

WWF-UK STRATEGY

2021-24



FOR
YOUR
WORLD

WE'RE WWF AND WE'RE FIGHTING FOR YOUR WORLD

Right now, our planet is under threat like never before.

Nature is in freefall: we're destroying our forests, polluting our rivers and oceans, and causing devastating changes to the climate. WWF's *Living Planet Report* shows average population sizes of vertebrate wildlife have declined by 68% since 1970. We're also seeing the effects on our own doorstep: more than half of UK species have declined since 1970.

The fight for our world is now about much more than saving tigers, elephants and giant pandas – it's about survival for all of us, in our one shared home.

But there is hope.

At WWF we know the solutions already exist to turn things around for future generations – if we urgently scale-up our efforts.

The biggest driver behind the global loss of nature is the way we produce and consume food – and the natural world is increasingly threatened by climate change. The science says we must address the climate crisis, fix the food system and restore nature at the same time. So we must limit global warming to 1.5°C, transform the way we produce and consume food, and provide space for nature to recover.

WWF is uniquely well-placed to turn things around. We've been protecting nature's wonders for more than 60 years.

We're the only organisation making the links between food, climate and biodiversity loss, and our strategy focuses on tackling these threats in three key ways:

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

We have the scientific knowledge to help achieve this, thanks to ground-breaking research on conservation, climate and the need for reform of food and agriculture systems. And along with our expertise in conservation and advocacy, the global reach of the WWF network and the backing of our supporters, we can influence governments and businesses.

We need everyone – the public, businesses and governments in the UK and overseas – to act. Working together, we can put nature at the heart of all our decisions, and by 2030 we can achieve zero extinction of species and cut the loss of natural habitats to net zero. We can halve the footprint of production and consumption every decade. And by 2050 at the latest we can cut greenhouse gas emissions to net zero.

With our partners and amazing supporters we can help restore forests, rivers and oceans; we can bring endangered wildlife back from the brink of extinction. And we can wake up politicians and businesses to the reality of climate change and the loss of nature.

We're already seeing results, such as more than 80 global leaders committing to reverse nature loss by 2030 by signing the 'Leaders Pledge for Nature', and the UK government setting out plans to put 'green' at the heart of our economic recovery. As a result of programmes we support through the WWF network, we've seen the Chinese government amend its forestry law to ban all illegal timber from China's supply chains, the Indian government announce WWF-endorsed minimum standards for managing its tiger reserves, and the number of mountain gorillas increase in Uganda.

To achieve the ambitious impacts we need to have, we're striving to greatly increase support for our work. We're putting our supporters at the centre of all we do – to encourage them to act with us, because everything we do relies on their incredible generosity. We're also determined to make WWF the most effective and inclusive organisation possible, to give us the best opportunity to deliver our strategy. And we'll ensure our conservation successes are achieved in harmony with people and an unflinching respect for human rights.

Our vision is that by 2030 the natural world's vital signs will be improving and we'll have halted the loss of nature. You'll find more detail below about the areas we're focusing on until 2024 to set us on the right track to meeting this vital target.



AVERTING DANGEROUS CLIMATE CHANGE

WE'RE PUSHING THE UK FOR THE STRONGEST AMBITION AND MEASURES TO DECARBONISE, TO HELP TACKLE THE CLIMATE EMERGENCY.

- ▶ We're influencing the UK government's policies – and its vision for landscapes, food and farming – to ensure it's the first country to commit to a binding net zero emissions strategy and that it's on track to achieve this by halving emissions each decade.
- ▶ We're galvanising huge public demand for climate action. Through our campaigning, educational materials and citizen science, we're highlighting the impacts of the climate crisis on people and nature, and the global consequences of a changing climate.
- ▶ We're working with the finance and investment sector to strengthen incentives and support for actions that will align the sector with targets to keep to 1.5°C warming, including 'nature positive' contributions and carbon credits in food and agriculture investments.
- ▶ We're identifying and promoting nature-based solutions to the climate crisis, such as protection of 'blue carbon' sinks in UK and polar oceans, and we're advocating for laws to include carbon sequestration targets.

60%

WE'LL PRESS 60% OF FTSE 100 COMPANIES TO IMPLEMENT PLANS IN LINE WITH KEEPING THE WORLD TO 1.5°C OF WARMING





CREATING A SUSTAINABLE FOOD SYSTEM

WE'RE FIGHTING TO REFORM OUR FOOD SYSTEM, TO HALT NATURE LOSS AND ENSURE THE UK LEADS A GLOBAL TRANSFORMATION TO SUSTAINABLE PRODUCTION AND CONSUMPTION OF FOOD.

- ▶ We're working with UK retailers and other food providers to commit to ambitious targets to invest in nature's restoration and reduce the UK's animal feed footprint. Agriculture uses half the world's habitable land, 75% of it for livestock or feed for livestock.
- ▶ We're pressing for world-leading UK government policies to remove deforestation from our agricultural supply chains, alongside key food businesses and the finance sector, in line with 1.5°C climate targets.
- ▶ We're striving to make people more aware of the link between food, climate and nature – and using this awareness to call for policy changes that will help halve the environmental impact of food every decade.
- ▶ Once we have established exemplar UK policies, regulations and practical support, we'll work to promote sustainable food production and trade as the norm globally.

1.5°C

WE'LL WORK WITH MAJOR FOOD COMPANIES SO THEY MAKE 1.5°C PLEDGES AND DELIVER ON THEM

RESTORING THREATENED HABITATS AND SPECIES

WE'RE WORKING TO HALT THE LOSS OF HABITATS AND RESTORE NATURAL LIFE-SUPPORT SYSTEMS FOR PEOPLE AND SPECIES IN SOME OF THE WORLD'S MOST SPECIAL PLACES.

- ▶ We're securing and restoring wildlife habitat and increasing benefits to local people through large-scale landscape and seascape programmes – with a particular focus on the Amazon, east Africa, Asia and the UK. We're demonstrating ways to solve the climate and nature crisis while supporting communities and indigenous peoples to exercise their rights.
- ▶ We're delivering vital programmes to maintain or increase wild populations of key species in our priority areas – such as tigers, jaguars and other big cats, mountain gorillas and river dolphins – as well as working to close ivory markets, restore flows in polluted and fragmented rivers, and protect coral reefs.
- ▶ We're working with our partners in Brazil, China and India to address their national and international footprints, setting these economies on track to halve their footprint this decade.
- ▶ We're ensuring all the work we support and fund in the UK and internationally follows our principles and our people-centred approach, and that our partners closest to the point of delivery are equipped and resourced to take the lead.

5+

WE'LL CONSERVE AND RESTORE AT LEAST FIVE LARGE-SCALE THREATENED LANDSCAPES AND SEASCAPES, TO DEMONSTRATE SOLUTIONS TO THE NATURE CRISIS





GROWING SUPPORT

WE'RE GROWING SUPPORT FOR OUR WORK BY MAKING WWF AS WIDELY-KNOWN AS POSSIBLE - AND BY CREATING MORE OPPORTUNITIES FOR OUR SUPPORTERS TO BE INVOLVED IN WHAT WE DO; INSPIRING THEM TO ACT WITH US AND HAVE AN IMPACT ON OUR MISSION.

- ▶ We want to increase our supporter base by being more relevant, more urgent and more present in the lives of our audiences.
- ▶ We're building knowledge and understanding of the challenges and solutions that can help protect and restore nature. We're engaging the public in this work with a greater number of conservation projects in the UK as well as our work around the world.
- ▶ We're growing the reach, depth and value of our partnerships – including new ones in priority sectors such as finance and food – to transform business and politics and put restoring nature at the heart of daily life.
- ▶ We're developing our brand by broadening people's perception of what we do beyond wildlife conservation, to become a leading voice on the causes of, and solutions to, nature loss and climate change.

2 MILLION

WE'LL BUILD OUR SUPPORTER BASE TO TWO MILLION PEOPLE WHO ACT WITH US - INCLUDING 375,000 CITIZEN SCIENTISTS



WORKING FOR YOUR WORLD

WE'RE DETERMINED TO GET THE BASICS RIGHT, SO WE'RE THE MOST EFFECTIVE ORGANISATION POSSIBLE - TO HELP US ACHIEVE OUR STRATEGY AND DELIVER IMPACT FOR OUR SUPPORTERS.

- ▶ We'll create an organisation that's fit for the future, continuously improving our systems and processes with relevant, simple solutions.
- ▶ We'll deliver a Programme for Positive Change, setting the standard for diversity, equality and inclusion to ensure racism has no place at WWF-UK.
- ▶ We'll create a working environment, values and practices that attract, motivate and retain talented staff – and give all staff the greatest opportunity to develop.

50%

WE'LL HALVE OUR GENDER AND ETHNICITY PAY GAPS AS WE STRIVE TO BE INCLUSIVE, AGILE AND EFFECTIVE



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