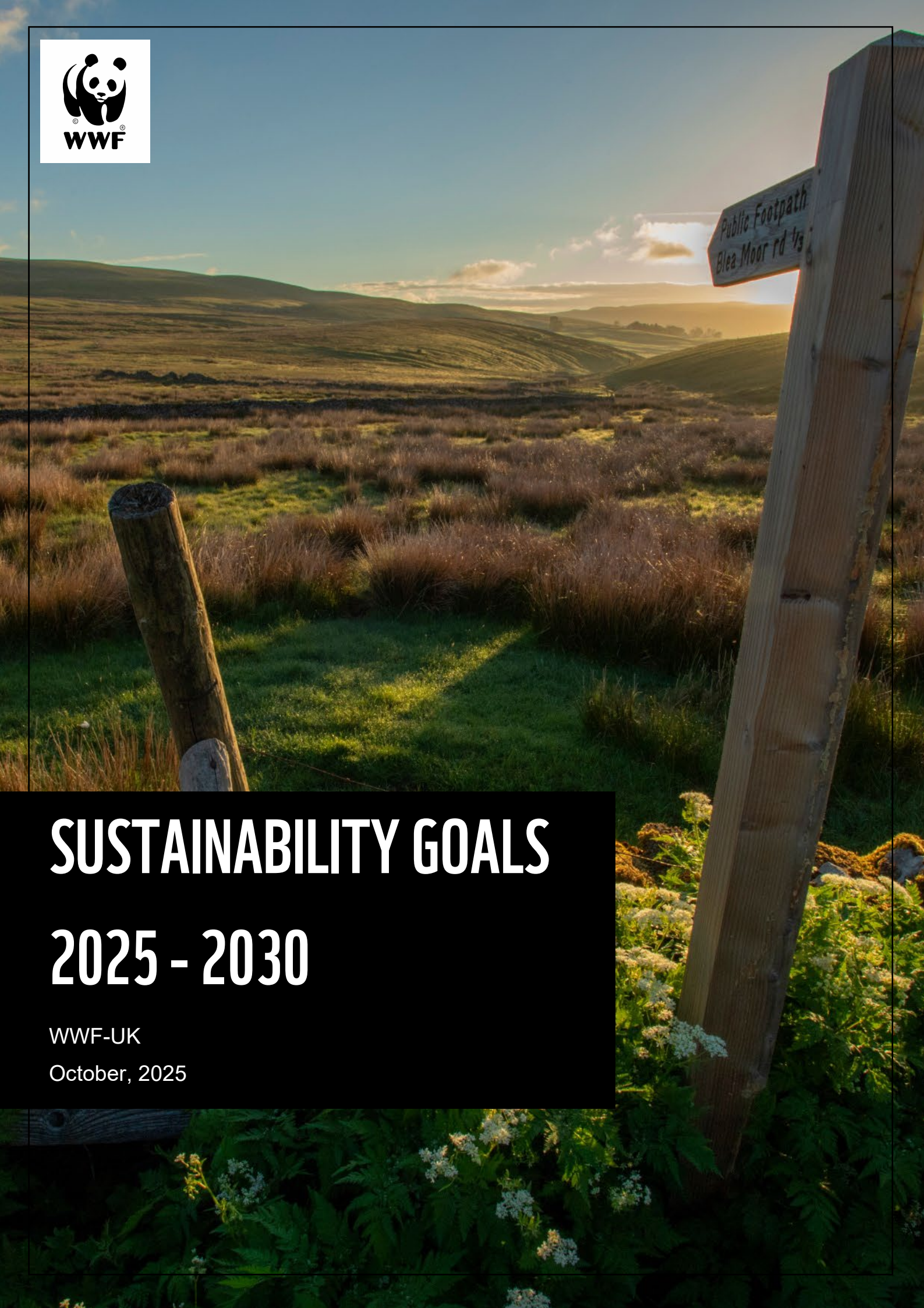

SUSTAINABILITY GOALS 2025 - 2030

WWF-UK

October, 2025

WWF-UK SUSTAINABILITY GOALS TO 2030

In this publication we outline our strategy for managing our sustainability impacts. We list the objectives and targets we've set ourselves to 2030. Our performance is published annually in our Sustainability Report.

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ABOUT OUR SUSTAINABILITY TARGETS

Our mission is to create a world where people and wildlife can thrive together. We know that as we work to achieve our mission, our business has an impact on the environment. We recognise the importance of 'walking the talk'. Our responsibility does not end with influencing others to safeguard the natural world through their key decisions – we must also play our part, reducing our own impacts as well as inspiring others to do the same.

Our Environmental Management System (EMS) provides a framework for managing and reducing our impacts. We've been certified to the ISO 14001 Environmental Management System standard since 2008. Through this framework we identify the main areas of our operations that have an environmental impact. They are: business travel, energy consumption, working from home, waste production, single-use plastic, water use, and the procurement of goods and services. Our environmental policy states our commitment to measuring our negative impacts and striving to reduce them.

We know that environmental impacts do not happen in isolation, they also come with social and economic impacts too. We include social and economic considerations in our EMS and ensure that our development as an organisation is sustainable, in-line with the UN Sustainable Development Goals (SDGs). The SDGs recognise that "ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests".

OUR KEY ACHIEVEMENTS

1989	We create our first environmental policy and establish our EMS
1991	We first publish our environmental performance in our annual report
2000	We publish our first annual Environmental Report
2008	Our EMS is certified to the ISO 14001 standard
2013	We move the WWF-UK HQ to a new building, the Living Planet Centre
2014	The Living Planet Centre achieves a BREEAM rating of 'Outstanding'
2019	We receive the CIPS Ethical Procurement Award for our Facilities Management tender
2020	We publish a standalone Single-use Plastic Report
2022	We publish our first Sustainability Report

The Living Planet Centre © Ben Blossom

We have a number of offices around the UK, each is listed in the table below, highlighting what we are able to measure at each office:

	Office area (m^2)	Business travel	Commuting	Electricity	Waste	Water	Gas	Paper and timber purchasing
Living Planet Centre, Surrey (from October 2013)	3,675	✓	✓	✓	✓	✓	No gas supply to building	✓
Edinburgh, Scotland (from March 2024)	94	✓	✓	✓*	✓	Tenant within office with no current means to measure these aspects		✓
Cardiff, Wales (from January 2024)	30	✓	✓	✓*				✓
Somerset House, London (from May 2025)	122	✓	✓	✓*				✓

* We are unable to capture electricity consumption in these offices but allocate an estimated figure based on office size and occupancy.

OUR FOOTPRINT

At WWF-UK we monitor our scope 2 and scope 3 CO_2e emissions (we have no direct scope 1 emissions to record). CO_2 equivalent (CO_2e) emissions are a way of accounting for the impact of different greenhouse gases, expressed as the amount of CO_2 that would produce the equivalent amount of warming. Emissions are categorised as Scope 1, 2 or 3, as defined by the Greenhouse Gas Protocol. We calculate these emissions by applying the UK government's carbon conversion factors. All CO_2 figures referenced in this document are CO_2e figures.

SCOPE	SOURCE
Scope 1	No scope 1 emissions
Scope 2	Electricity
Scope 3	Business travel
	Commuting
	Courier deliveries
	Digital
	Food
	Hotel stays
	Paper and timber purchases
	Plastic consumption
	Procurement
	Waste and recycling
	Water
	Working from home

We use the UK government's conversion factors for greenhouse gas reporting to calculate our emissions. We apply a radiative forcing factor of 1.9 to our air travel emissions, to account for the effect of releasing greenhouse gases at altitude.

We report our environmental performance annually. Reports dating back 10 years are available on our website (wwf.org.uk/who-we-are/walking-the-talk). Each year, our report is verified by a third party and reviewed by our Executive Group and Trustees before we publish it on our website.

OUR SUSTAINABILITY TARGETS

By 2030 we aim to achieve the following targets:

- Reduce our emissions footprint from all Scopes (I, II, and III) by 46.2% by FY30, using FY19 data as our baseline. This excludes commuting and working from home emissions
- Recycle ≥84% of our waste per year
- Produce ≤10kg of food waste per person per year
- Use 100% recycled or FSC-certified paper and wood products
- Print ≤0.5 sheets of paper per person per day
- Eradicate all avoidable single-use plastic in products, operations, and supply chain
- In our Living Planet Centre:
    - Consume <142kWh energy per m^2 per year
    - Consume <298 litres of water per m^2 per year
- For 100% of our medium and large goods and services suppliers to have set an emissions reduction target
- For 100% of our financial institutions to have set an emissions reduction target

BUSINESS TRAVEL

Greenhouse gas emissions are increasing, causing global temperatures to rise beyond what our planet can sustain. We must take action to limit this rise to 1.5°C to protect people and the planet from further harm (SDG 13).

Business travel produces our most significant environmental impact. It accounts for approximately 60% of our measured CO_2e emissions. Roughly 85% of our business travel emissions are produced by air travel, making this a high priority for us to monitor and manage.

As an international organisation, working to achieve our global objectives, reducing our air travel emissions to zero is not a realistic option. Instead, we've worked hard since 2000 to monitor business travel emissions and put strategies in place to manage and reduce them.

In addition to the environmental impacts, travel also has financial costs and can affect people's work-life balance. We consider all of these factors before making travel bookings.

Target

We have set a science-based target, consistent with a 1.5°C level of global warming, to reduce our carbon emissions by 46.2% by 2030, using 2019 as a baseline.

Our approach

To achieve our targets, we have a Sustainable Travel Policy that first and foremost challenges the need to travel: could the objective of the meeting be achieved virtually? If not, the policy advises travel using the most sustainable means practical. Our policy prohibits flying to destinations in mainland Great Britain or to Eurostar destinations. All staff must travel by train to European destinations within six hours' journey time. If the journey time is within 10 hours, then staff must take the train at least one way.

Allocating a carbon budget for air travel to our teams and getting them to plan their flights for the year ahead at the same time they're carrying out financial planning, means they must prioritise travel, taking only the most important journeys. We've had a carbon budgeting system in place since 2005 and it's proved a useful way to manage air travel.

We do not set targets to reduce our emissions from hotel stays, as some areas of the world do not offer staff many options to choose from. We do however encourage staff to plan their trips carefully, reducing the need for hotel stays where possible, and choosing the lowest carbon option where this is available. We report our footprint from hotel stays as part of our annual Sustainability Report.

COMMUTING

Staff travel to and from work has an environmental impact. The choices we make can ultimately impact our health and wellbeing (SDG 3) so we want to provide facilities to enable staff to choose low-carbon options whilst enabling them to stay healthy and well.

Target

The way we commute involves personal choices, so we do not set targets to reduce this. However, it's important to us that we advocate environmentally responsible travel to our staff and our objective is to positively influence commuting choices by providing information and support schemes to keep the commuting footprint of our staff as low as possible.

We monitor and publicly report our commuting footprint in our annual sustainability report.

Our approach

We understand that not everyone can cycle to work, but we offer a range of programmes to support people commuting in the most sustainable way possible for them. We have a cycle to work scheme which means staff can make savings by purchasing a bike through a salary sacrifice scheme, including electric bicycles.

All of our office locations offer bike storage and showers. Our headquarters, The Living Planet Centre, also has a drying room to facilitate walking, running or cycling to work. We offer season ticket loans for trains and buses, so staff can take advantage of better value tickets with repayment through their salaries. Finally, we provide a space for staff who drive to work to volunteer carpooling opportunities with other colleagues who live along their commuting route. We do not offer free car parking at any of our offices.

We carry out an annual 'Commuting and Working from Home Survey' to gather information which can be used to calculate our working from home and commuting footprints, and provides feedback on improvements to promote safe and sustainable ways to commute.

DIGITAL AND ICT

Digital solutions enable us to reduce our demand for physical materials (SDG 12), however, we must be efficient and effective when using digital resources to reduce their growing impact on our planet (SDG 13).

TARGET

Capturing our digital carbon footprint is a new challenge for us as information is less readily available nor easily calculated. Our priority areas are to capture emissions from cloud computing, email marketing, and the procurement of physical technology.

OUR APPROACH

We will work with our supply chain, and other organisations, to capture accurate data on our emissions footprint from digital services and technology. Some data is already available and has allowed us to report our footprint from physical technology in our annual Sustainability Report. We have reduced this footprint in recent years by purchasing remanufactured laptops and refurbished monitors. We have also switched to Fairphones, which carry a smaller carbon footprint and have more options for repair. Our Environmental Procurement Policy sets the standards for purchasing technology and prioritises devices with lower lifecycle carbon footprints.

Over the next five years we will be exploring options for reducing our digital footprint. As a rule of thumb, reducing data demand will reduce the total carbon footprint as less energy is required for power and water for cooling data centres. Improving efficiency and effectiveness of digital communications will reduce the data demand for marketing emails, which are essential to reach our supporters.

Actively managing our cloud storage is another priority. We require staff to comply with our data retention policy and to not store unnecessary information as this not only increases our carbon footprint but exposes WWF-UK to risk. To facilitate this, we hold an annual Data Cleanup Month.

ENERGY CONSUMPTION

Powering our computers as well as heating and cooling the buildings we work in uses energy. Energy consumption accounts for roughly 15% of our carbon footprint. We're committed to running our buildings as efficiently as possible, ensuring we minimise our energy use without negatively affecting our operations, and supporting the transition to clean, renewable energy where possible (SDGs 7 and 13).

Target

At the Living Planet Centre, we have an energy consumption target of 142 kWh/m^2/year, which is within the good practice benchmark for offices as recommended by the Better Building Partnership[i].

Our approach

Our offices in London, Edinburgh and Cardiff are rented accommodation within shared office spaces, limiting the improvements that can be made by WWF-UK. However, we reduce our consumption by using and installing energy efficient devices where possible, and participate in tenants' meetings held with other organisations in the office buildings, sharing knowledge and ideas about how to make operations more sustainable.

The Living Planet Centre produces nearly 25% less CO_2 per square metre than our previous HQ did. At the Living Planet Centre, we have 410 solar panels on the roof which provide up to 20% of our energy needs each year. For our remaining electricity supply, we're connected to a local combined heat and power (CHP) network which produces electricity using a natural gas-fired generator.

We use an energy efficient, on-site ground source heat pump system to heat and cool our building. We draw on heat stored in the ground to heat the building during winter, and transfer heat to the ground in summer. We also use natural ventilation during warmer months, in addition to mechanical cooling.

To monitor energy consumption and meet our targets, we have a Building Management System in the Living Planet Centre which gives meter readings at 15-minute intervals, allowing us to monitor and manage different zones of the building. We have also converted all the lighting in the building to LEDs, reducing energy consumption from lighting by over 60%.

We ensure that technology within our buildings is energy efficient and contributes to reducing our emissions footprint. In 2022 we reviewed our printer estate, reducing from 4 printers in our HQ down to 3, selecting a new model which uses 94% less energy than the previous one.

FOOD AND DRINK

Food is one of the primary goals in our strategy: we want to increase understanding of the links between food choices and environmental impacts (SDGs 12 and 13). We must walk the talk, taking action to reduce food waste and ensuring that food is sourced sustainably.

Targets

The Waste Resources Action Partnership (WRAP) plan to reduce food waste in the UK from 130kg to 66kg per person per year by 2030[ii]. Most food waste is produced at lunchtime in our buildings, so we have taken WRAP's 66kg per person per year target, and allocated a target of ≤10kg per person per year for our office food waste.

Our approach

We calculate and report our emissions from the food and drink we purchase in our offices using the Cool Food Pledge Calculator, developed by the World Resources Institute[iii]. This calculator reflects the true cost of food and drink, including supply chain emissions, food-related land use, and food-related opportunity costs. We aim to reduce high carbon food and drink sources where possible. For example, encouraging staff to switch to oat or soya milk when in the office.

We have a Meetings & Events Catering Policy that focuses on healthy, sustainable produce and supports certification labels that benefit people and the environment (SDG 2). Food for catered meetings and events must be vegan and vegetarian. By exceeding our LiveWell principles and serving vegan and vegetarian catering, we can demonstrate that it's possible to have healthy, tasty food that has a lower impact on the environment, while reducing our meat consumption.

Holding events is an important part of helping to spread our message and engage with others. We have Environmental Events Guidelines which advise our staff to reduce the environmental impact of events. We take conscious steps to minimise waste from events by advising on catering numbers to prevent leftover food. For events for 1-50 people, we will under-order by 10%, for events with 50+ people, we under-order by 20%. Any leftover food is quickly consumed by staff, and we keep containers in our offices to encourage staff to take food home or give to others.

We work closely with our approved catering providers to reduce single-use plastic. We have already eradicated clingfilm by switching to reusable plastic covers for food trays. Our events guidelines also advise that all items used are reusable (such as crockery) or have recyclable packaging, and we work with venues to ensure that waste is minimised and disposed of in the least environmentally harmful way possible.

PAPER, TIMBER & PRINT

Paper is our most tangible consumable. Most of the paper we print on is for fundraising purposes and despite developing digital means of fundraising, printed media remains an important part of our communications and activities. It is part of our mission to stop unsustainable consumption of natural resources (SDG 12) and preserve natural habitats (SDG 15) so we're conscious of reducing the volume of paper, wood products, and printing we purchase.

Targets

We have a target to only procure 100% recycled or FSC-certified paper and wood materials, which includes all printed communications and office paper. For internal printing, our target is to use ≤0.5 sheets per person per day. We work with the staff who repeatedly print the highest volumes to try and find solutions to encourage them to cut down.

Our approach

We're committed to sustainable sourcing for all our paper, board and wood purchases, including stationery and fundraising communications. These requirements are set out in our Paper, Timber and Print Products Purchasing Policy, which also specifies that all printed communications must be produced by printers with ISO 14001 certification. This demonstrates they are working to manage and reduce their environmental impacts. They must also hold FSC Chain of Custody certification. FSC Chain of Custody tracks FSC-certified material from production all the way through to the final product. We measure and report the credentials of all our timber and paper purchases in our annual Sustainability Report.

We monitor our internal printing and share the results through internal communications to encourage people to print less. We use multifunctional devices in all our offices and the default printing settings are double-sided and black and white. We currently have just three printers in our Living Planet Centre and one in each of our devolved offices. As part of a tender process in 2022 we switched to inkjet printers which don't release ozone when printing and use 94% less energy than our previous models. We also reduced from four to three printers.

Staff must use a fob when they visit the printer, to activate the printing process (or to photocopy) which encourages them to think twice before printing. Once logged in, they must select which documents to print which allows staff to change their minds after sending documents to the printer and it automatically clears all jobs by the end of the day so if they forget to visit the machine, it will not print next time the fob is activated.

PROCUREMENT

All goods and services have an impact on people and the planet. To ensure that our consumption and production is responsible (SDG 12) we consider sustainability throughout the procurement process. This means that procurement focuses not only on reducing the environmental impact of what we buy, but also the impact on people and societies (SDG 10).

Targets

To limit global warming to 1.5°C, we need all businesses to start measuring and reducing their greenhouse gas emissions. We have therefore set a target for 100% of our medium and large suppliers of goods and services to have an emissions reduction target.

Our approach

Our Environmental Procurement Policy directs staff to purchase the most sustainable options, giving clear guidance on what can and cannot be purchased, and what staff should look for, separated by different types of products, materials and services. We want to be sure that the things we buy have been produced in an environmentally and socially responsible way. For goods which we purchase in significant quantities (i.e. soft toys), or items with high environmental impact (i.e. laptops), we calculate the emissions footprint from these, report this in our annual Sustainability Report, and work to reduce them.

To help us understand where goods have been made and who by, we have a Sustainable Product Questionnaire. This questionnaire asks suppliers to provide details about the manufacturing and supply of products, along with copies of any certifications, and factory audit reports with their accompanying corrective action plans. All suppliers are also asked to sign our Code of Conduct.

We have developed a Supplier Questionnaire which asks suppliers a variety of economic, social and environmental questions, scoring their sustainability progress. We use this questionnaire when selecting suppliers of goods and services, particularly those which are subject to our tender and quotes threshold. We can use the results to collaborate with our supply chain, setting targets and providing guidance to help them improve their business as part of our contract. We've put together a Supplier Toolkit which contains guidance for making businesses more sustainable, including advice on calculating their carbon footprint across different areas and setting an emissions reduction target, as well as tips for engaging employees to encourage them to reduce their footprint.

SINGLE-USE PLASTIC

The impact of plastic, particularly on our oceans (SDG 14), is a fast-growing global issue. Nearly all plastic is derived from fossil fuels and its production contributes to climate change. Plastic poses substantial hazards to wildlife in both its product state and once broken down into microplastics. We must act responsibly as an organisation and as consumers to reduce the effects of single-use plastics on the environment (SDG 12).

Target

We acknowledge that certain types of plastic will be unavoidable for legislative or operational reasons and therefore our target is to eradicate all avoidable single-use plastic in our products, communications and supply chain.

Our approach

We want to avoid using any plastic that is disposable, including recyclable plastics, where they have been designed to be used only once or for a short time. To reduce our plastic use we have a Single-Use Plastic Policy which sets out a hierarchy of alternatives to plastic, making natural, renewable materials the priority. Where plastic cannot be avoided, our policy is to prioritise recycled plastics over bioplastics as this utilises a waste product and supports global recycling efforts. Bioplastics are avoided as there is not currently sufficient infrastructure in the UK to process this type of waste.

All suppliers are notified of our sustainability requirements, including removing plastic in products and packaging, and work with us to meet our targets. We capture our plastic consumption in the annual sustainability report and have made good progress removing plastics from our operations, such as switching to glass bottled milk, and teabags in paper sacks. We have some sources of unavoidable plastics such as coffee packaging and windowed envelopes at our fulfilment warehouse. However, we continue to work with suppliers to reduce these and have invested in a coffee packet recycling scheme in the UK which turns plastic packaging into plastic sheeting used to create bins, walls and tables.

We provide reusable coffee cups and lunch containers for staff to borrow and return to be washed. This reduces waste from disposable cups and lunch packaging, encouraging staff to support local businesses and take advantage of discounts offered for reusable containers.

WASTE

Managing our waste is important to us because of our mission to reduce pollution and wasteful consumption (SDG 12). Our planet has finite resources available and the depletion of these resources is leading to habitat destruction. Ensuring we are responsible consumers and dispose of our waste in the least environmentally damaging way possible is essential.

Target

Currently, we send approximately 70-80% of our waste for recycling. The remainder (general waste) is sent for energy recovery as we are a zero-waste-to-landfill organisation. Our target is to recycle at least 84% of our waste across all our office locations.

Our approach

To achieve our target, we induct all new staff with a "recycling quiz" during their environmental induction, provide regular updates on our recycling performance, and encourage the purchase of reusable and recyclable products over disposables. Our Environmental Procurement Policy focuses on life-cycle analysis, ensuring staff purchase the most environmentally and socially sustainable goods and services.

At the Living Planet Centre, we have a waste management plan that outlines all the different types of waste we produce. It details how the waste can be disposed and who can remove it. Waste arrangements at our other offices are managed by the respective building management companies, and we try to positively influence the way waste is managed. There are clearly labelled waste and recycling bins at all our offices and where possible, we purchase additional recycling streams to reduce our residual waste further.

We're mindful of the three Rs – reduce, reuse, recycle. We apply this waste hierarchy by encouraging staff to firstly reduce consumption of resources to avoid generating waste. Where this isn't possible, we reuse whatever items we can. If we can't reuse, we recycle as much material as possible and only treat it as waste as a last resort. For example, when printing t-shirts or banners for events, we advise staff against printing a location or date on them. Instead, we use the WWF logo and the name of an event such as "Earth Hour", ensuring they can be used for future events, avoiding unnecessary waste.

WATER

Water is an important and finite natural resource, so we try to use as little as possible in our offices (SDGs 6 and 12). Our water use per person at the Living Planet Centre is difficult to measure: in addition to our staff, lots of visitors and groups use the building for varying amounts of time, with varied water consumption. We therefore report water consumption per m^2 as this variable remains constant.

Targets

For our Living Planet Centre, we have taken the best practice benchmark set by the Better Building Partnership[iv] of 298 litres per m^2 per year.

Our approach

The Living Planet Centre has rainwater harvesting and greywater recycling systems that reduce the amount of mains water we use. We collect rainwater and recycle water from hand basins and showers, using this to flush toilets and water the plants. We have dual flush toilets that allow people to use a smaller amount of water to flush when possible.

A leak detection system within the building management system at the Living Planet Centre means we can find out about any leaks quickly, so they can be repaired. This limits the amount of water lost. We also have an irrigation system which collects rainwater and passes it round the perimeter of our building, helping the plants to thrive without becoming a burden on our mains water consumption.

When running dishwashers in our offices, we make sure they're full before we use them, and use the 'eco' setting. We have hot and chilled 'zip' taps in the Living Planet Centre and Cardiff office. These devices prevent overfilling kettles and thus heating more water than necessary. Zip taps also provide instant cold drinking water, so people don't have to run the tap and wait for it to get cold.

WORKING FROM HOME

The global pandemic demonstrated that working from home can achieve environmental and social benefits, reducing pollution from commuting and achieving a better work-life balance (SDG 3). However, working from home still has an emissions footprint so we want to capture and report this, and encourage staff to reduce this as much as possible (SDG 13).

Target

How we run our homes is a personal choice, so we have chosen to not set a reduction target for this impact. Instead, we can positively influence staff to make informed decisions by providing advice and guidance.

We monitor and publicly report our working from home footprint in our annual Sustainability Report.

Our approach

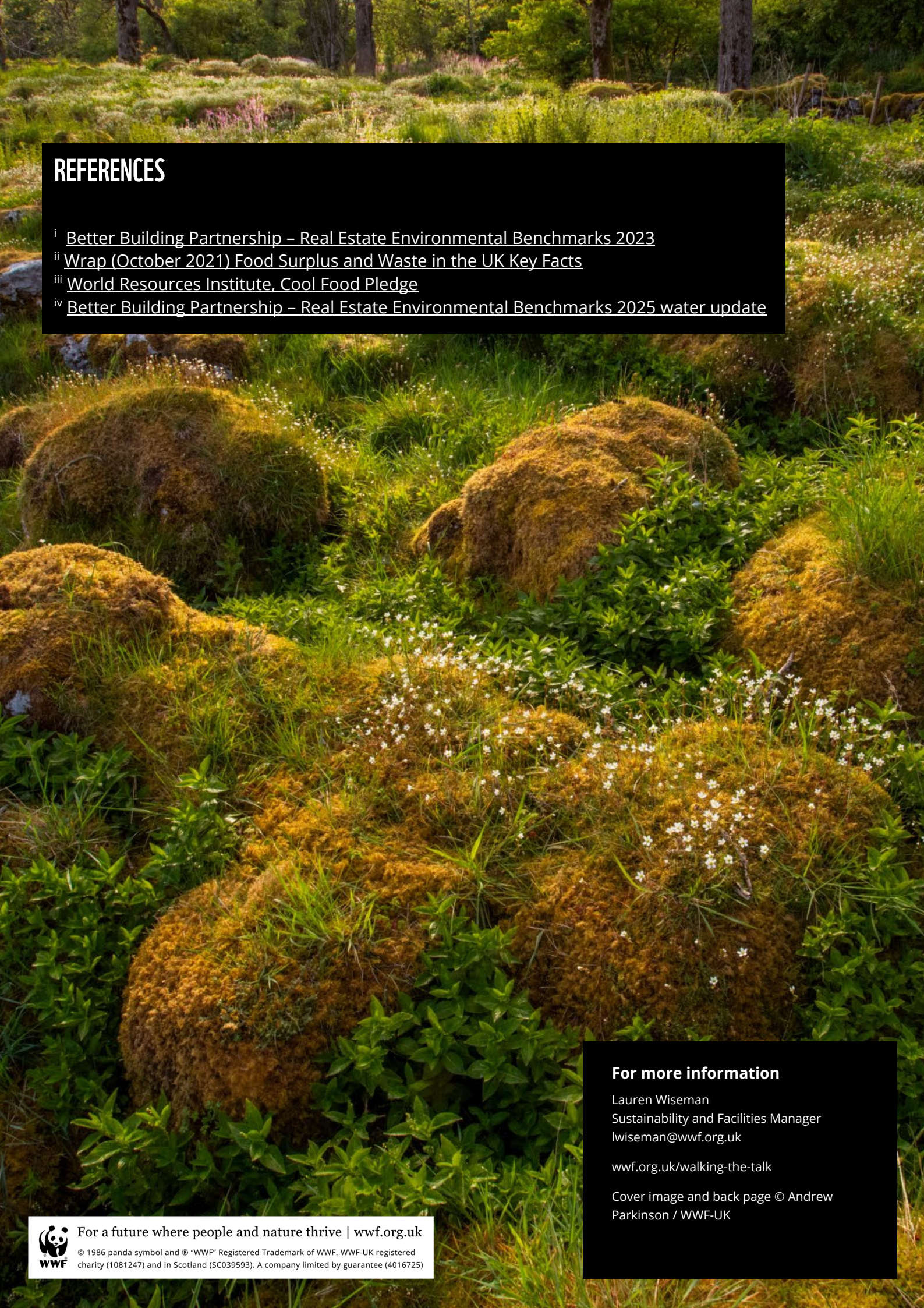
All staff have access to our company intranet which contains a section dedicated to 'Walking the Talk'. There we provide information and guidance, including tips to reduce our impact when working from home. We also have a digital collaboration hub for 'eco pandas' where staff can share ideas, interesting information, news, and advice, as well as make recommendations for improving sustainability at WWF-UK.

To ensure that we accurately record our working from home footprint, our annual 'Commuting and Working from Home survey' asks staff how they power their homes, which tariffs they use, and how often they work from home. This enables us to capture more accurate data rather than using averages.

As part of our emissions footprint comes from the technology we use and provide to staff when working from home, we ensure that we choose devices that are as efficient as possible.

CLIMATE CONTRIBUTIONS

Reducing emissions at source is a priority for WWF-UK. We follow a mitigation hierarchy of avoid, reduce, and inset. Instead of offsetting our carbon footprint, we have adopted a climate contributions model which requires organisations to pay the Social Cost of Carbon (a much higher value than typical carbon offsets, reflecting the true cost of climate change). We invest this money to fund our emissions reduction measures in our offices and throughout our supply chain. For example, money that can be used to fund upgrades and expansions to renewable energy which will directly reduce our carbon footprint. Once we have achieved these emissions reduction measures, we will use these funds to invest in Nature Based Solutions and climate action for other WWF offices and projects around the world.



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For more information

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