

OUR STRATEGY

2024-27

Nature is in crisis. Our latest Living Planet Report shows average population sizes of wildlife have plummeted by 73% since 1970. Habitats are under threat, with alarming declines in the extent of tropical forests, grasslands, free-flowing rivers and sea ice. This is putting grave pressure on the precious species that live there.

The world is also falling woefully short against critical targets set in the Global Biodiversity Framework and the Paris Climate Agreement. There is an increasing danger that the world will warm by more than 1.5°C, which would dramatically raise the threat posed by climate change to people and the natural world.

In short, our vision of halting and reversing the loss of nature by 2030 is in jeopardy.

In response, we have developed a new three-year strategy to focus our contribution to the changes that are urgently needed to put the world back on track. At its heart is our determination to get global leaders to meet their commitments on nature and climate change.

Our science shows that conservation work remains vital, but it will not be enough to stop nature's decline. We need to ramp up efforts to tackle the biggest drivers of nature loss.

Chief among these is the global food system, which is responsible for around 60% of all nature loss and 27% of greenhouse gas emissions. It's critical that the world shifts to producing food sustainably in landscapes that support nature, people and climate. We'll focus on influencing producers, businesses and investors to transform agriculture, so it no longer drives deforestation. We'll concentrate on tropical forests that are rich in vulnerable wildlife, particularly the Amazon, as well as Borneo, Papua New Guinea and Western Congo.

One of the main strengths of WWF is our global reach, through the presence of our family of colleagues in nearly 100 countries across the world. In our new strategy, we'll continue to fund, support and enable our partner offices to deliver the vital conservation work that forms the bedrock of what we do. Our approach will put Indigenous peoples and local communities at its heart, working with them and other partners to protect precious species and restore habitats in critical landscapes, rivers and oceans. We'll build on recent successes such as helping increase numbers of wild tigers, mountain gorillas, black rhinos and other species.

While we have a long history of achieving breakthroughs overseas, what we do in the UK is also critical. The UK is home to major financial institutions and big businesses whose investments and operations have a big impact on nature. Our new strategy will build on our recent successes influencing the UK, Scotland and Wales governments and key institutions to accelerate action towards a net-zero and nature-positive economy. That way, we can build a resilient, prosperous, sustainable future in the UK.

The iconic and trusted WWF brand opens doors. It helps us talk to decision-makers in government and in business. We'll use that trust to inspire people to act for nature. And when greater numbers of people show they want change, this in turn will strengthen our call for governments and businesses to step up their efforts.

The need for change has never been more urgent. We're determined to ensure key policy moments over the next three years – such as the 2025 UN climate summit in Brazil – deliver action for nature, people and climate. Our role will be to catalyse large-scale action, by engaging with Indigenous peoples and local communities, governments, regulators, businesses and the public.

OUR OUTCOMES

We'll draw on our greatest strengths – our trusted science, our iconic brand, our global network, and the generosity and influence of our supporters and partnerships – to meet the many challenges we face. Over the next three years, we'll pursue four strategic outcomes to keep us on track for our 2030 vision:

STOP DEFORESTATION

DELIVER A SUSTAINABLE FUTURE IN THE UK

BRING NATURE BACK FROM THE BRINK

INSPIRE PUBLIC ACTION FOR NATURE.

You can find out more about each of these outcomes on the following pages, together with our priorities for meeting them in the coming year.

Our new strategy also shows how we will improve the effectiveness of WWF as an organisation, attract and retain the best people to work for us, grow our income and maintain support for WWF. The incredible generosity of our supporters remains the lifeblood of WWF – our success is thanks to them.

TOGETHER, WE CAN BRING OUR WORLD BACK TO LIFE

PLEASE JOIN US!



© Emmanuel Rondeau / WWF-France

STOP DEFORESTATION

The world's incredible forests sustain 80% of our land-based animals, insects and plants. They influence rainfall, water and soil quality – and are vital for flood prevention and regulating the climate. Hundreds of millions of people rely on forests as their home or for making a living.

But globally, an area of forest the size of a football pitch is destroyed every two seconds, with devastating impacts on people, wildlife and the climate. Most deforestation is to enable food production – particularly meat, soy and palm oil.

To address these challenges, in the next three years we'll focus on reducing deforestation and land conversion in tropical forests, working with Indigenous peoples and local communities. We'll concentrate particularly on the Amazon region, as well as rainforests in Borneo, Papua New Guinea and Western Congo.

We'll also press the governments of Brazil, China and the UK to move to sustainable food systems and supply chains.

OUR PRIORITIES IN 2024-25 INCLUDE:

- We'll publish the Living Planet Report 2024 to build the case for action on climate and nature.
- We'll work with governments and WWF regional and national offices to influence food systems and supply chain agreements at UN conferences on nature and climate.
- We'll increase our work in support of WWF's global 'Amazon Push', which urges collaboration to stop deforestation, illegal gold mining and mercury use and to conserve 80% of the Amazon by 2030.
- We'll influence incentives for financial institutions to shift towards supply chains that are free from deforestation and forest conversion.



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DELIVER A SUSTAINABLE FUTURE IN THE UK

The natural world is in crisis, and our 2030 goal to halt nature's destruction and see signs of recovery is in serious jeopardy. Progress is far too slow towards an economy that supports net zero, helps nature recover, and shares the substantial benefits of the transition while supporting those who will lose out from it.

The lack of ambition is global, but what we do in the UK makes a real difference. The UK is home to major financial institutions and big businesses. How they operate and what they choose to invest in has a significant direct impact on nature.

In the next three years we'll press major businesses, financial institutions and the UK governments to raise their ambition on climate and nature and set a global example.

OUR PRIORITIES IN 2024-25 INCLUDE:

- We'll influence the UK government to mandate plans for the business transition to net zero that are also beneficial for nature recovery.
- We'll influence the UK government to start applying the net zero test to policy and spending decisions and implementing a plan to reach net zero.
- We'll generate parliamentary support for UK legislation that benefits people, climate and nature (a Living Planet Act) and equivalent policy and legislation in Scotland and Wales.



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BRING NATURE BACK FROM THE BRINK

We must preserve the nature we have and put it on the path to recovery. To build on our proud history of successes in this area, over the next three years we'll continue to fund, support and enable our partners in the WWF network to deliver conservation to protect precious species and habitats in critical landscapes, rivers and oceans.

We'll support key WWF offices to develop and enhance their capability. This will also build the policy and advocacy capacity of the WWF network as a whole. And we'll partner with those offices to enable them to achieve impact at scale by unlocking finance for nature-based solutions, as well as ensuring money flows to Indigenous peoples and local communities.

OUR PRIORITIES IN 2024-25 INCLUDE:

- We'll provide funding and support to our partners to strengthen conservation work in a range of critical landscapes and river basins, including in east Africa, the Himalayas and central India.
- We'll influence the UK government and international stakeholders to adopt our priorities for the polar regions.
- We'll secure funding to continue our longstanding work to increase populations of key species.



WWF's Great Wild Walk, Epping Forest © Chris Ratcliffe / WWF-UK

INSPIRE PUBLIC ACTION FOR NATURE

Through their concern and actions, people in the UK can play a fundamental role in helping to reverse nature loss and tackle climate change. We're determined to rekindle the nation's connection with nature, to inspire people to take action to protect and restore it.

In the next three years, we aim to increase the number of people taking action for nature and the climate. Their engagement, allied to our powerful and trusted brand, will help us convince governments and businesses of the need for change.

To this end, we'll deliver a long-term initiative that shows how actions anyone can take to restore nature also benefit their own physical and mental wellbeing.

We'll also engage people more widely in support of our mission and build transformational partnerships with businesses that will help us maximise our impact and achieve change.

OUR PRIORITIES IN 2024-25 INCLUDE:

- We'll launch a public engagement campaign to encourage people to take action for nature.
- We'll generate income of at least £95.5 million and increase our supporter base to 1.5 million supporters.
- We'll continue to develop our existing strategic partnerships and secure new partnerships to support delivery of our mission.