

LIVING PLANET REPORT 2026: DIGITAL TOOLKIT



Businesses have an important role to play in shaping a more sustainable future. By sharing the key findings from the [Living Planet Report 2026](#) with your colleagues and network, you can help raise awareness of the challenges facing our planet, spark meaningful conversations about the solutions, and demonstrate your organisation's commitment to protecting and restoring nature.

WHY SHARE THE REPORT?

Sharing the report can help you:

- Inform colleagues and amplify to your network, customers and stakeholders about the latest insights and evidence-based hope.
- Join a wider conversation about the urgent actions needed to address the climate and nature crisis.
- Encourage others to engage with the findings and become part of the solution.
- Showcase your organisation's plans to support environmental sustainability and nature recovery. You don't need to be doing everything right already. Just acknowledging that this issue is important to you and sharing your journey will send important signals to others.

HOW TO USE THIS TOOLKIT

This toolkit has been created to make sharing the report as simple as possible. You'll find:

- Suggested copy for platforms like social channels, internal comms and email.
- Recommendations and guidance.
- Links to the full report and supporting video resources.

Feel free to use the content as provided or adapt it to suit your organisation's tone of voice and audience. We encourage you to select the messages most relevant to your business and share them across your channels during the launch period and beyond.

Please stay engaged with this agenda. While the publication of the Living Planet Report is one moment in time, our mission to bring our world back to life is a long-term endeavour that needs the ongoing support of business leaders who understand the economic risks that come with nature loss and climate change.



READY-TO-USE COPY SUGGESTIONS

1. We're losing nature faster than ever before. The Living Planet Report 2026 shows the average size of monitored global vertebrate wildlife populations has declined by 73% since 1970, highlighting the immense pressure facing the natural systems that underpin our economies, supply chains, health and security. For business, these pressures translate to operational risks, impacting resilience.

But crucially, the report also carries a message of hope. Recovery is possible. We know what works and businesses have a vital role to play. The challenge now is delivering these solutions at the speed and scale needed. [Find out](#) what the report means for business.

2. One message from the Living Planet Report 2026 stands out to us: nature is resilient. While the report shows the average size of monitored global vertebrate wildlife populations has declined by 73% since 1970, it also highlights something equally important: when nature is given the chance to recover, it can.

That's encouraging because healthy natural systems underpin the food, water and resources our economies and businesses depend on. As pressure on these systems grows, so do the risks to resilience, supply chains and long-term prosperity.

We know what works and businesses have a vital role to play. The challenge now is delivering the solutions at the speed and scale needed. [Find out](#) what the report means for business.

3. We're losing nature faster than ever before. The Living Planet Report 2026 shows the average size of monitored global vertebrate wildlife populations has declined by 73% since 1970, highlighting the immense pressure facing the natural systems we rely on and the growing impacts of habitat loss, pollution, overexploitation and climate change.

For businesses like ours, this matters. Nature underpins our economies, security and supply chains and when nature declines, business resilience declines with it.

Subtitled *The Science of Hope*, the report also finds reasons for optimism. It highlights examples of species recovery, demonstrating that targeted conservation action can deliver measurable results when backed by long-term commitment and investment. The global energy transition has already reached a positive tipping point where renewable energy is becoming cheaper, more competitive and increasingly dominant. The good news is similar positive tipping points can be created in the food and finance systems.

The message is clear: nature can recover when given the chance. Innovation, investment and policy can accelerate change, and business has a critical role to play. By supporting nature-positive action today, we can help drive recovery, strengthen resilience and create benefits for people, wildlife and economies. [Find out](#) what the report means for business.

EMAIL COPY SUGGESTIONS

EMAILING YOUR NETWORK EXAMPLE

Subject: Nature loss is a business issue we can't afford to ignore

Dear [Name],

I wanted to share the latest [Living Planet Report](#), a health check for nature, and talk about what the findings mean for businesses like ours.

We're losing nature faster than ever before. The 2026 report shows the average size of monitored global vertebrate wildlife populations has declined by 73% since 1970. While this is often seen as an environmental issue, the implications are far broader. Nature underpins our economies, health, security, supply chains and so much more. Already, we are seeing the consequences of nature loss through increasing costs, climate impacts, resource pressures and disruptions which are all effecting business resilience and growth.

But nature can recover and there is hope. The report highlights examples of species recovery, demonstrating that targeted conservation action can deliver measurable results when backed by long-term commitment and investment. The global energy transition has already reached a positive tipping point where renewable energy is becoming cheaper, more competitive and increasingly dominant. The good news is that there is enormous potential for similar positive progress across food and finance systems.

Businesses like ours have a critical role to play. The systems driving nature loss are created by people and can be transformed. The challenge now is to deliver the solutions at the speed and scale needed.

[You may like to include some details here about how your own business is dependent on nature and what steps you might already be taking to protect or restore the natural resources you rely on.]

I hope you'll take a moment to explore the findings and [learn](#) what it means for businesses like ours. I'd welcome your thoughts on how we, as business leaders, can work together to help drive the urgent change that's needed.

Best regards,

[Name]

INTERNAL COMPANY NEWSLETTER EXAMPLE

Subject: Why nature loss matters to our business

Dear [Name],

Nature isn't just a nice-to-have. It is our life-support system, providing the food, water, healthy soils and stable climate that people and businesses depend upon.

That's why the findings of the latest [Living Planet Report](#) matter to all of us. The 2026 report shows the average size of monitored global vertebrate wildlife populations has declined by 73% since 1970, highlighting the immense pressure facing the natural systems that underpin our economies, health and security. For business, these pressures translate into risk. The impacts of nature loss are already contributing to supply chain disruption, resource scarcity and rising costs in many sectors.

But nature can recover and there is hope. The Living Planet Report highlights examples of species recovery, demonstrating that targeted conservation action can deliver measurable results when backed by long-term commitment and investment. The global energy transition has already reached a positive tipping point where renewable energy is becoming cheaper, more competitive and increasingly dominant. The good news is similar positive tipping points can be created in the food and finance sectors.

The systems driving nature loss are created by people and can be transformed. Food, energy and finance systems all have a critical role to play in accelerating nature recovery.

By supporting nature-positive solutions, we can help build a future that is more resilient and create benefits for people, wildlife and economies.

[You may like to include some details here about how your own business is dependent on nature and what steps you might already be taking to protect or restore the natural resources you rely on.]

Read the [report](#) and [learn more](#) about the things every business can do.

Best regards,

[Name]



RECOMMENDATIONS, RESOURCES AND ASSETS

The most impactful posts are often those that connect the report's findings to your business, industry or stakeholders.

You may wish to share:

- Why the report matters to your organisation.
- How nature impacts your business, supply chain or customers.
- Actions your company is taking to support nature-positive outcomes.
- Insights or findings that are particularly relevant to your sector.

To maximise visibility:

- Include the report link in your posts and **please mention or tag us at WWF-UK on socials.**
- Tag any other relevant partners, stakeholders and participating organisations where appropriate.
- Engage with and share content from the report launch campaign which can be found on our WWF-UK LinkedIn, Instagram and Facebook channels.

LINKS AND SUPPORTING RESOURCES

Resource	Link
Living Planet Report (LPR)	https://www.wwf.org.uk/our-reports/living-planet-report-2026
Living Planet Report Business hub webpage	www.wwf.org.uk/nature-is-your-business
WWF's Living Planet Report trailer film	https://youtu.be/eaYm_d6S3p4
Expert views: Our short film highlighting the view of four leading experts: Henry Dimbleby, Rhian-Mari Thomas, Lord Adair Turner and WWF's Mike Barrett.	https://youtu.be/G4TwCWcqbmo

ENDS