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WE PUBLISHED A FIRST REPORT ON RETAILERS' YEARLY PROGRESS TOWARDS OUR AMBITION TO HALVE THE ENVIRONMENTAL IMPACT OF UK SHOPPING BASKETS BY 2030. IT INCLUDES CLEAR BENCHMARKS FOR FUTURE PROGRESS

2022-23 TARGET

We'll work with financiers to influence the development of a standard for transition plans that incentivises achieving a net-zero, regenerative agriculture sector in the UK.

The UK's food and agriculture sectors account for more than a fifth of our domestic emissions and offer huge potential to reverse nature loss. That's why at WWF we're pressing for robust and credible plans for businesses and financial institutions in these sectors to transition to a future that is net zero and supports the recovery of nature.

We want the UK government to introduce a transition plan gold standard for the food and agriculture sector that draws on the best practices we've developed from working with agricultural financiers and food retailers. We've made good progress in this regard during the past year.

We and Tesco were co-chairs of the UK government's Transition Plan Food Sector Taskforce, which developed more detailed guidance on the food sector transition plans that will be required of companies under the government's commitment on mandatory transition plan disclosure.

We also developed a groundbreaking new partnership with NatWest, which is one of the main lenders to the agriculture sector in the UK, to support a sustainable transition for UK farmers. The partnership is developing ways to help finance and support farmers to transition to regenerative farming. This year we worked with large agriculture-sector businesses, policymakers and industry groups to start to build a shared vision for change. We convened diverse stakeholder groups to build alignment on a common agenda.

By working alongside Tesco and financial institutions like NatWest, we've been able to demonstrate how private finance can drive a transition in the UK food and farming sector so it becomes net zero and supports the recovery of nature, when that is supported by a strong environmental land management and public subsidy regime.

2022-23 TARGET

We'll release a report on retailers' progress against WWF's Retailers' Commitment for Nature and identifying key areas of action for 2023. We'll continue to make progress on deforestation, climate and agriculture outcomes by convening businesses.

Transforming the global food system is key to tackling both the climate crisis and catastrophic nature loss. The food we consume in the UK has a substantial environmental impact, both in the UK and overseas. That's why at WWF we're working with UK food retailers to help ensure they play their pivotal role in reducing those impacts.

In November 2022, we published *What's in Store for the Planet*, a first report on retailers' yearly progress towards our 'WWF Basket' ambition to halve the environmental impact of UK shopping baskets by 2030. The report is based on data we received from nine UK food retailers, which represent 80% of the UK market share, and includes some clear benchmarks for future progress and next step recommendations for UK retailers and the government.

We continued to work closely with six leading UK retailers that have pledged to take action for nature and work with us towards our ambition of halving the impact of UK shopping baskets by 2030, through WWF's Retailers' Commitment for Nature. The signatories are Co-op, Marks and Spencer, Sainsbury's, Tesco, Waitrose and, since March, Lidl GB – the first internationally headquartered retailer to support the initiative.

The group has committed to collaborate and focus on key areas of priority for change, which include climate, deforestation and conversion, and agriculture. A notable output is the new Climate Action element of the Retailers' Commitment, which we developed in collaboration with the climate NGO WRAP. This comprises a new set of actions asking 50% of our signatories' suppliers to support reductions in emissions associated with purchased goods (known as Scope 3 emissions), as well as supporting suppliers to decarbonise. The six retailers working with WWF and WRAP have also agreed to a revised set of leading actions that will support the delivery of WRAP's Courtauld Water Roadmap.

2022-23 TARGET

We'll deliver our Land of Plenty pathway targets: a decarbonisation strategy for agriculture and land use, nitrogen budgets and take-up of Environmental Land Management schemes (with equivalent progress in Scotland and Wales).

The way we farm and use land remains vital for achieving our goals of tackling climate change, restoring nature and meeting the needs of people, but current reductions in emissions from UK agriculture are not on track to meet climate targets.

So this year we built on our Land of Plenty work, through which we aim to help support farmers to take up more nature and climate-friendly ways of farming. In October, we led the response to threats from Liz Truss's government to abandon the Environmental Land Management schemes. This was a critical intervention from WWF as the schemes are the main way farmers will be paid in England to deliver benefits for climate and nature. We mobilised more than 50 businesses, banks, farmers and NGOs to help show why the schemes should be boosted, not binned. And we won! The government announced more support, not less, for the schemes.

In addition, we continued our work to highlight the impacts of the overuse of nitrogen: around half the nitrogen used in the UK ends up in rivers or the atmosphere. Thanks to WWF and other organisations, the new Global Biodiversity Framework introduced a target to halve nutrient waste by 2030. In the UK, this will need strong action to reduce pollution from farming.

We also pushed for strong climate and nature components in both the Wales and Scotland Agriculture Bills. In Wales we were the key organisation pushing for amendments to strengthen the bill, and we led the support for change through email actions, a first of its kind opinion poll of rural Wales, and a joint open letter from more than 50 organisations. We were pleased the Welsh bill includes many of our asks; WWF Cymru was specifically invited to redraft the bill's explanatory memorandum to link explicitly to the new Global Biodiversity Framework. In Scotland we ran an e-action campaign, engaged ministers and responded to consultations on the equivalent bill. We also developed case studies with nature-friendly farmers.

2022-23 TARGET

We'll encourage one million UK citizens to take an active role as consumers in a shift towards more sustainable diets. We'll also increase public awareness of the impact of food on global climate goals and Sustainable Development Goals, reaching 10 million UK citizens.

The way we produce and consume food is driving climate change and nature loss, polluting waterways, depleting soils and undermining food and nutrition security. We need to shift our diets if we're to meet our climate and nature targets.

The cost of living crisis is adding yet more pressure to people's food choices. Enabling and encouraging shifts to healthy, affordable and sustainable diets has never been more important.

That's why this year we ramped up our work on Eat4Change – a campaign through which we've offered tips and encouraged people to take up challenges to cut down on food waste, grow their own food, or reduce their meat and dairy consumption. These food challenges featured on our MyFootprint app and social channels.

Eat4Change's sustainable food tips guide, Bring Change to the Table, featured in media outlets like Country Living magazine and The Know. Our message succeeded particularly on social media, with informative Instagram and TikTok content with food tips, influencer collaborations with celebrity chefs such as Gizzi Erskine and Nisha Katona, and as part of an action people could take for Earth Hour.

As a result of a wealth of actions, including strong uptake of the food challenges on WWF's MyFootprint app, we encouraged 1.1 million people to make a shift towards more sustainable diets. We also achieved a substantial increase in public awareness, exceeding our targets, with 11.2 million people becoming informed about the connections between food, nature and climate - and the importance of fixing the food system.



WE MOBILISED MORE THAN 50 BUSINESSES, BANKS, FARMERS AND NGOS TO HELP SHOW WHY ENVIRONMENTAL LAND MANAGEMENT SCHEMES SHOULD BE BOOSTED, NOT BINNED. AND WE WON!

