

A MESSAGE FROM OUR CHAIR

WWF supporters, colleagues and huge numbers of people from all parts of the world marched through Glasgow during the UN climate summit in November. Joining them, I felt all around me an energy and a passion for change that was truly inspiring. World leaders could have been left in no doubt about the strength of feeling that they must step up and take bold action to tackle the grave threats facing our world. It filled me with optimism.

Yet combined with that optimism, I also felt incredibly frustrated that there continue to be those who subvert the process of creating the brighter future so many of us strive for so deeply. Yes, COP26 ended with some promising progress. But honestly, not enough. Experts tell us there is still time to save ourselves from the worst effects of a warming planet. But the clock is ticking and we are fast running out of road.

I was struck by banners in the crowd saying:
‘if not now... when?’

We can't say we're unaware of the problems. This year has been another where we've seen regular warning signs that our world, and all of us who rely on it, are facing increasingly severe pressures. Such as the terrible drought in east Africa, where we've been on hand to provide some support. And the appalling floods putting more than a third of Pakistan under water. Closer to home, there have been droughts in Europe and record UK temperatures rising above 40°C, with a subsequent increase in wildfires. These have put both people and wildlife at great risk.

Such indications point to a desperately urgent need for vastly more concerted action to transform the current systems that are driving the climate and nature crisis. Particularly when it comes to food and finance. We'll only be able to restore threatened habitats and species if we do all we can to limit climate change and halt the destruction of nature by the food system. And it is only by restoring nature that we'll be able to achieve a net zero future.

These are the very problems our strategy sets out to tackle. We shared last year a refined strategy. It is designed to give the best chance of achieving by the end of the decade the huge steps needed to meet the triple challenge of feeding a growing population, tackling the climate crisis and restoring nature. During the year, we've put this refined strategy into operation. It has been encouraging to hear positive feedback from all stakeholders we engage with, confirming they appreciate its clarity of vision. And that they fully understand why we are focusing on the goals we have set out – especially where they take WWF far beyond our more familiar realm of wildlife and habitat conservation.

But the food, climate and nature messages in our strategy are yet to pervade as deeply as they need to. So, at WWF we must do even more to engage people with this vital work. And of course, another year on, the window of opportunity to deliver the necessary transformational change by 2030 has diminished yet further. As has the chance of seeing nature's vital signs improving by then. So, while being reassured our approach is the right one, we must strive even harder to deliver it and to press businesses and governments to act with greater urgency.

The UK government has many other challenges demanding attention – not least the cost of living crisis and the war in Ukraine and its wider impacts. Despite these, we need to see it stepping up its environmental commitments: more sustainable food and energy systems at home and abroad will make us more resilient to global shocks. Businesses continue to be active in making important promises, but we need to ensure their actions don't fall behind.

There are, however, plenty of reasons for hope. As you'll read in this annual report, we have achieved a great deal in the past 12 months, not least the breakthroughs during the UN climate summit. But we need to do more and at greater pace. For this, we need all the support we can get.

We hugely appreciate the incredible support we already have. Indeed, as inflation bites and food and fuel poverty become more widespread, it is all the more humbling to see so many people giving us their generous backing. We rely on this for all our successes. I would like to take this opportunity to thank each and every one of you who have supported us – whether financially, or by adding your voice to our campaigns or to promote our work. Thanks, too, to our much-valued corporate partners, every high-profile person who uses their influence to boost our work, and many more besides who share their expertise and enthusiasm. Your efforts never cease to inspire all of us at WWF.

Thanks also to my colleagues on the board of trustees for their support of the organisation and its good governance. I'm pleased to welcome four new trustees: David Barnes, a senior executive at Deloitte, who will take over as treasurer; Dr Rhian-Mari Thomas OBE, a green finance expert; Professor Jos Barlow, a leading expert in tropical forests; and Dr Jessica Omukuti who specialises in climate change adaptation and climate justice.

And I thank my colleagues at WWF for their unstinting resolve throughout another challenging year. As I witnessed at COP26, they are an impressive group who are dedicated to the task in hand.

With such ability and desire to rise to the many challenges, WWF is well-placed and ever more determined to do everything possible to bring our world back to life. Please join us in our mission.

Dave Lewis

“
**THERE ARE PLENTY OF REASONS
FOR HOPE. BUT WE NEED TO DO
MORE AND AT GREATER PACE.
FOR THIS, WE NEED ALL THE
SUPPORT WE CAN GET.**

A MESSAGE FROM OUR CHIEF EXECUTIVE

Over the past year we have all witnessed stark reminders of the scale and accelerating speed of the climate and nature crisis facing our world.

As our latest *Living Planet Report* shows, the many pressures humanity continues to place on our planet are putting nature under threat like never before. We're destroying our forests, polluting our rivers and oceans and causing devastating changes to the climate.

So, at the COP26 climate summit in Glasgow it was heartening to see an appetite for meaningful action for climate and nature. Our supporters helped us to reach every MP in the country through our We Won't Forget campaign, calling on them to keep the climate promises they've made. This widespread public backing ensured climate and nature climbed the agenda at a vital time.

Although the overall outcome of COP26 lacked the urgency and ambition we all so desperately need, it kept a narrow window open to limit warming to 1.5°C – and it was good to see the crucial role of nature in achieving that target formally recognised at long last. I'm proud of the role WWF played in making that happen.



Other important breakthroughs that WWF pressed for included the commitment announced by the then chancellor to make the UK the world's first net zero-aligned financial centre and an agreement, now supported by more than 140 countries, to reverse forest loss and land degradation by 2030.

For me, the most powerful voices at the event were from those directly feeling the impact of the crisis. I was fortunate to meet Txai Surui (pictured, right), an Indigenous activist from Brazil, who captured what was at stake very powerfully, saying: "I'm here to defend the Amazon not only for my people, not only for my territory, but for life itself."

But since COP, we've faced huge challenges including energy and food security, conflict in Ukraine, the cost of living crisis, and most recently a concerning direction of travel from the new government on protecting the environment.

This will be at our peril: without nature, there is no safe climate and there is no food security. Nature is fundamental to the health and prosperity of people and planet.

We know others support our urgent call for action. More than 246,000 new people gave us their backing during the year. With our many existing supporters and corporate partners, they helped us to raise more than £91 million, which enabled us to increase the amount we spent on our conservation work around the world by more than £7 million.

As you'll see in these pages, your support has led to some wonderful successes – such as an increase during the year of around 10% in the number of critically endangered black rhinos in Kenya, restoration of mangrove forests in Myanmar, and restoring koala habitat following the wildfires in Australia by planting tens of thousands of trees.

While we've achieved conservation successes, we've also had to focus increasingly on the causes of wildlife and habitat loss. And the single biggest driver behind this is the way we produce and consume food.

“

FOR ME, THE MOST POWERFUL VOICES AT COP26 WERE FROM THOSE DIRECTLY FEELING THE IMPACT OF THE CLIMATE CRISIS



We've been working with retailers like Tesco, Sainsbury's, Waitrose, M&S and Co-op to transform the impact of our shopping baskets and with our partner Aviva to push for net zero across the finance sector.

As we look to the future, we will continue to look for and promote innovative approaches to the biggest environmental threats to our amazing world. And we will continue to press politicians and business leaders both to be more ambitious and to deliver on the commitments they have made.

I am enormously grateful to the huge numbers of supporters who have given so much to our work this year. Whether through your time, your expertise and influence, your campaigning actions, or by contributing to us financially, your incredible generosity provides the lifeblood to WWF. All our successes are thanks to you.

We have an incredibly challenging few years ahead of us if we're to help save the planet. With your support, we can and must do everything possible to bring our world back to life.

Tanya Steele

An underwater photograph showing several seals swimming among green kelp. The scene is brightly lit from above, creating a blue and green color palette. The seals are in various positions, some swimming towards the camera and others away. The kelp has long, thin blades and round, bulbous floats.

OUR FOCUS

WE'RE WORKING TO BRING OUR WORLD BACK TO LIFE

© NATUREPL.COM / PASCAL KOBEH / WWF

Right now, our precious world needs our help like never before.

Nature is in freefall – from our iconic species to fragile coral reefs and the biodiversity that makes up the fabric of life on Earth. This tragic loss shows no signs of slowing.

WWF's *Living Planet Report* shows average population sizes of wildlife have declined by 69% since 1970 and our most precious landscapes such as the Amazon rainforest and the Arctic ice shelf are dangerously close to irreversible tipping points.

The last seven years were the seven warmest on record, globally, by a clear margin. Many places are experiencing more frequent extreme weather events, affecting people and nature with devastating consequences.

It's not just a faraway problem. We're seeing the effects on our own doorstep: the UK is in the bottom 10% of countries globally when it comes to the abundance of nature – and this year we experienced the hottest UK temperature on record.

At WWF, we want to halt the destruction of the natural world and make sure nature's vital signs are restored by 2030.

We are the first generation to know we are destroying our planet and the last one that can do anything about it. A world without nature is one that cannot sustain life. That's why we're working to protect and restore nature and tackle the underlying causes driving the decline of precious species and habitats – especially the food system and climate change.

There is hope. We have the solutions and we know that when given a chance nature can and does recover.

With immediate action, and by working together, we can stop the catastrophic loss of nature and bring our world back to life.

THE THREATS

Shockingly, the way we produce and consume food drives 60% of global nature loss – and around 37% of the world's land area is used for food production, leaving increasingly smaller areas of our shared home for wildlife to live in.

People and nature across the world are also experiencing the devastating impacts of climate change, which will increase substantially with every fraction of a degree of additional warming.

To ensure we hand future generations a stable, safe and thriving planet that can sustain all life on Earth, the science says we must address the climate crisis, transform the way we produce and consume food, and restore our rivers, seas and forests for the wildlife that live in them.

WHY WWF?

At WWF, we're working hard to stop the destruction of nature and help bring our world back to life.

We've been protecting nature's wonders for more than 60 years and our focus now is not just to *protect* our natural world, but to *restore* it.

We're working globally with communities, companies, governments, scientists and supporters who have the power to transform our world.

We're using scientific research, harnessing our global reach and influence, and – with the vital backing of our many supporters – working to make sure the natural world's vital signs are recovering by 2030. We'll do this in harmony with people and an unflinching respect for human rights.

Our strategy outlines the threat to our world and the links between food, climate and nature loss. We can only bring back nature if we fix the food system and halt climate change.

That is why we focus on:

- **averting dangerous climate change**
- **creating a sustainable food system**
- **restoring threatened habitats and species.**

We can bring endangered wildlife back from the brink of extinction. We can press the UK governments to deliver the promises they've made for the climate. And we can convince politicians and businesses to take action to reform the way we produce and consume food and reverse the loss of nature.

We can do all this thanks to our incredible supporters. Everything we do relies on their incredible generosity and their passion to act with us.

OUR VISION

Our vision is that by 2030 the natural world's vital signs will be improving and we'll have halted the loss of nature.

Until 2024, we're focusing on the goals outlined on the next pages to set us on the right track to meeting this vital target.