

# RESTORING THREATENED HABITATS AND SPECIES

We're working to halt the loss of habitats and restore natural life-support systems for people and species in some of the world's most special places.

## 1 2023-24 TARGET

We'll contribute to the WWF network's focus on the Amazon by raising international attention to the urgent need to tackle deforestation and the impact of commodities on the Amazon biome and the Indigenous peoples who depend on it.

Right now, the Amazon faces a tipping point. Continued deforestation is predicted to result in regional warming and drying, and ultimately the loss of the world's largest tropical rainforest. If we lose the Amazon, we lose the fight against climate change. Under this urgent scenario, we are providing critical support to our partners in the region and leveraging corporate and government influence from the UK.

This year we provided resources and strategic capacity to help develop a joint strategy called the Amazon Push. This will deliver transformational change through three 'big wins': to end deforestation by 2030, phase out illegal gold mining, and increase the proportion of the Amazon that's either a protected area or Indigenous lands from around 50% to 80%.

To align with this collective effort, our flagship State of the Planet Address this year focused on the Amazon. With a keynote speech from Colombia's former president Juan Manuel Santos, the event raised attention to the plight of the Amazon, and the urgent need to end deforestation and protect Indigenous peoples and local communities.

We also focused on critical supply chains like soy, by linking work in consumer countries such as China to producer countries in the Amazon. Through this we aim to avoid further deforestation and prevent conversion of land that's vital to maintaining the balance in the Amazon basin.

We also provided support to colleagues in Colombia to help them raise public awareness about the importance of biodiversity, and influence key decision makers, ahead of the upcoming UN Convention on Biological Diversity conference (COP16) in Colombia. This led to a strategic partnership with the largest newspaper in Colombia, which will greatly increase the reach and impact of our network colleagues' campaigning.

## SUPPLY CHAINS

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## 2 2023-24 TARGET

**We'll support work to encourage retailers and the private sector in China to improve their sourcing of sustainable palm oil. And we'll support them to increase the transparency of information about the deforestation and conversion-free status of produce in their supply chains.**

The rapid expansion of just three globally-traded commodities – palm oil, soy and cattle – is driving more than 90% of the world's tropical deforestation and up to half of global greenhouse gas emissions from land conversion for agriculture. And agriculture, forest loss and other changes in land use account for around 15% of the world's emissions. So at WWF, we're focusing urgently on eliminating deforestation and forest conversion in supply chains, to reduce emissions from the food sector and help ensure we can still achieve a 1.5°C future.

This year, we've supported the efforts of our colleagues and partners in China who, together with the food supply chain department in China's Federation of Logistics and Purchasing (CFLP), have achieved a significant breakthrough with the announcement of a new Forest-Friendly Initiative in China.

For the pilot phase of the initiative, five major Chinese companies from the food supply, supermarket and e-commerce industries have committed to start transforming their palm oil, soy and beef supply chains this year, to become more sustainable, with technical support from WWF and the CFLP.

Their key commitments include developing a time-bound plan to: eliminate the risk of deforestation, continuously increase proportions of forest-friendly products, and improve transparency and traceability.

Eleven further companies have also already joined the Forest-Friendly Initiative and are committed to developing and implementing a work plan to contribute to a carbon neutral and nature-positive food supply chain in China by 2030.

The five pilot companies have started to map risks relevant to deforestation in their supply chains. Their commitment and actions will help us to encourage other trading or upstream companies to eliminate products from deforested and converted land. We are working with governments, retailers, traders and producers across the world to raise minimum global standards for forest risk commodities such as palm oil, soy and cattle. This will be a major focus at the upcoming UN climate and biodiversity conferences.

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**FIVE MAJOR CHINESE COMPANIES HAVE COMMITTED TO START TRANSFORMING THEIR PALM OIL, SOY AND BEEF SUPPLY CHAINS THIS YEAR, TO BECOME MORE SUSTAINABLE, WITH TECHNICAL SUPPORT FROM WWF**







Lion in the Maasai Mara, Kenya © Greg Armfield / WWF-UK

### 3 2023-24 TARGET

**We'll aim to significantly reduce habitat and wildlife loss in key wildlife corridors within the transboundary landscape between southern Kenya and northern Tanzania, for the benefit of people and nature.**

In southern Kenya and northern Tanzania, we work with local partners, communities and regional and national decision-makers to support the effective conservation of critical corridors that enable wildlife to move between formal protected areas. This was the fifth year of our ambitious programme to maintain a healthy, connected landscape here for wildlife, people and their livelihoods.

It's an important area for elephants, lions and African wild dogs that share the landscape with local communities, outside protected areas. This year, we continued our work through several community-based conservation projects that support improved governance and management of natural resources.

The threat of wildlife causing human injury or death, or damaging crops and affecting livelihoods, remains significant here. So we're working with communities to help reduce the risk and improve coexistence between people and wildlife – especially carnivores and elephants. Such improvements are significantly reducing retaliatory attacks on wildlife, a key driver of lion and elephant loss.

Over the past year, we supported teams in Kenya and Tanzania to secure livestock of 509 households in the Mara, Amboseli and Lake Natron landscapes. We funded and helped to construct livestock enclosures that are secure against predators, and supplied lion deterrent lights. This has benefited 4,787 people and protected more than 67,000 domestic animals (with a value of over US\$7 million) from predation. In addition, we supported a school and a medical clinic to have solar-powered elephant deterrent fences fitted, benefiting 11 teachers, 200 pupils and over 3,000 users of the clinic.

In addition, our project to address poaching and illegal wildlife trade in the Amboseli-Kilimanjaro landscape has resulted in a fall in the proportion of people consuming wild meat – from 28% to 17.5% within two years. People also reported an improved tolerance to wildlife – up from 48% to 76%.

We've also helped to strengthen local business enterprises. This year, we've supported more than 8,500 additional people through diversified livelihoods, strengthened value chains and links to markets in critical wildlife corridors. Enterprises include sunflower farming, beekeeping, poultry farming, grass seed banks and Village Savings and Loans Associations.

**>67,000**

**OUR SUPPORT TO SECURE LIVESTOCK AGAINST PREDATORS IN KENYA AND TANZANIA HAS BENEFITED 4,787 PEOPLE AND PROTECTED MORE THAN 67,000 DOMESTIC ANIMALS THIS YEAR**