

WWF IN ACTION



For a future where people and nature thrive.

Scan to watch
our video!



HABITATS

We are protecting the natural environment, making sure governments, businesses and communities recognise its value. In UK, we collaborate with the local community to protect our seas, our rivers and our land.



WILDLIFE

With our programmes in areas such as East Africa, the Amazon rainforest, and the Arctic we are helping to protect some of the planet's most vulnerable species. With your help, we hope to look at a future brimming with life.



FOOD

We want to make sure the food in our shopping baskets is affordable, healthy and good for the environment, so our choices won't cost the Earth. That's why we collaborate with retailers and food brands to deliver a more sustainable food future.



PEOPLE

At WWF, we put people at the heart of our mission. We believe that Indigenous and local communities are vital partners in the restoration of nature. We strive to be supportive, inclusive and inspiring in our offices, missions, and in everything we do.



CLIMATE

We are aware that climate change poses the biggest threat to our future. We're demanding that the UK speeds up our transition to 100% renewable energy. We develop policy evidence and advocate policy solutions to decarbonise our energy use and scale up nature-based solutions.



FINANCE

We work with banks, pension funds and insurers on driving more sustainable investments. We are striving to build a new economy, one that is geared towards sustainable, nature-positive investment and job creation.

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