A MESSAGE FROM OUR CHAIR

Reflecting on the last year, there is much to be proud of. For instance, vital landmark international agreements were reached, including the UN's Global Biodiversity Framework and Treaty of the High Seas, both with strong scientific input and advocacy from WWF-UK and across the WWF network. And in the UK, we shone a spotlight on nature and the threats it faces through the *Wild Isles* TV series and an accompanying campaign.

But at the same time it has been a year of challenge – marked by environmental, political and economic turmoil, compounded by the continuing war in Ukraine.

The UN's secretary general labelled climate change "out of control" and global average temperatures repeatedly broke records, with wildfires devastating people and nature in many corners of our world, and an appalling drought continuing in east Africa.

We released our latest *Living Planet Report*, which catalogues the effect the changing climate, habitat destruction and degradation and many other pressures are having on wildlife.

Against this backdrop of a climate and nature crisis, it is clearly no time for our leaders to waver in their commitment to tackle the problems with the urgency required. Yet in the UK, we experienced ongoing political instability with three prime ministers during the year and questions about government commitment to the climate and nature agenda. The economic climate has been tough for everyone to navigate too. With the cost of living crisis and inflation leading to rising costs, at WWF we have needed to make careful, regular adjustments to ensure we steward ever more wisely the funds we receive from our incredibly generous supporters.

Despite these many challenges, it is heartening to be able to set out in these pages the successes achieved thanks to the commitment and expertise of colleagues at WWF, along with that of our many partners.

It was notably thanks to partnerships that we were able to achieve the impact we managed with the *Wild Isles* TV series and to run a campaign to Save Our Wild Isles alongside it. We were proud to work with the BBC, and delighted to join forces with the RSPB and the National Trust to achieve more than any of us could have done alone. Through cooperation, and with the inspirational narration of WWF ambassador Sir David Attenborough, together we gained excellent reach and impressive engagement with the public through the series.

We aim to use that public engagement, including from the People's Assembly for Nature, to strengthen our call for nature to be put at the heart of all government and business decision making.

WE ARE ENSURING WE FIND THE MOST EFFECTIVE WAYS TO SPEND OUR SUPPORTERS' DONATIONS TO URGENTLY PROTECT AND RESTORE OUR NATURAL WORLD FOR PEOPLE AND WILDLIFE





Also, among the many other breakthroughs you can read about in this report, it has been encouraging to see progress through our work bringing together many big food retailers under our Retailers' Commitment For Nature, and our success in pressing for changes in the Financial Services and Markets Bill to include climate and nature as key considerations for regulating the financial sector.

As we approach the end of the three-year period covered by our current strategy, we are discussing where we can make the greatest impact in the next three years, ensuring we find the most effective ways to spend our supporters' donations and make the biggest positive difference to urgently protect and restore our natural world for people and wildlife. In a first for WWF-UK, we invited a 'challenger' group from outside WWF to help scrutinise and guide the development of our new strategy. I am grateful to them for the expertise and thoughts they shared, which have contributed to even stronger governance of this process. I am thankful too, to the board of trustees for the expertise, ongoing support and good governance they provide to the organisation. A small number of them joined me and members of our executive group as we visited two very different priority areas for WWF – Norfolk and Brazil. In both locations, we gained valuable first-hand insight into the challenges people and nature are facing and the work WWF is doing to address them. We were able to exchange important learnings with colleagues and partners.

And I thank my colleagues at WWF for their unstinting resolve throughout another challenging year – especially as we have needed to make painful decisions to achieve essential cost savings. Our staff are a dedicated group, with such ability and desire to rise to the many and increasing threats our fragile world faces. With their commitment, WWF remains well-placed to do everything possible in our urgent mission to bring our world back to life.

Dave Lewis

A MESSAGE FROM OUR CHIEF EXECUTIVE

Our precious planet has given us countless warning signs this year that it is in grave danger of irreversibly passing dangerous thresholds. Wildfires, droughts and floods are increasing in severity and frequency as the world registers ever higher temperature records.

Meanwhile, as we outline in our latest *Living Planet Report*, humanity continues to destroy forests and pollute rivers and oceans with devastating consequences for people and nature: average global wildlife populations have fallen by 69% since 1970.

We need to stop destroying our planet and start restoring it.

But instead, despite the huge potential from transitioning the UK's economy to one that is net zero and supports the recovery of nature – for businesses as well as for household energy costs – we have seen a worrying delay and softening of commitments from the UK government and in some cases a reversal of polices to protect our environment.

And, internationally, following the optimism of the UN climate summit in Glasgow, the gathering in Egypt last November was disappointing and saw very little agreed.

As you would expect, despite these challenges, we have used every ounce of our influence and scientific knowhow to keep the existential threats from climate change and nature's decline on the agenda, internationally and domestically. And we can still report important successes as a result. As part of WWF's delegation in Canada at the UN Kunming-Montreal Biodiversity Conference, I was proud to see our science and advocacy helping convince negotiators from across the world that the urgent mission to reverse nature loss is still achievable. Our input on this point came at a critical moment when ambition and belief in setting nature back on course was draining from the proceedings. WWF played a fundamental role in achieving the positive final outcome, which saw nations commit to a global mission for nature – the Global Biodiversity Framework – which is similar in ambition to the UN climate agreement.

Closer to home, we were part of a strong campaign, #AttackOnNature, to remind the new UK government that promises on nature must be kept. Our influence helped to steer back on track the important Environmental Land Management schemes, which support the role of UK farmers in restoring nature, when the Truss government seemed ready to jettison them.

This year we also witnessed the impact of our conservation work with some really encouraging news for iconic species and places across the world.

We supported work that has led to an increase of wild tigers in both India and Nepal. In Nepal, numbers have more than doubled since 2009 and in India they have risen by more than 600 since 2018.

I WAS PROUD TO SEE OUR SCIENCE AND ADVOCACY HELPING CONVINCE NEGOTIATORS FROM ACROSS THE WORLD THAT THE URGENT MISSION TO REVERSE NATURE LOSS IS STILL ACHIEVABLE





And after decades of decline, the latest survey in China showed Yangtze finless porpoise numbers have risen by 23%, thanks in part to support from our partnership with HSBC and work with our colleagues in China. The improved status of these species also suggests other wildlife in these regions will be showing signs of recovery. These are small but welcome examples of what is possible.

I am also grateful for the ongoing work of our citizen scientists, 28,000 of whom helped us study trends in Atlantic walrus population numbers across the Arctic by searching for them in satellite imagery of the coastline.

On a visit to Malaysia, where forest loss was very evident, I was encouraged to see how farmers in Sabah, Borneo, are working collectively to gain sustainable palm oil accreditation and improve workers' rights. There is growing recognition too of the importance of the nation's wildlife, including orangutans, which we're supporting through innovative counting of their nests in the tree canopy.

And in the UK, it was rewarding to see the return of seagrass where we have expanded our restoration programme – with new projects in England, Scotland and Wales. Seagrass has huge potential to help tackle climate change and to improve water quality, as well as being an important habitat for wildlife. An undoubted highlight of our work this year was our involvement in the landmark BBC series *Wild Isles*. The series, presented by WWF ambassador Sir David Attenborough and co-produced by us and the RSPB, attracted more than 10 million viewers per episode. It enabled us to inspire huge audiences about the incredible nature on our doorstep in the UK, and the need to protect and restore it – much as we did when the *Our Planet* series took a global view in 2019.

The response to the series, and to the campaign and the People's Assembly for Nature we launched alongside it with the National Trust and the RSPB, has shown how strongly people care about nature and how they are willing to act for it too.

And that is so true of all our wonderful supporters and partners, whose generosity we appreciate ever more as we find ourselves in such economically challenging times. Together, you have enabled us to raise $\pounds 94$ million this year, with more than 220,000 new people joining our existing family of valued supporters. I am enormously grateful to each of you who have given us so much through your time, expertise, campaigning actions and your donations.

Thank you. Your amazing support inspires everything we do.

Tanya Steele

OUR FOCUS

WE'RE WORKING URGENTLY TO BRING OUR WORLD BACK TO LIFE

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. WWF's *Living Planet Report* shows global wildlife population sizes have declined by 69% on average since 1970. This tragic loss shows no signs of slowing.

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 a quarter of our mammals are now at risk of extinction.

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. Humankind's impact on the climate is causing more frequent extreme weather events: in 2022, 28 countries including the UK experienced their hottest year on record, and scientists predict there's now a 66% chance we'll pass the 1.5°C global warming threshold in the next five years.

We're the first generation to know we are destroying our planet and the last one that can do anything about it. At WWF, we want to halt the destruction of the natural world and make sure nature's vital signs are restored by 2030.

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.

There are solutions and there is hope. 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.

With immediate action, and by working together, we can stop the catastrophic loss of nature.

WHY WWF?

We're working tirelessly with communities, governments, scientists, supporters and business leaders to stop the destruction of nature, secure a safer climate and 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 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 the incredible generosity and passion of our supporters.

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.