

5 YEARS WILD ISLES, CO-PRODUCED BY US AND THE RSPB, WAS THE MOST-WATCHED FACTUAL TV SERIES ON THE BBC IN THE LAST FIVE YEARS

2022-23 TARGET

We'll raise our visibility and relevance among our supporters and the public, notably through a landmark BBC series, *Wild Isles*, as well as launching integrated engagement moments to showcase our organisation as a leading voice on nature and climate change.

Wild Isles, a landmark five-part UK nature series presented by WWF ambassador Sir David Attenborough, made by Silverback Films and co-produced by us and the RSPB, aired on BBC One in March. It was the most-watched factual TV series on the BBC in the last five years and celebrated the UK's grasslands, woodlands, fresh water and seas – offering a message of hope as well as highlighting the crisis facing our nature.

We commissioned a complementary documentary – *Saving Our Wild Isles* – which shared stories of remarkable people in the UK who are working to bring nature back to life. We also produced films for business audiences, showing how by putting nature at the heart of their decision-making they can become part of the solution. This resulted in more than 200 screenings to key businesses.

Together with the RSPB and the National Trust, we launched Save Our Wild Isles, a first of its kind campaign to inspire public action for nature and create pressure on business leaders and politicians to act. This achieved extensive media coverage and included a parliamentary event where we were able to secure cross-party support for nature action.

We also launched a brand campaign — Bringing Our World Back To Life — which aimed to increase public understanding that we work to restore the natural world. A key element was our TV ad, 'Race back to life', which reached more than 27 million people across the UK. It had a very positive effect on our Christmas fundraising: during the weeks when the ad was airing on TV, we achieved an average increase of 112% in membership, adoption and donations. Its appearance on ITV primetime in particular drove a strong uplift. The brand campaign also boosted prompted awareness of WWF by 4% compared to the same period in the previous year, and led to more people recognising WWF's work to address climate change and deforestation, and to restore nature.

2022-23 TARGET

We'll aim to raise more than £97 million in income to support our work and create more opportunities for people to take action, to increase our active supporter base to 1.8 million.

With the continued generosity of our supporters during a very challenging economic climate, this year our income increased to £94 million – 3.3% more than last year. We secured more public sector partnerships grants, generating £3.8 million. And we are incredibly grateful to our generous supporters who leave us a gift in their will: such donations increased by £2 million this year. However, we didn't reach our ambitious target of £97 million, largely because of the cost of living crisis.

Despite an increase in our income and more than 220,000 new people supporting us, our total two-year active supporter base has reduced to 1.34 million. But numbers of new people supporting us through our adoption and membership products during the Christmas period remained strong, at 58,000.

Together, we engaged more than three million people through the Save Our Wild Isles campaign, which has resulted in 120,000 actions so far. The campaign was bolstered by the launch of the People's Plan for Nature – the result of the UK's first ever national People's Assembly for Nature. Thousands of people inputted into the plan, together with 103 assembly members from all walks of life. The assembly deliberated over four weekends to find common ground on the actions needed to save nature. Some 40,000 people backed the plan; more than 20,000 wrote to their MPs calling on them to support the recommendations. This work was possible thanks to financial support from Esmée Fairbairn and the Samworth Foundation.

We also held a 'Wild Weekender', which inspired 26,000 people (85% of whom were new to WWF) to join events including a web livestream with advice and demonstrations from experts including WWF scientists on how to create thriving habitats for their local nature.

And thanks to our partnership with Aviva, we and the RSPB launched the Saving Our Wild Isles Community Fund, making £1 million available to support community groups and people from all backgrounds and abilities to connect with nature and help restore it.

We launched Great Wild Walks, a new fundraising initiative for friends and families to take action for the places they love by walking a five or 10-mile route. Our inaugural two events were in Delamere and Epping forests.

2022-23 TARGET

We'll develop our existing strategic partnerships and launch a major new one, focusing on our work in the UK, as well as other mid-size partnerships.

Our corporate partnerships help us extend the reach, scale and impact of our work. We challenge and work with global businesses to achieve a world that is carbon neutral and supports the recovery of nature.

This year, our partnership with Aviva strongly supported our success in influencing the UK government and the finance sector on their net-zero transition plans through the publication of several position papers.

With Sky, we ran a Force for Nature campaign to raise awareness of the vital role UK nature plays in the fight against climate change. The campaign and its messages prompted more than 100,000 people to sign up to hear more about our work.

Our Climate Solutions partnership with HSBC and the World Resources Institute continued to help support the transition to a net-zero global economy that protects and restores nature. Work this year included mobilising businesses on green energy in Asia and supporting 229 smallholders in Malaysia to achieve sustainable palm oil certification.

In the last full year of our partnership with Tesco, we continued to drive action and thought leadership to support the changes needed to halve the environmental footprint of the average UK shopping basket. This included addressing food loss at UK farms and supporting innovations in the supply chain. We won partnership of the year at the Reuters Responsible Business Awards and were recognised as the most admired partnership in the corporate-NGO partnerships barometer.

And we continued to deliver our global partnership with Reckitt, supporting vital freshwater ecosystems in India and Brazil, and inspiring millions of consumers to act for our planet through our brand partnerships with Finish and Air Wick.

Major new partnerships we launched this year included work with John Lewis Partnership focusing on nature restoration in two key sourcing regions of the UK and India. Our new partnership with Vodafone is focusing on using technology to help overcome sustainability and conservation challenges. And our collaboration with NatWest will demonstrate ways private finance can accelerate a sustainable transition of the UK's food and agricultural system. We also renewed our relationship with Scottish Power to champion low-carbon energy solutions and call for ambitious climate action from the UK government.

