

# OUR SUCCESSES 2020

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## TACKLING THE DRIVERS OF DEFORESTATION

As deforestation in the Amazon continued to break records, we campaigned to stop products sold in the UK from fuelling the destruction. With the help of our supporters, we kept pressure on the UK government to add ambitious measures to its landmark Environment Bill. The government has committed to introduce laws that mean certain high-risk products imported to the UK can no longer be linked to illegal deforestation. We're continuing to push for stronger laws to ensure precious forests around the world are protected from all destruction, not just destruction classed as 'illegal' in the producer country.

## PROTECTING SCOTLAND'S PRECIOUS PEATLANDS

The future for Scotland's peatland habitats is looking up thanks to WWF Scotland, in partnership with RSPB Scotland and the Scottish Wildlife Trust. In August, we published our joint Nature Recovery Plan for Scotland, setting out 11 transformative actions as part of a green recovery from the pandemic – including restoring and protecting the country's degraded peatlands. The Scottish government has since agreed to ban heather-burning on peatlands and to take a longer-term approach to managing these vital carbon sinks – including phasing out the extraction and sale of peat for horticulture, and dedicating funds for their protection.



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## SECURING SUPPORT FOR NATURE'S RECOVERY

Our flagship *Living Planet Report 2020* revealed population sizes of mammals, birds, fish, amphibians and reptiles have fallen on average by 68% since 1970. In the report, we outlined the urgent action needed to put nature on the path to recovery within the next decade. A week later, at an event we organised jointly during the UN General Assembly, more than 70 countries endorsed a Leaders' Pledge for Nature promising to reverse nature loss by 2030 and to promote a green and just recovery from the pandemic. Among the pledges made, the UK government committed to protect 30% of our land by 2030.

© JOE FEEBERRY / SILVERBACK FILMS



## LAUNCHING A LIFE ON OUR PLANET

Our landmark film co-produced with Silverback Films, *David Attenborough: A Life On Our Planet*, launched on Netflix. The film inspired many to hold digital screenings and kickstart conversations in their communities around how to redress humanity's broken relationship with nature. We invited 500 passionate and influential young people from around the world to reflect on the film's messages at our virtual Changemakers' Convention. The event also included skills training workshops, panel discussions and online networking events – providing opportunities for young people to share ideas around how to shape the future of our planet.

## SUPPORTING WILDLIFE GUARDIANS IN EAST AFRICA

We launched our Land for Life UK Aid Match appeal, raising £4.76 million – including £2 million from the UK government – to support vital community efforts to help people and wildlife coexist and thrive in southern Kenya and northern Tanzania. Focusing on a vast area of community lands, the project aims to improve the wellbeing of more than 27,000 people while protecting wildlife such as elephants and lions. Through working closely with Maasai communities and other partners, the money raised will support sustainable farming practices and the development of nature-friendly business enterprises, and it will fund solutions to reduce human-wildlife conflict.



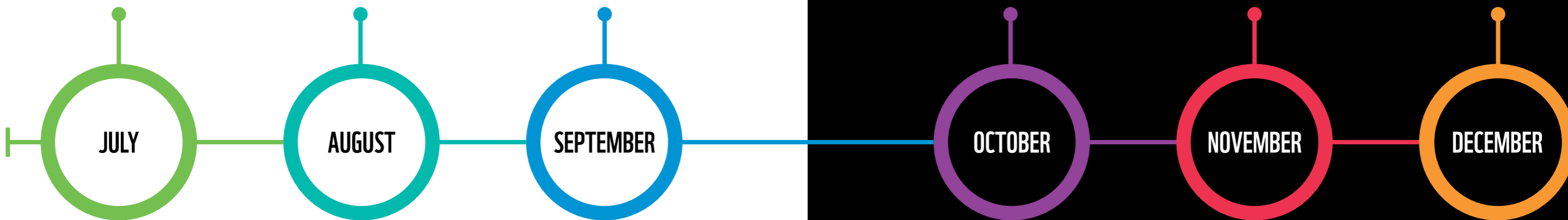
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## A YEAR WITHOUT POACHING IN KENYA

Not a single rhino was killed by poachers in Kenya during 2020 – for the first time in over 20 years. This success is a tribute to the work we've been doing with Kenya Wildlife Service and other partners to safeguard rhino populations – by helping supply vital equipment, including GPS systems, vehicles and cameras, and providing rangers and support teams on patrol with boots, rations and mosquito nets. In more good news – numbers of black rhinos in Kenya increased to 853 in 2020, having bounced back from as few as 350 in the mid-1980s.



**853** KENYA'S BLACK RHINO NUMBERS INCREASED TO 853 - UP FROM 350 IN THE 1980S

# OUR SUCCESSES 2021



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## HOPE FOR THE YANGTZE

The Chinese government announced a historic law to boost the health of the world's third-longest river, following years of work by WWF. The new Yangtze River Conservation Law takes a systematic approach to addressing many of the challenges facing the Yangtze. It includes a number of recommendations from our 2020 *Living Yangtze Report*, from restoring wetlands and reconnecting rivers and lakes, to managing sand mining and protecting flagship species – including the Yangtze finless porpoise.

## THE WILD IS CALLING

We launched our new podcast series, *Call of the Wild*, giving listeners an opportunity to dig deeper into the issues affecting our planet and how they can make a difference. In the series, actor and WWF ambassador Cel Spellman speaks to a diverse range of guests, including Sir David Attenborough, Poppy Okotcha, Steve Backshall and David Lindo on a range of topics such as climate change, single-use plastics and fast fashion. So far, the episodes have been listened to and downloaded almost 40,000 times.



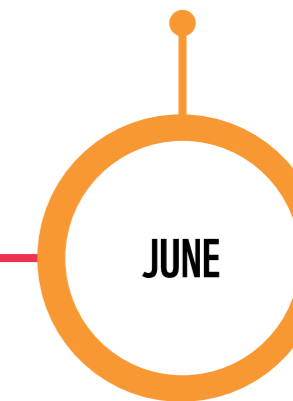
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## INSPIRING STREET ART FOR EARTH HOUR

A record-breaking 192 countries and territories marked the start of a vital decade for climate action by celebrating WWF's annual Earth Hour events on 27 March. In Wales, three buildings in Rhyl, Treorchy and Cardigan were transformed thanks to a poetry and street-art project with Literature Wales. We worked with local children to write poems about their hopes for a brighter future, and these were turned into beautiful murals by artist Bryce Davies of Peaceful Progress.



**>250,000** MORE THAN 250,000 PEOPLE TOOK PART IN OUR CAMPAIGN WITH SKY OCEAN RESCUE TO PROMOTE OCEAN RECOVERY



© LAND OF THE LEOPARD NATIONAL PARK

## BRINGING BACK THE BIG CATS

Russia's Land of the Leopard National Park turned nine in April. This vast protected area was created in 2012 to safeguard the core habitat of Amur leopards – probably the rarest big cat in the world – after years of campaigning by us and others. Since then, we've focused on helping protect the forests from illegal logging and fires and supporting work to protect the big cats and their prey from poaching. Our efforts are working – new research this year revealed that Amur leopards have tripled their range since the beginning of the century. Numbers of Amur tigers in the park have also tripled since its creation.

## CALLING FOR

## OCEAN RECOVERY

More than 250,000 people took part in our Ocean Hero campaign with Sky Ocean Rescue, which aimed to drive ocean recovery over the next decade. In May, we were outside Parliament highlighting how Ocean Heroes are taking action to support ocean recovery, including signing our petition and writing to their MP. The UK government has since announced a pilot scheme banning fishing and other damaging activities within five 'highly protected marine protected areas'. It's a much needed first step, but we still need further urgent action to help UK seas fully recover.



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## PUTTING UK NATURE AT THE HEART OF CLIMATE ACTION

We launched our flagship nature restoration project, Wild Ingleborough, in partnership with Natural England, Yorkshire Wildlife Trust, University of Leeds, United Bank of Carbon and the Woodland Trust. We're working with local landowners, farmers and communities to restore and reconnect 1,150 hectares of wildlife-friendly habitats, including broadleaf woodland, upland heaths and wildflower grasslands – supporting a greater diversity of birds, mammals and invertebrates. By restoring carbon-capturing peatlands and expanding native woodland, Ingleborough will provide a living example of how restoring nature at home can help tackle the climate emergency.