

# OUR SUCCESSES

## 2022



© DFFSC / WWF-Nepal

### CELEBRATING A LEAP IN WILD TIGER NUMBERS

Nepal's wild tiger population has almost tripled since 2009. According to the results of a national survey we supported, numbers of these iconic big cats in Nepal have risen from estimates of 121 to 355. This heartening increase is thanks to strong support and action by local communities living near tigers, and many years of commitment and effort from the government, WWF and others. An assessment indicated global wild tiger numbers have also risen, from as few as 3,200 in 2009 to around 4,500. However, these gains are fragile and tigers remain the world's most threatened big cat species.

### PUTTING CLIMATE AND NATURE AT THE HEART OF AGRICULTURE

We launched and led a successful campaign to help put the climate and nature emergencies at the core of the new Agriculture (Wales) Bill. Through a survey of rural Wales, an open letter signed by more than 50 organisations, a petition and more, WWF Cymru's Land of Our Future/Gwlad Ein Dyfodol campaign advocated for agroecology to be central to the bill – putting farmers, food producers and citizens at the heart of solutions. The final wording of the 2023 bill included WWF text recognising agriculture's importance in meeting the UN's new Global Biodiversity Framework targets.



© David Bébber / WWF-UK



© Involve / Jemima Stubbs

### CONVENING THE PEOPLE'S ASSEMBLY FOR NATURE

Together with the National Trust and the RSPB, we convened the UK's first national People's Assembly for Nature. We brought together more than 100 people from all walks of life who deliberated over thousands of ideas submitted by the public to help protect the natural world. The independent assembly members found common ground and developed a pioneering People's Plan for Nature, which sets out the most important actions the UK's governments, businesses, charities, farmers and communities must take to protect and restore nature and change how we value the environment. Their recommendations have strengthened our call for politicians and business leaders to act.



© Paul Robinson

### HIGHLIGHTING A STARK OUTLOOK FOR NATURE

We published our *Living Planet Report*, which highlighted a stark outlook for nature, with findings that average global wildlife population sizes have plummeted by a shocking 69% since 1970. By analysing trends in global biodiversity, our landmark report reveals a staggering rate of decline in the health of our planet. It provides a severe warning that the world's rich biodiversity is in crisis, putting every species at risk – including us. We used the report to support our call on leaders at the UN Convention on Biological Diversity summit (COP15) to take decisive action and deliver science-based solutions to help reverse nature loss by 2030.

### RAISING FUNDS FOR TOMORROW'S TIGERS

For the finale of our Tomorrow's Tigers art project, we held a selling exhibition of specially commissioned tiger-themed art rugs designed by 12 renowned artists including Peter Doig and Ai Weiwei. The project was devised and curated by Artwise Curators in partnership with WWF, Sotheby's and Christopher Farr, and was inspired by ancient Tibetan prayer mats. Since 2019 the project has raised more than £1 million. All profits from the sale of the rugs are supporting vital conservation projects, helping us to secure a viable future for wild tigers.



© Thierry Bal



© Shutterstock / Rich Carey / WWF-Sweden

### AGREEING A LANDMARK DEAL FOR NATURE

Some 196 governments agreed a landmark deal to halt and reverse the loss of nature by the end of the decade. The agreement was reached at the UN Convention on Biological Diversity COP15 summit in Montreal. Our science and advocacy played a fundamental role in achieving the final outcome, which saw nations commit to a global deal for nature and people – the Global Biodiversity Framework – which is similar in ambition to the UN Paris climate agreement. It addresses the drivers of nature loss, and aims to conserve at least 30% of all land, sea and fresh water in ways that uphold the rights of Indigenous peoples.

4,500

A GLOBAL ASSESSMENT INDICATED WILD TIGER NUMBERS HAVE RISEN FROM AS FEW AS 3,200 IN 2009 TO AROUND 4,500

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

# OUR SUCCESSES

## 2023



© Emmanuel Rondeau / WWF-UK

### SEARCHING FOR WALRUSES FROM SPACE

We launched the second phase of our Walrus from Space citizen science project at the Arctic Basecamp event during the World Economic Forum in Davos. More than 28,000 people from at least 68 countries have engaged with us so far in the search for Atlantic walrus in satellite imagery of the Arctic coastline. Scientists from WWF and the British Antarctic Survey also went on an Arctic expedition in July to validate the accuracy of the methodology. The project's findings will help us understand trends in walrus population numbers to inform conservation as their Arctic habitat rapidly changes.

### WELCOMING OUR NEW YOUTH AMBASSADORS

For the first time, we invited young people to an open recruitment to become WWF-UK Youth Ambassadors, and were delighted to welcome 12 volunteers, aged 13-17. They come from every nation across the UK, and from diverse backgrounds. For the next three years, they'll be working alongside WWF staff to create impactful projects, campaigns and events to inspire other young people. In addition, they'll be working with us to review our organisational strategy, identify new partnerships and help ensure every young person can play their part and use their voice in helping bring our world back to life.



© David Babber / WWF-UK



© Andrew Parkinson / WWF-UK

### CELEBRATING OUR WILD ISLES

We celebrated the launch of *Wild Isles*, a landmark BBC One series presented by our ambassador Sir David Attenborough, made by Silverback Films and co-produced by us and the RSPB. The series, which attracted more than 10 million viewers per episode, used scientific evidence from us and the RSPB to explore and celebrate the UK's grasslands, woodlands, fresh water and seas. It offered a message of hope as well as highlighting the crisis facing our nature. Our accompanying Save Our Wild Isles campaign, with the National Trust and the RSPB, encouraged everyone to play a part in protecting and restoring our precious isles.

## >10 MILLION

WILD ISLES, CO-PRODUCED BY US AND THE RSPB, ATTRACTED MORE THAN 10 MILLION VIEWERS PER EPISODE



© WWF-UK

### REIMAGINING UK LANDSCAPES OF THE FUTURE

We created an innovative exhibition in the run-up to Earth Day, showcasing AI-generated paintings in the style of classic British painters, imagining how they would have documented the future of our nation's landscapes if they were here to witness them. Our activation appeared on the Piccadilly Lights digital ad space in London. A real-world gallery exhibition also ran for four days, complemented by a two-month online exhibition. They highlighted the plight of nature in our wild isles, and strengthened the public's awareness of WWF's work in the UK to help bring our world back to life.

### RECORDING NEW SPECIES IN THE GREATER MEKONG

An incredible 380 new species have been newly recorded in the Greater Mekong region in south-east Asia, one of the globe's biodiversity hotspots. The extraordinary findings include a colour-changing lizard, a thick-thumbed bat, a poisonous snake named after a Chinese goddess, an orchid that looks like one of the Muppets, and a tree frog with skin that resembles thick moss. A new WWF report documents the work of hundreds of scientists from universities, conservation organisations and research institutes around the world who made the remarkable findings in Cambodia, Laos, Myanmar, Thailand and Vietnam over a period of two years.



© Henrik Bringsoe



© Maverick Photo Agency

### SEEDING HOPE IN THE FORTH

As part of Restoration Forth, WWF Scotland and our partners and volunteers from the local community planted 25,000 seeds to restore seagrass meadows in the Firth of Forth. New shoots were already growing and being used as a nursery ground by flatfish just three months later. Seagrass is an unsung hero of our oceans: it has huge potential to help tackle climate change and to improve water quality and enhance biodiversity. Our restoration project is also returning native oysters to this area. By next year, the project will have restored four hectares of seagrass and 30,000 native oysters.

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE