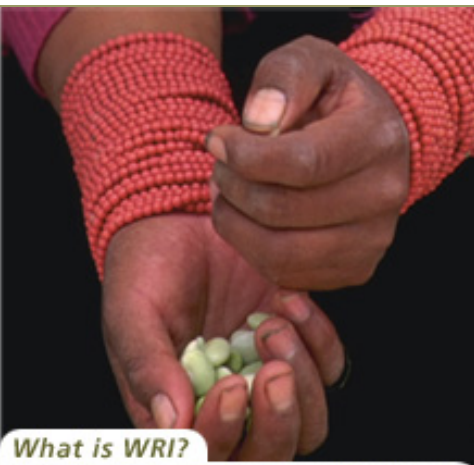




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What is WRI?
WRI is an environmental think tank that goes beyond research to find practical ways to protect the earth and improve people's lives.

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WRI SPOTLIGHT



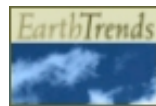
[2003 Beyond Grey Pinstripes survey now open for input from Deans of business schools.](#)



[Worth magazine names WRI one of America's top environmental charities.](#)



[World Resources 2002-2004 -- "Decisions for the Earth: Balance, voice, and power."](#)



[New this month on EarthTrends](#)

WHAT'S NEW

January 8, 2002
[Danish scientists rebuke Lomborg.](#)

December 17, 2002
[The Environment: Another casualty of war?](#)

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March 13-14, 2003
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Roll over any of the boxes above to learn about WRI's missions and goals.

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Last updated: Updated weekly

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WRI Annual Report 2001



A message from the President

At WRI, we work to achieve four broad goals that protect the planet and improve people's lives, as described on the following pages. For each of these goals, we analyze problems objectively based on the best economic, scientific, and social information available. We communicate our findings broadly to prompt action. And we bring people together, building trust and creating shared visions that lead to shared solutions.

This report for 2000-2001 shows the breadth of WRI's achievements for each of our goals. More important, it catalogues the depth of our Board, the diversity of our funding relationships, and the financial integrity of our institution, which all contributed significantly to making those achievements possible. We look forward to an even better year in 2002.



A message from the Chairman of the Board

I congratulate World Resources Institute as it celebrates its twentieth anniversary in 2002. Since its founding in 1982, WRI has worked to solve environmental problems by making the connection between human well-being and nature's fragile web of life. WRI's projects bring together the interests of businesses, governments, and local communities in using natural resources sustainably.

From a new venture with a staff of five, WRI has grown into a respected authority with more than 100 professionals who bring an array of backgrounds, experiences, and expertise. As the world changes and new issues arise, WRI remains flexible, dynamic, and willing to take on the vital concerns of our times. I think WRI is working as well as any institution in the world to put sustainable development into practice.

WRI's highlights of 2000-2001



[Goal 1. Reverse rapid degradation of ecosystems and assure their capacity to provide humans with needed goods and services](#)

- Global Forest Watch builds worldwide network detailing forest activity
- Millennium Ecosystem Assessment launched with assessment of five critical ecosystems
- Reefs at Risk reveal impact of human activities



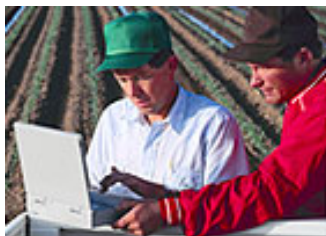
[Goal 2. Protect the global climate system from further harm due to emissions of greenhouse gases and help humanity and the natural world adapt to unavoidable climate change.](#)

- Building markets for green power
- Reporting emissions of greenhouse gases
- Shrinking your carbon footprint, online
- WRI takes nutrient trading online



[Goal 3. Break the connection between expanded prosperity and increased use of materials and generation of wastes.](#)

- Beyond Grey Pinstripes identifies schools which offer environmentally and socially responsible curriculums
- China BELL initiates business school network
- Digital Dividends seeks to close the digital divide
- Greening capital markets with information on corporate environmental performance
- Material flow accounts show impact of production and consumption
- New Ventures organizes first investor forum in Latin America



[Goal 4. Guarantee public access to information and decisions regarding natural resources and the environment.](#)

- EarthTrends and World Resources 2000-2001
- Global Forest Watch guarantees public access to information
- The Access Initiative promotes accountability

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Goal 1. Reverse rapid degradation of ecosystems and assure their capacity to provide humans with needed goods and services



WRI launched **Global Forest Watch** (GFW), a network of 75 local nongovernmental organizations and universities in eight countries. Network members use the Internet to share their maps of logging, mining, and other forest development; track the companies and others engaged in these activities; and assess the environmental, economic, and social trade-offs that this development entails. GFW launched its website; released State of the Forests reports for Cameroon, Gabon, and Canada; completed maps of remaining intact forests in Russia and Chile; and mapped potentially intact areas in Indonesia and North America.



To convince the world's leaders of the value of an independent, scientific assessment of the world's ecosystems -- the **Millennium Ecosystem Assessment (MA)** -- WRI and collaborators conducted a two-year analysis of five critical ecosystems. The results, published as the **Pilot Analysis of Global Ecosystems**, showed that ecosystem goods and services can be measured at the global, national, and local levels. Summarized in **World Resources 2000-2001**. WRI's work helped to win endorsements from national governments, international conventions, businesses, scientists, and NGOs. Findings were highlighted in the cover story of **TIME** magazine's Earth Day special issue in April 2000, building support for the MA. UN Secretary-General Kofi Annan announced the launch of the MA on June 5, 2001.



To provide information and tools to manage coral reefs, mangrove, and seagrass ecosystems sustainably, WRI developed a series of projects focusing on local fisheries in the Indo-Pacific and Caribbean areas. The projects have established standard methods for data collection and a common framework for analysis among rural communities in five countries in the South Pacific. WRI's **Reefs at Risk** in Southeast Asia project has developed a new set of indicators, which reveal that human activities threaten about 88 percent of reefs, jeopardizing their biological and economic value.

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Goal 2. Protect the global climate system from further harm due to emissions of greenhouse gases and help humanity and the natural world adapt to unavoidable climate change.



To build the market for cost-competitive green power, WRI formed a partnership with ten large companies that committed to underwrite enough power generated by solar, wind, landfill gas, and other green energy technologies to create 1,000 megawatts of new capacity by 2010. In June 2001, the **Green Power Market Development Group** partnership testified before the U.S. House Ways and Means Committee on producing tax credits for green power.



In collaboration with more than 350 businesses, government agencies, and organizations worldwide, WRI developed the **GHG Protocol**, a method for measuring and reporting businesses' emissions of greenhouse gases. The GHG Protocol's standard guidance and calculation tools have been tested by more than 30 companies in nine countries and adopted by a broad spectrum of government and voluntary initiatives.



WRI launched another climate-oriented website in 2001, **SafeClimate.net** (www.safeclimate.net). Using a simple calculator to measure the impact of their own energy bills and driving habits, users can estimate their individual contribution to carbon dioxide emissions and learn about ways to shrink their carbon footprint.



WRI's website **NutrientNet** (www.nutrientnet.org/) is the first statewide system that allows farmers and wastewater treatment facilities to trade nutrient reduction credits on line. The first pilot of the site, which premiered in 2000, focused on trading in Michigan. Based on NutrientNet's experience, Senator Richard Luger added a provision in the 2002 Farm Bill to fund nutrient trading programs as a conservation strategy.

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Goal 3. Break the connection between expanded prosperity and increased use of materials and generation of wastes.



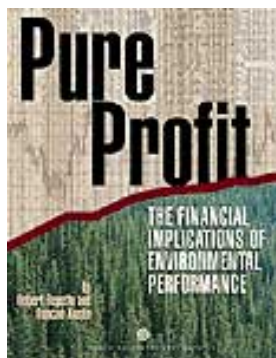
Prospective MBA students in the United States and Europe used the latest edition of WRI's **Beyond Grey Pinstripes** to select schools that offer environmentally and socially responsible curriculums. Since Pinstripes began ranking business schools in 1997, sustainability chairs have been endowed at five schools and environmental content in elective courses has risen 44 percent.



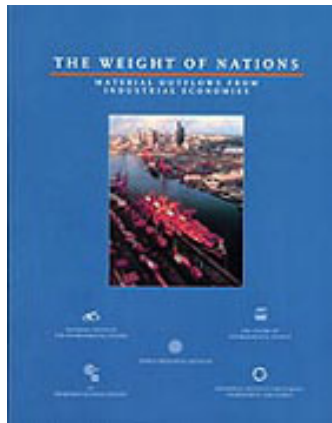
WRI initiated a new network of business schools in China, with 30 schools participating in the inaugural conference to integrate environmental and social issues into their schools' curriculums. Premier Zhu Rongji issued a statement in November 2000 praising this initiative.



To explore ways to close the digital divide that keeps poor people from using new technologies, WRI organized the **Creating Digital Dividends** conference in October 2000, bringing together global leaders from the digital industry, entrepreneurs, and decision makers.



Socially responsible investors used a prize-winning WRI research report, **Pure Profit**, as the basis for shareholder resolutions seeking information on environmental performance from major U.S. pulp and paper companies. A major European bank also worked with WRI staff to develop an environmentally friendly lending policy, beginning with their forest industry portfolio.



WRI led an international collaboration to develop national accounts of material inputs and outputs for the United States, Japan, the Netherlands, Germany, and Austria. Material flow data allow decision makers to see the potential environmental impacts of production and consumption activities. The pioneering methodology developed for the study, the **Weight of Nations**, was praised by the U.S. Environmental Protection Agency and has influenced the design of material flow accounts by the European Commission and other countries.



WRI organized the first-ever environmental investor forum in Latin America, which brought together more than 75 entrepreneurs and 50 European, U.S., and Latin American investors. The forum resulted in a transfer of \$1 million in investment capital to sustainable enterprises.

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Goal 4. Guarantee public access to information and decisions regarding natural resources and the environment.



WRI collaborated in the production and promotion of "Bill Moyers Reports: Earth on Edge", based on **World Resources 2000-2001**. The program was broadcast to a U.S. audience of more than 3 million viewers in June 2001. To coincide with the Moyers broadcast, WRI launched a data-rich website **EarthTrends** (<http://earthtrends.wri.org/>) with the world's most comprehensive environmental statistics, as well as maps, feature stories, country profiles, and data tables.



Global Forest Watch also promotes access to information. The Gabonese government began posting GFW data on its website, in a first attempt to widely disseminate information on concession practices. GFW Canada maps and data were published in the Canadian edition of *National Geographic* to counter misinformation about current harvesting practices.



WRI launched the **Access Initiative**, a major global collaboration to expand access to environmental information and promote accountability in environmental decision making. The initiative developed a set of globally relevant indicators of government performance and pilot-tested them with 28 public interest groups in nine countries. The initiative also helped to shape the agendas of civil society groups, national governments, and the business community in anticipation of the World Summit on Sustainable Development.

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For the second year in a row, Worth Magazine ranks WRI as one of America's top environmental charities.

The magazine cites WRI's work on **transportation** (see [EMBARQ: WRI's Center for Transportation and the Environment](#)) and **green power** (see [Green Power Market Development Group](#)).

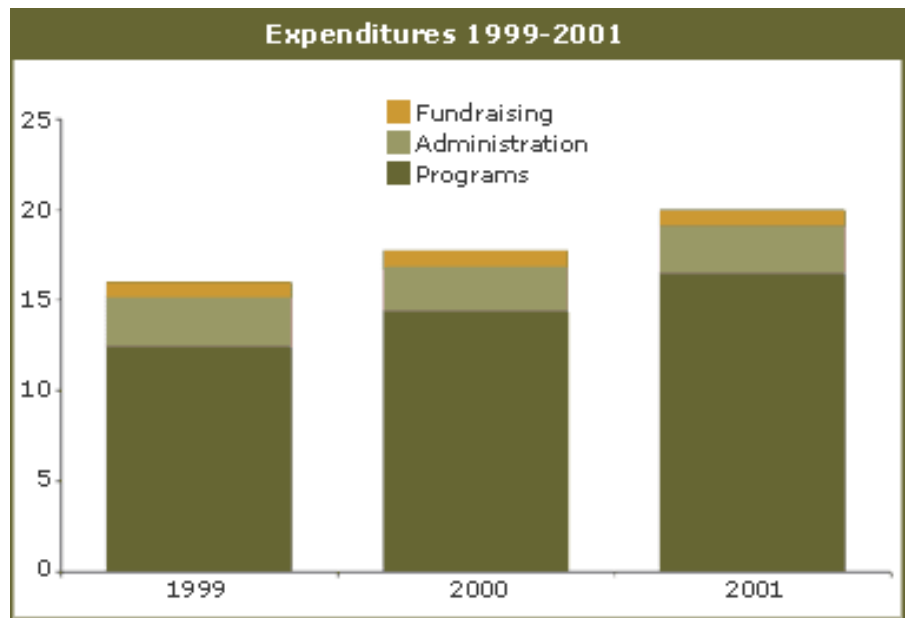
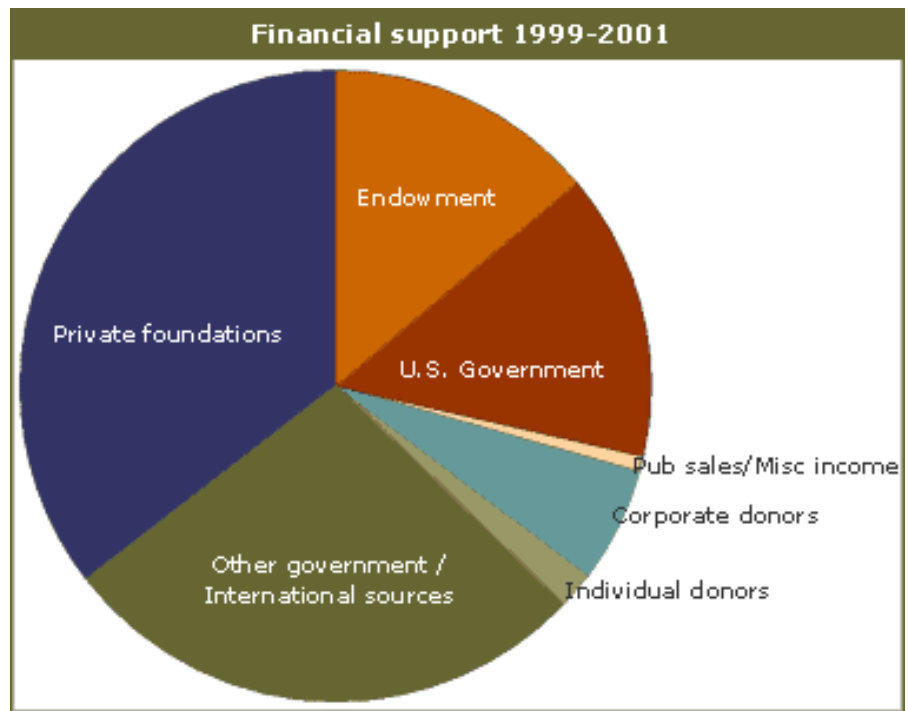
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World Resources Institute (WRI) welcomes companies to join our efforts by becoming a member of WRI's Corporate Council. WRI helps council members identify environmental trends relevant to their industry, leads discussions on current issues, and provides cutting-edge information on business ideas. Members receive the following benefits: WRI publications and briefings; access to WRI staff and Speakers Circuit; customized consultations on issues of sustainable business; access to *Pathways*, our knowledge base on sustainable business; complimentary registrations to the annual Sustainable Enterprises Summit and the corporate leadership dinner with WRI's president.

El Consejo Corporativo de WRI opera como un valioso foro de colaboración, consulta e intercambio de información. Invitamos al sector privado a identificar tendencias ambientales futuras, a aportar información nueva y novedosa y a liderar discusiones sobre temas de actualidad. Los miembros de nuestro Consejo Corporativo reciben todas nuestras publicaciones, son invitados a eventos especiales y sesiones informativas y tienen acceso directo a nuestro personal. Las siguientes corporaciones y fundaciones se han unido al Programa del Consejo Corporativo de WRI.


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