

# WWF-UK STRATEGY

2024-27



**WE HAVE A VISION  
TO BRING OUR WORLD  
BACK TO LIFE**

**BY 2030, WE WANT TO SEE  
NATURE'S DESTRUCTION HALTED  
AND ITS RECOVERY UNDER WAY**

# WE'RE FACING MONUMENTAL CHALLENGES

**73%**

DROP IN THE AVERAGE SIZE OF WILDLIFE POPULATIONS IN JUST 50 YEARS

**1 MILLION**

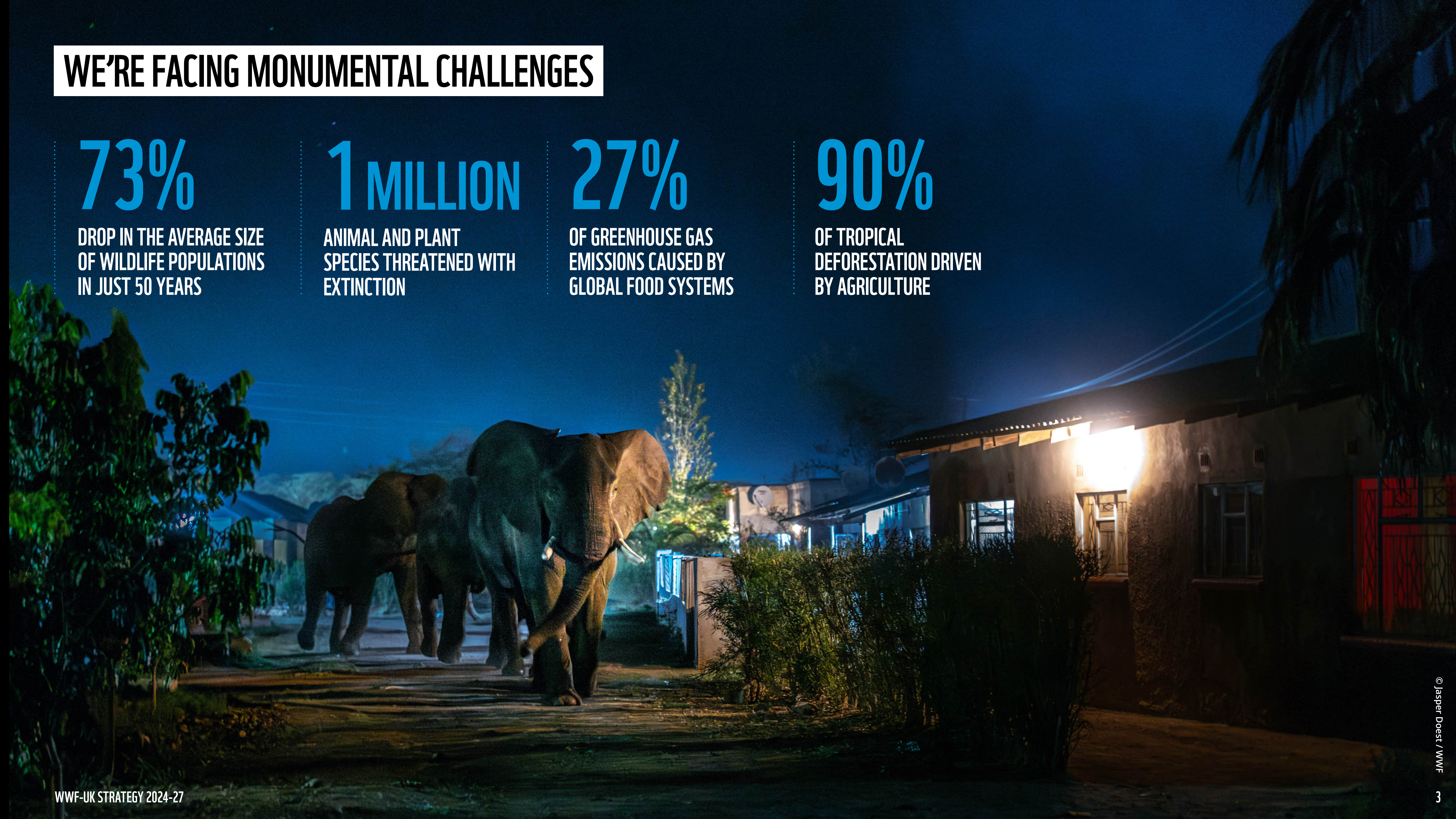
ANIMAL AND PLANT SPECIES THREATENED WITH EXTINCTION

**27%**

OF GREENHOUSE GAS EMISSIONS CAUSED BY GLOBAL FOOD SYSTEMS

**90%**

OF TROPICAL DEFORESTATION DRIVEN BY AGRICULTURE



# WE HAVE A BOLD STRATEGY TO HALT AND REVERSE THE LOSS OF NATURE

The need has never been greater. Nature loss continues at a frightening pace. Climate change is intensifying. WWF's **Living Planet Report 2024** shows the average size of wildlife populations has plummeted by a shocking 73% in just 50 years.

Meanwhile, we've seen massive declines in precious habitats like tropical forests, grasslands, free-flowing rivers and sea ice.

Environmental disasters are increasingly common, and we're being propelled towards critical tipping points – the Amazon rainforest drying out, coral reefs dying, the polar ice melting. These could bring catastrophic, irreversible changes to our world.

Almost every country has committed to global goals on climate and nature. These include the Paris Climate Agreement to limit global warming to 1.5°C, and the Global Biodiversity Framework targets to conserve 30% of all land and waters by 2030. But the world is not on course to meet them – and they don't go far enough to bring our planet back to health.

***To halt and reverse the loss of nature by 2030 requires conservation on a scale never seen before. It also means addressing the causes of nature loss.***

These causes include government policies, business practices, global finance systems, and the way we produce and consume food.

Over the next three years, we will work to achieve our 2030 vision to end the loss of nature and start its recovery.

Working through our unparalleled global network, and in collaboration with governments, businesses, NGOs, Indigenous peoples and local communities, we aim to achieve six key outcomes by 2027.

# OUR STRATEGY

## 1 STOP DEFORESTATION

Protecting forests so they support a thriving natural world and stable climate.

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## 2 DELIVER A SUSTAINABLE FUTURE IN THE UK

Ensuring nature, climate and people are at the heart of high-level decision-making.

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## 3 BRING NATURE BACK FROM THE BRINK

Supporting conservation programmes that protect threatened wildlife and wild places.

## 4 INSPIRE PUBLIC ACTION FOR NATURE

Mobilising public support that compels governments and businesses to act.

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## 5 GROW SUPPORT

Increasing our supporter base, building partnerships and growing our fundraising income to drive our mission.

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## 6 SUPPORT OUR PEOPLE AND BECOME MORE EFFECTIVE

Fostering a talented and diverse workforce and giving them the tools to succeed.

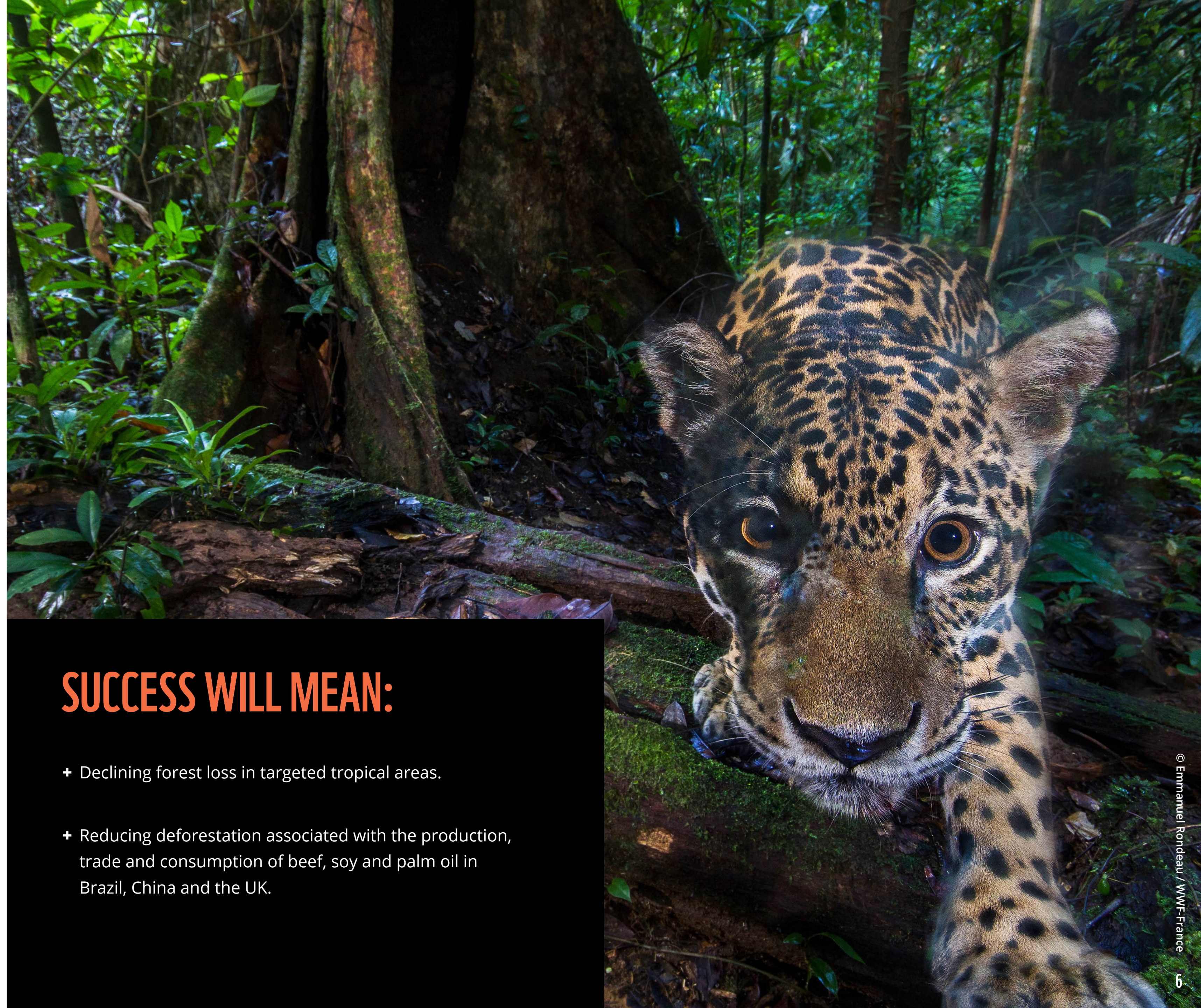


# 1 STOP DEFORESTATION

Food production is the single biggest cause of deforestation. By 2027, we'll have helped slow deforestation and demonstrated solutions that can contribute to halting it by 2030.

## WE'LL DO THIS BY:

- + Working alongside WWF colleagues in the Amazon, Borneo, Papua New Guinea and Western Congo to bring about laws that end deforestation. And we'll collaborate with local organisations in those countries to protect forests and manage them sustainably.
- + Supporting programmes in the Amazon region to showcase ways that agriculture can work without causing forest loss.
- + Building international support to tackle deforestation and advance sustainable food production and consumption, including at the crucial 2025 global climate summit, COP30, in Brazil.
- + Working with governments, businesses and financial institutions to make sustainable agriculture more rewarding than practices that damage the environment.



## SUCCESS WILL MEAN:

- + Declining forest loss in targeted tropical areas.
- + Reducing deforestation associated with the production, trade and consumption of beef, soy and palm oil in Brazil, China and the UK.



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## 2 DELIVER A SUSTAINABLE FUTURE IN THE UK

By 2027, the UK's largest businesses will be delivering robust plans that support nature and the climate, and new legislation will compel our governments to keep their environmental promises.

### WE'LL DO THIS BY:

- + Getting businesses to help reduce greenhouse gas emissions and restore nature, by pressing for regulation that forces them to act.
- + Working with retailers, investors and food businesses to change our food system and holding them to account for their impact on nature and climate.
- + Calling for a UK Living Planet Act – which will mean the UK government has to take joined-up action to stabilise the climate, protect and restore nature, and help farmers provide healthy, affordable food.



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### SUCCESS WILL MEAN:

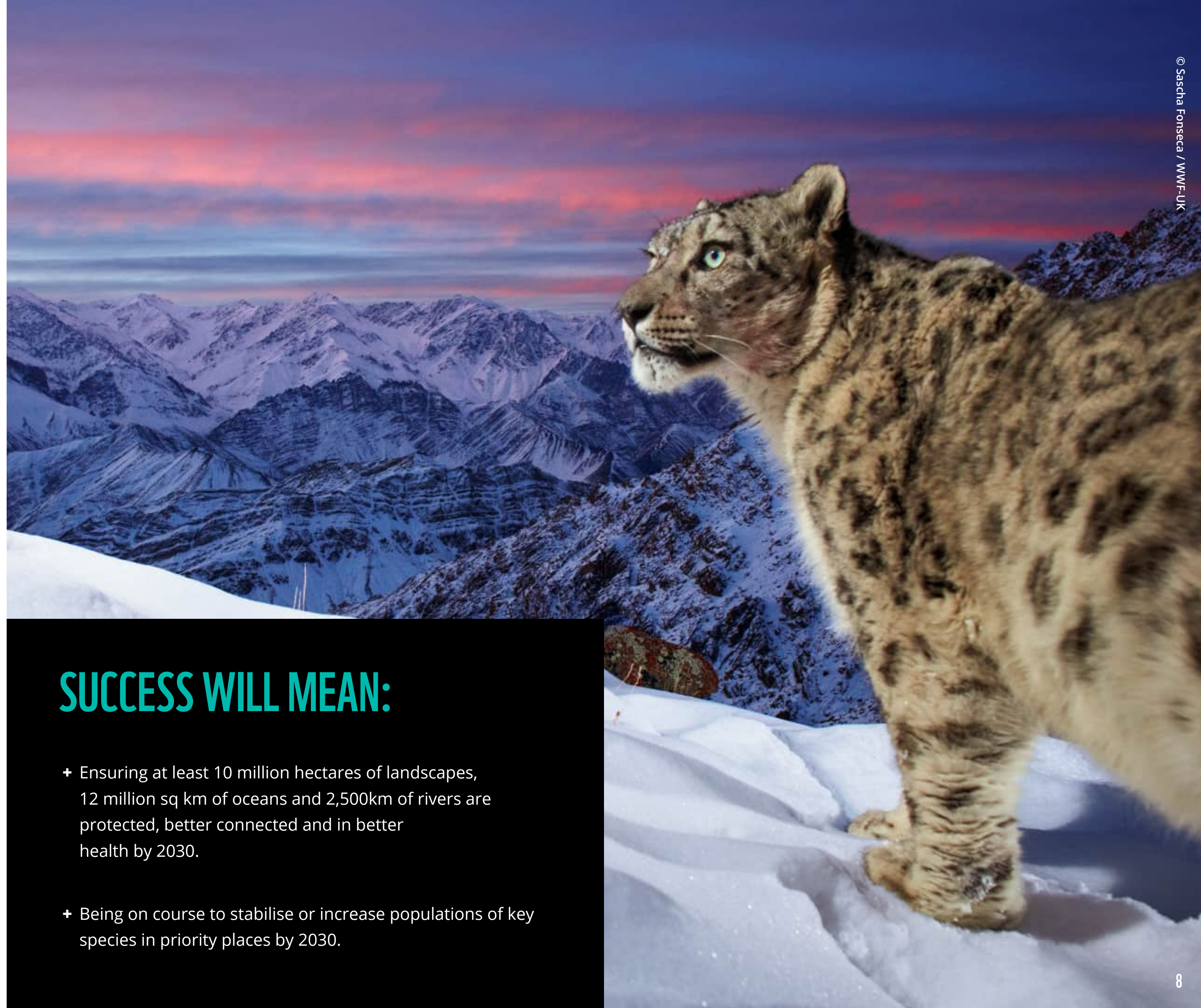
- + 90% of UK FTSE 100 businesses delivering transition plans that benefit nature and climate.
- + A Living Planet Act progressing through UK parliament, with equivalent steps being taken in Scotland and Wales.

# 3 BRING NATURE BACK FROM THE BRINK

By 2027, priority habitats and species will be protected through conservation work that's increasingly led by and benefiting Indigenous peoples and local communities.

## WE'LL DO THIS BY:

- + Improving the health of ecosystems and connecting important habitats across landscapes and river basins, with a focus on the Himalayas, central India and east Africa.
- + Protecting the polar oceans, where sea ice is rapidly disappearing, to give wildlife that depend on snow and ice the best chance of survival.
- + Addressing drivers of nature loss to protect and increase populations of priority species, including elephants, jaguars, marine turtles, mountain gorillas, river dolphins and tigers.
- + Upholding the rights of Indigenous peoples and local communities to manage their natural resources.



## SUCCESS WILL MEAN:

- + Ensuring at least 10 million hectares of landscapes, 12 million sq km of oceans and 2,500km of rivers are protected, better connected and in better health by 2030.
- + Being on course to stabilise or increase populations of key species in priority places by 2030.





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# 4 INSPIRE PUBLIC ACTION FOR NATURE

By 2027, the UK public will care more about nature loss and climate change and will be taking action to help achieve positive change.

## WE'LL DO THIS BY:

- + Delivering a major campaign that puts nature and climate on everyone's agenda and supports people to take action.
- + Collaborating with corporate and cultural partners to reach new audiences and engage them in a mass movement for change.
- + Developing a supporting programme for schools and young people, to inspire the next generation to act.



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## SUCCESS WILL MEAN:

- + More people acting to protect and restore nature, linked to a WWF campaign.
- + Political and corporate decision-makers changing policy and practice, as a response to the public's increased prioritisation of nature.



# 5 GROW SUPPORT

By 2027, we'll have boosted our income and increased the number of people who support us. This will strengthen our ability to achieve our 2030 mission.

## WE'LL DO THIS BY:

- + Engaging our supporters, improving their experience and showing them the positive impact they've made possible.
- + Deepening existing partnerships with corporate, philanthropic and government donors and attracting new partners who can play a key role in transforming the systems we want to change.
- + Growing our fundraising income over three years.

## SUCCESS WILL MEAN:

- + Increasing our supporters to 1.5 million.
- + Raising at least £300 million through our fundraising efforts between 2025 and 2027.



# 6 SUPPORT OUR PEOPLE AND BECOME MORE EFFECTIVE

By 2027, we'll have an even more empowering work environment that enables our people to thrive. And we'll have modernised technology and streamlined processes to make us more efficient.

## WE'LL DO THIS BY:

- + Embedding diversity, equity and inclusion in everything we do.
- + Attracting and retaining talented people to deliver our strategy.
- + Ensuring high leadership standards, values and behaviours.
- + Modernising our systems, improving our processes and building a great digital experience for our supporters.



## SUCCESS WILL MEAN:

- + Raising employee engagement levels above those in comparable organisations.

**WE'RE TACKLING THE CAUSES  
OF NATURE LOSS AND FINDING  
SOLUTIONS SO FUTURE  
GENERATIONS INHERIT A WORLD  
WHERE NATURE IS THRIVING  
AND THE CLIMATE IS STABLE**

**IT'S A HUGE CHALLENGE,  
BUT YOUR SUPPORT CAN  
MAKE THE DIFFERENCE**



For a future where people and nature thrive | [wwf.org.uk](https://www.wwf.org.uk)

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**WE'RE WWF, THE LEADING GLOBAL ENVIRONMENTAL  
CHARITY, AND WE'RE BRINGING OUR WORLD  
BACK TO LIFE**