboards
- Accessibility for all

WWF works with local businesses to provide a wide range of catering options committed to using locally sourced and sustainably sourced produce whenever possible, from business lunches to receptions. The WWF team also offers behind-the-scenes tours of the building, and are dedicated to helping make the most of any event at the Living Planet Centre[14].

#### **I.4. WWF Logo**

*“We want animals that are charismatic, endangered, and loved by many around the world. By using panda as a logo, we can also save on printing costs because this logo only requires black ink.”*

The sentence was an excerpt from Sir Peter Scott, a British ornithologist and co-founder of WWF International, regarding the utilization of panda as the WWF logo. The initial inspiration to make the panda the WWF logo came from the birth of a panda named Chi-Chi to the London Zoo in 1958, not long before WWF was founded. The WWF logo was first designed by environmentalist and artist, Gerald Watterson, while the finalization of the logo was done by Sir Peter Scott who is also a painter. The giant panda is intended as a symbol of all endangered species and represents WWF's commitment to protecting wildlife, including wildlife and their habitats and all-important ecosystems on planet Earth. This logo is used by WWF worldwide[15], [16].

The WWF logo was slightly simplified and made more geometric in 1978, then significantly revised again in 1986 with the addition of the organization's name to the

logo[17]. In 2000 changes were made to the font used for the initials "WWF" in the logo.



Figure 4. WWF Logo Evolution

### **I.5. Projects Assignments**

The WWF have realized that their existing headquarters are no longer suitable to cope with the staffing needs of the organization as well as being a poor example of a sustainable and environmentally friendly building needed for a charity that promotes conservationism. The organization has chosen to relocate their new headquarters to Woking, as the area's local authority have been recognized for its environmental efforts, and it has easy transport links into London.

The aim of the project is to create an exemplar sustainable workplace that reflects the WWF values as a charity for conservation. The WWF want to ensure the project addresses their carbon footprint. Along with ground cooling systems, photovoltaic cells on the roof and harvesting water with large gutters, the new building needs to be able to use smart meters and audio-visual screens to demonstrate its green credentials. An outcome of the project would be to achieve a BREEAM outstanding rating. BREEAM stands for "Building Research Establishment Environmental Assessment Method." The Building Research Establishment (BRE), which founded the method in the United Kingdom in 1990, gives the following BREEAM definition: "The leading and most widely used environmental assessment method for buildings and communities. A building can only achieve BREEAM Outstanding if it achieves a



score of 85% or above. A BREEAM certified rating reflects the performance achieved by a project and its stakeholders, as measured against the BREEAM standard and its benchmarks. The rating enables comparability between projects and provides assurance on performance, quality and value of the asset.

WWF has embedded a 'digital first' approach in its strategy and, the Chief Information Officer commented that the project to create a new green headquarters building meant the IT department needed to refresh the company's technology, which had come to an end. New technology will also dramatically change the work style of staff, as they no longer have dedicated desks. Employees will be given a smart box, which will be placed where their belongings will be stored. Employees can lock it at the end of the day, along with their laptop. At the start of a new day, staff collect their smart boxes, choose where they want to work and log into the system to let the whole office know where they are – for example at their desk, at a meeting, or on the phone.

Speaking at the project launch event, a member of the WWF executive team commented that Health and well-being is a key driver for WWF. They stated that while staff had been consulted about the project, they wanted a survey of building use to be conducted to measure satisfaction levels and expectations with the new building. They want to prepare staff for the new IT infrastructure and propose new ways of working.” An initial £7.5 million pound has been awarded to WWF by the Dufford Foundation (a charity that provides grants for conservation projects) with the aim that the remaining funds will be raised by appeals capital, appeals donations are specifically hedged for the new headquarters so as not to divert funds from WWF's conservation work.

The CEO of WWF intends to demonstrate that, through the intelligent use of design, materials and technology, it is possible to create state-of-the-art buildings with minimal environmental impact. The headquarters will reflect WWF's goals for a sustainable world and form part of a long-term public engagement strategy.

The WWF have a clear vision for this project, including the following drivers that will impact at various stages throughout the project:

- **Towards zero Carbon:**

Renewable Energy – The WWF have stated that the building must be 100% electric. They want natural ventilation used as much as possible with heating and cooling strategies connected to earth ducts under the car park, which heat the air in winter and cool in summer.

- **Toward Zero Waste:**

The WWF have been working with members of the Waste Resources Action Programme (WRAP) to reduce waste through good design.

- **Sustainable Water Management:**

The WWF want to use rainwater for general site maintenance. They want to use ‘grey water’ for flushing toilets along with dual flush systems, water efficient hand basins, timed showers. Rainwater will also be used for irrigation.

- **Sustainable use of Resources:**

‘Procurement with preference’ – the WWF want all materials to be rigorously investigated prior to tender and selected in accordance with strict performance criteria such as carbon reductions, responsible sourcing and maximized recycled content.