




ANNUAL REVIEW

THE TIME TO ACT FOR A NATURE-POSITIVE WORLD IS NOW

2021 SAW GROWING COMMITMENTS FOR A
NATURE-POSITIVE, CARBON-NEUTRAL AND EQUITABLE FUTURE.
BUT A DECISIVE DECADE OF ACTION MUST NOW
FOLLOW TO MAKE THIS A REALITY.



**TOGETHER,
WE CAN BUILD
A SUSTAINABLE
FUTURE FOR
NATURE AND
PEOPLE**



Straightening fishing nets on
the Barotse floodplain in Zambia.
WWF-Zambia and partners are
working to ensure the unique
culture and heritage of the
floodplain are protected.





A YEAR OF DEEPENING CRISIS, BUT ALSO HOPE AND NEW RESOLVE

WE FACE A PLANETARY ECOLOGICAL
AND HUMANITARIAN CRISIS. OF SPECIES AND
ECOSYSTEMS IN DECLINE. OF VULNERABLE
COMMUNITIES HIT HARD BY NATURE LOSS AND
CLIMATE DESTABILIZATION. OF DECISION
MAKERS YET TO FULLY ACQUIRE THE
NECESSARY AMBITION AND TRANSLATE
IT INTO ACTION.

Hope and resolve are, however, in our DNA. And in 2021, our 60th anniversary year, WWF continued to take action for nature and people. We have seen climate and nature rise to the top of the global agenda like never before. Our logo remains a powerful symbol of hope and a stimulus for action. Our groundbreaking partnerships are helping to solve many of today's complex environmental challenges. Our global advocacy is helping to shift momentum. Together, we can halt and reverse nature loss once and for all, building a carbon-neutral and nature-positive society, and securing a prosperous, healthy, happy and equitable future for our children and generations to come.



Txai Suruí, a member of the Suruí people and founder of the Rondônia Indigenous Youth Movement, spoke at COP26 on climate change issues facing Indigenous Peoples in Brazil.

CONTENTS

INTRODUCTION

FOREWORD BY OUR DIRECTOR GENERAL	8
STEPS TOWARDS A NATURE- POSITIVE, CARBON-NEUTRAL AND EQUITABLE FUTURE	12
KEY GLOBAL INFLUENCERS DISCUSS THE ACTION WE MUST TAKE TOGETHER	14
BUILDING A NATURE-POSITIVE FUTURE – KEY CHALLENGES WE MUST ADDRESS	18

OUR GLOBAL WORK IN 2021

INTRODUCTION	24
WILDLIFE	26
OCEANS	28
FORESTS	30
FRESHWATER	32
CLIMATE & ENERGY	34
FOOD	36
FINANCE	38
GOVERNANCE	40
MARKETS	42

TOGETHER POSSIBLE

OUR 60TH ANNIVERSARY	44
INTRODUCTION	46
TOGETHER WITH THE PUBLIC SECTOR	48
TOGETHER WITH BUSINESS	50
TOGETHER WITH INDIGENOUS PEOPLES AND LOCAL COMMUNITIES	52
TOGETHER WITH PHILANTHROPIC PARTNERS	54
TOGETHER WITH YOU	58
EDUCATION AND YOUTH ENGAGEMENT	60
OUR PANDAS	62
FINANCIALS	64
OUR TEAM	66

The age of wisdom, the age of foolishness. Words written by Charles Dickens a century and a half ago but with a deep resonance today as humanity faces a critical choice and a dangerous paradox: that while the knowledge, desire and opportunity to reverse the loss of nature and stabilize the climate strengthens by the day, the terrifying environmental crisis driven by harmful human activities deepens. How humanity, and the natural world we rely on for our well-being and survival, will fare in the coming century depends on the choices we make now.

As we start to emerge from the worst of the COVID-19 pandemic, we cannot return to business as usual. Instead, we must create a new normal that puts people and planet first. A decisive decade of action and beyond is needed to tackle the root cause of the crisis: the unsustainable development model that both destabilizes essential natural systems and undermines equitable social and economic progress.

Report after report strengthens the case for nature-positive action as well as shines a spotlight on the terrible price to be paid by humanity if warning signs go unheeded – our health, food, water security and livelihoods depend on a healthy, stable and productive natural world. The World Economic Forum's Global Risks Report 2021 shows that environment-related risks – including inaction to reduce greenhouse gas emissions and biodiversity loss – are now recognized as the biggest challenges facing humanity.

Addressing the climate and nature crises is not only an ecological issue, but in turn also an economic and health issue. And an equity and justice issue for today's most vulnerable communities as well as future generations.

Never has it been clearer that we need to transform what is perhaps the most crucial of our relationships: the one with nature.

INCREDIBLE MOMENTUM

So it's been truly energizing to see the unprecedented growth and unity of purpose of voices for nature in the past year – from individual attitudes to the global policy stage, from political leaders and business and finance institutions to faith groups and human rights organizations. This year's "Eco-wakening" report by the Economist Intelligence Unit for WWF revealed a dramatic rise in numbers of people concerned about nature loss, particularly in emerging and developing economies. And a growing global alliance of organizations and governments, including more than 90 heads of state, now support a global goal to reverse nature loss by 2030.

It is also exciting to witness the convergence of the climate, nature and sustainable development agendas, as the evidence mounts regarding the interdependence between nature and human well-being. How, for example, 39 million new jobs could be created if governments reallocated to a nature-positive stimulus just one year's worth of subsidies that currently harm biodiversity. And the way countries are increasingly recognizing the value

WE NEED A DECISIVE DECADE OF ACTION

THE SCIENCE HAS NEVER BEEN CLEARER ON THE CLIMATE AND NATURE
CRISES. AWARENESS ACROSS SOCIETY HAS NEVER BEEN GREATER OF THE
RISKS TO PEOPLE AND PLANET. POLITICAL AND CORPORATE COMMITMENTS
HAVE NEVER BEEN MORE AMBITIOUS. BUT URGENT TRANSFORMATIVE
ACTION IS NOW NEEDED IN THE COMING DECADE AND BEYOND.

of nature-based solutions in their efforts to address the climate crisis.

Bolder-than-ever commitments have also been made, building on last year's groundbreaking Leaders' Pledge for Nature: the new Nature Compact initiative announced by the G7 countries that calls for net-zero-emission and nature-positive targets; and the Kunming Declaration by government ministers at the UN COP15 biodiversity summit that supports the reversal of biodiversity loss by 2030.

There have also been new, substantial and targeted financial commitments: a US\$5 billion commitment from nine philanthropic organizations to support nature conservation; the RMB1.5 billion pledged by China to a new fund that supports biodiversity protection in developing countries; the EU undertaking to double its overseas nature funding; the commitments made by some states at COP26 (US\$12 billion to protect, restore and sustainably manage forests, and US\$1.7 billion to directly finance Indigenous Peoples and local communities); the pledge by 75 financial institutions, with assets worth €12 trillion, to protect and restore nature through their finance activities and investments; and much more.

CRUCIAL MOMENT

But the truth is that humanity hovers at the crossroads, with current commitments still falling far too short. We need a transformation

in ambition and action. An end to taking nature for granted. The protection of more land and waters. A systemic shift in production and consumption. And the adoption of a whole-of-society, integrated, rights-based approach, with the conservation leadership of Indigenous Peoples and local communities – those who most directly interface with nature and depend on nature's resources – fully recognized.

More and more state and non-state actors are recognizing the need for urgency – and came together in a new campaign in 2021, #TheRaceIsOn, to ensure commitments are converted into concrete global and national action. Attention is now focused on the concluding session of the UN Convention on Biological Diversity COP15 in 2022, and the need to establish an ambitious and transformational Post-2020 Global Biodiversity Framework – a new action plan for nature – that sets us on the path to recovery.

We must not fail at this crucial moment in history. Together, we must agree and act now to halt and reverse nature loss and secure a nature-positive world by 2030 so that there is more nature by the end of the decade than there is today, not less.

Together we can and must deliver a nature-positive and a net-zero-emissions society as the necessary foundation to a safer and more equitable future for humanity, and all life on Earth. Wisdom, not foolishness, must win the day.

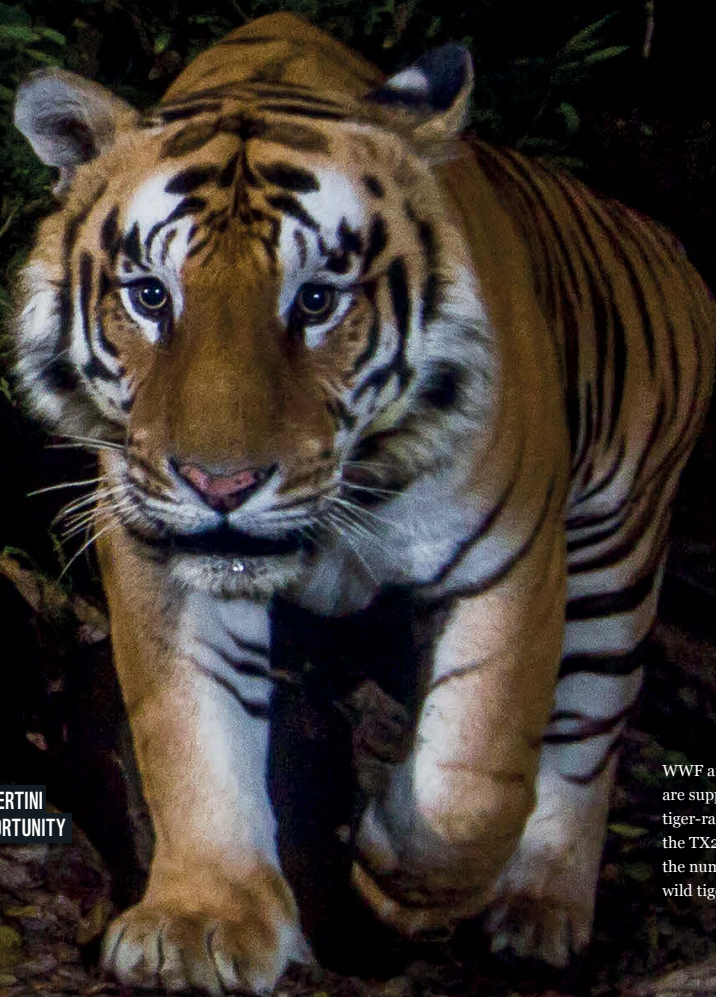


Marco Lambertini
Director General,
WWF International



**WATCH MARCO LAMBERTINI
DISCUSS OUR UNIQUE OPPORTUNITY
TO ACT FOR NATURE AND
PEOPLE IN 2022**

WWF and partners are supporting tiger-range states with the TX2 goal of doubling the number of wild tigers.



NATURE POSITIVE BY





STEPS TOWARDS A NATURE-POSITIVE, CARBON-NEUTRAL

2021

JANUARY

Key announcements made at UN One Planet Summit for Biodiversity include a new coalition of more than 50 countries committing to protect 30% of their lands and water by 2030.

MAY

Economist Intelligence Unit “Eco-wakening” report for WWF shows that hundreds of millions of people around the world are concerned about nature loss, and the number is growing.

JUNE

Leaders’ Pledge for Nature governments and supporters from business and civil society launch global #TheRacelsOn campaign to secure a nature-positive world by 2030.

G7 countries commit to halt and reverse biodiversity loss by 2030 in new Nature Compact.

JULY

Our new WWF report shows how governments are increasingly recognizing the value of nature-based solutions in their efforts to address the climate crisis.

AUGUST

New WWF report reveals 39 million new jobs could be created if governments reallocated just one year’s worth of subsidies that currently harm biodiversity to a nature-positive stimulus.

AND EQUITABLE FUTURE

SEPTEMBER

At the IUCN World Conservation Congress, governments and civil society organizations call for an effective Global Biodiversity Framework that delivers a nature-positive world by 2030.

Largest-ever private funding commitment for biodiversity and strong participation from world leaders at WWF-backed event alongside UN General Assembly meeting.

OCTOBER

At the first session of the UN Convention on Biological Diversity's COP15, government ministers commit to reverse biodiversity loss by 2030 in the Kunming Declaration.

NOVEMBER

Despite disappointing decisions in a number of key areas, the COP26 climate summit sees recognition of nature's critical role in tackling the climate crisis, as well as agreement to act against fossil fuel subsidies and coal power.

... IN THE COMING DECADE

The path over the coming decade will not be an easy one, requiring concerted and urgent action to halt the degradation of ecosystems, protect and sustainably manage the nature left on the planet, and restore what we possibly can to build the resilience of landscapes and seascapes. With nature put firmly on the path to recovery, human equity and prosperity can be more easily guaranteed for generations to come. Achieving a nature-positive, carbon-neutral and equitable future will need transformational action by 2030:

PROTECT NATURAL SPACES

We are advocating for at least 30% of all land, seas and fresh water to be protected by governments, Indigenous Peoples and local communities, sustainably managing the rest and being ambitious in restoring what we have lost or degraded. The way forward must be led by all rights-holders and stakeholders, including Indigenous Peoples, governments and private entities.

STOP SPECIES EXTINCTION

We are striving to halt species extinction caused by human activity, with wildlife populations stable or increasing. To achieve this, we need to end illegal and unsustainable trade, stop overexploitation on land and in the ocean, reduce conflicts and enhance coexistence between people and wildlife, minimize incidental capture, and reduce the threat to wildlife caused by invasive species.

HALVE FOOTPRINT OF CONSUMPTION AND PRODUCTION

We need to tackle the key economic drivers of nature loss and climate change: by accelerating energy transition so that we halve emissions by 2030; by halving the footprint of food production and consumption both on land and in the ocean; and by addressing the impact of infrastructure development, forestry, extractive industries and other sectors, while directing public and private finance towards carbon-neutral and nature-positive transitions.



GLOBAL VOICES FOR ACTION

SOME OF THE WORLD'S MOST IMPORTANT INFLUENCERS DISCUSS THE CHALLENGES FACING NATURE AND PEOPLE, AND THE ACTION WE MUST TAKE TOGETHER.

ACTION FOR THE OCEAN



“Be it the decline of the ocean’s health, biodiversity loss or climate change, everything is connected.

We now know that human activities on Planet Earth, principally our burning of fossil fuels and our polluting and destruction of planetary ecosystems, are jeopardizing the survival of a multitude of species, including our own. Humankind’s war against nature must end, and we must apply our ingenuity and efforts to reparation and reconstruction on land and sea. With WWF’s global reach, from biodiversity beyond national jurisdiction, to a global treaty to end plastic pollution, from supporting the implementation of the targets of SDG14, through to tripling of protection of marine ecosystems, WWF has a key leadership role to play in the years ahead.”

Ambassador Peter Thomson
UN Secretary-General’s
Special Envoy for the Ocean

Whales play an important role in capturing carbon from the atmosphere – an example of interlinked biodiversity and climate challenges.



ACTION IN THE FINANCE SECTOR



“ Climate change and biodiversity loss are interconnected. The climate crisis will not be solved without nature and the biodiversity crisis will become worse if we do not tackle climate change. Addressing these crises by

aligning financial flows with global biodiversity and climate targets will be an important part of the solution in terms of poverty reduction and equitable development, especially in developing countries. By integrating nature-related financial risks, impacts and dependencies into its investment decisions, increasing nature-positive investments, and finally disclosing its nature and climate-related financial risks, the financial system will simultaneously transition to nature-positive and net-zero models. ”

Elizabeth Maruma Mrema
UN Assistant Secretary General
& Executive Secretary,
Secretariat of the Convention
on Biological Diversity

ACTION THROUGH PARTNERSHIPS



“ The devastating health and socio-economic impact of the pandemic have exacerbated pre-COVID risks associated with growing inequalities, climate change and environmental degradation.

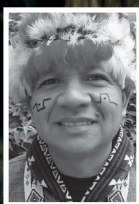
These multiple crises underscore the need to build forward better as part of an inclusive, green recovery and renewed push for the Sustainable Development Goals. The unprecedented response to the pandemic has shown we can come together to solve epic problems. But more is needed to put nature and climate at the heart of national and sector decisions, while ensuring a just transition for all. Now is the time for renewed commitment and greater action through deeper public, private and civil society partnerships. ”

Achim Steiner
Administrator, United Nations
Development Programme

Evaluating from an Indigenous viewpoint the ecosystem services of the forest in the La Chorrera district in the Predio Putumayo Indigenous Reserve, Colombian Amazon.

GLOBAL VOICES FOR ACTION

ACTION FOR THE AMAZON



“ Our mother the Amazon rainforest is the planet’s heart and is key to the battle against the climate crisis. However, it is permanently threatened by extractive activities that impinge on our rights to life.

Indigenous People are defending the Amazon on a daily basis; we are putting our lives at risk and, today, science and allies have joined our battle and together we are warning that the Amazon is reaching its point of no return. That is why we make a call to governments, philanthropists, and all humanity – through the actions proposed in motion 129 approved at the World Conservation Congress in Marseille, and through direct financing of initiatives undertaken in these very territories – to protect the Amazon as a guarantee to life on the planet. ”

José Gregorio Díaz Mirabal
General Coordinator, Indigenous Organizations
of the Amazon Basin (COICA)

ACTION FOR BIODIVERSITY



“ The natural world is fast approaching several tipping points. We must now take urgent action proportionate to the severity of the crisis. Natura & Co is calling for an Agreement on Nature, similar in scope and significance to the Paris Agreement, which includes clear goals, targets and compensation mechanisms. In addition, we hope to see financial flows directed towards supporting and regenerating tropical forests, and the adoption of business models which protect biodiversity and residing traditional and Indigenous communities. As a company we’ve been operating in Amazonia, the world’s largest tropical rainforest, for over two decades. We will continue to collaborate with other businesses, governments, academia and civil society to preserve and regenerate biodiversity, especially Amazonia, a truly global task. ”

Roberto Marques
Executive Chairman & Group CEO,
Natura & Co



BUILDING A NATURE –

SUPPORTING GLOBAL EFFORTS TO REVERSE NATURE LOSS IN THE COMING DECADE WILL REQUIRE ACTION ACROSS MANY FRONTS.

GREENING FINANCE AND FINANCING GREEN

As we face the dual challenge of climate change and nature loss, financial institutions increasingly recognize the stranded asset risks inherent in the transition to a lower-carbon economy, and the physical risks of a warming world. They are also starting to look beyond renewable energy to other opportunities to support a more environmentally sustainable economy. This welcome shift in thinking must convert into action to support a rapid transformation of the global economy in the coming decade.

WWF is encouraging this transformation in several important ways. First, by engaging financial regulators to improve understanding of the systemic risks arising from climate change and biodiversity loss. In 2021, we launched a framework to benchmark policies and actions that central banks, financial regulators and supervisors adopt to create a

greener financial system. We also joined a collaborative research project to improve the understanding of the relationship between biodiversity loss and financial stability.

Second, by strengthening the definitions of “green” – including continued work on freshwater and sustainable blue economy finance – and helping guard against greenwashing. WWF has participated in significant efforts to improve the green and blue standards in use for investing, including the EU sustainable finance taxonomy and the green bond principles. We also helped launch the Taskforce on Nature-related Financial Disclosures to develop a framework to disclose nature-related risks, and we work through partnerships like the Science Based Targets initiative and Net-Zero Asset Owner Alliance to develop methodologies and tools for financial institutions

to align with the science-based target of the Paris climate agreement.

Third, by bringing this work to the field by actively supporting investment in green – and blue – solutions. Through an innovative partnership in the Dutch Fund for Climate and Development (DFCD) for example, WWF is helping to advance bankable nature solutions by sourcing financing and investment projects from India to Indonesia to Brazil.

Margaret Kuhlrow,
Global Finance
Practice Leader

Dermot O’Gorman,
CEO,
WWF-Australia

POSITIVE WORLD

WWF EXPERTS EXPLORE SOME OF THE KEY CHALLENGES WE WILL BE WORKING WITH OUR PARTNERS TO ADDRESS.

TOGETHER, WE CAN ACHIEVE THE 30X30 TARGET

The ambitious proposed ‘30x30’ target of the UN Convention on Biological Diversity aims to conserve 30% of the Earth’s land and sea by 2030 of particular importance for biodiversity and its contributions to people, through well-connected, effectively and equitably managed systems of protected areas and OECMs (“other effective area-based conservation measures” outside protected areas). Many countries do not have space for more protected areas, especially terrestrial ones, and OECMs offer an opportunity to recognize areas owned or managed by Indigenous Peoples and local communities, governments and private entities. Combined with tackling drivers, 30x30 is a huge opportunity to reverse the curve on biodiversity loss – but it must be done right, with full leadership by and benefits for rights-holders and stakeholders.

WWF is well placed to play a catalytic role in 30x30, with a field presence and diverse partnerships in many countries around the world. Our approach to 30x30 is inclusive and equitable – in particular we will work with Indigenous Peoples and local communities on their terms. When they want to partner, we will support them to strengthen their rights and management as well as improve livelihoods to better meet their needs and aspirations.

Through stakeholder-led planning of landscapes, seascapes and river basins, we envision well-connected networks of protected areas and OECMs that are planned for current and future conditions including climate and societal change. Our approach puts nature and nature’s services to people on an equal footing: nature’s services range from local products sourced by communities to global services such as climate regulation.

We will also work with rights-holders to promote more effective and equitable management of their lands and waters, and restoration of degraded areas. Recognizing the chronic underfunding for long-term conservation efforts, we will seek durable financing arrangements for networks of protected areas and OECMs. And we will promote learning and sharing at local-to-global levels to enable rapid scale-up of successful approaches.

Alice Ruhweza,
Regional Director,
Africa

Nik Sekhran,
Chief Conservation Officer,
WWF-US

SUPPORTING COMMUNITY LEADERSHIP IN GLOBAL CONSERVATION EFFORTS

Supporting Indigenous Peoples and local communities in their efforts to govern and sustainably manage their lands, territories and waters is one way WWF seeks to address the interlinked challenges of nature loss, climate change, and social and environmental inequalities. We work locally, nationally and globally – supporting communities to (re)build a healthy balance with nature and development paths that leave no one behind.

Some examples of our work in Latin America demonstrate the difference we are trying to make. In Colombia and Peru, we are helping to fund and organize initiatives to support Indigenous territorial governance through community leadership courses that combine classroom learning with fieldwork over six to eight months. The curriculum

is designed by federations of Indigenous Peoples, and students are selected by them. The aspiration is that leaders will become active contributors in their communities, municipalities, protected areas or national politics. We have also worked with impact investment NGO NEST to create Indigenous economic councils in Brazil, Colombia, Ecuador and Peru. The councils, which include representatives of national Indigenous leaders, foster Indigenous enterprises; and, to date, 25 have received funding and business services.

Individual initiatives like these can have significant impacts but WWF is also focused on the broader contribution of Indigenous Peoples and local communities to the future of the planet. We are working to build an enabling environment for Indigenous and community stewards

of nature by establishing the global evidence base demonstrating their contributions but also the imminent pressures many Indigenous and community conserved areas face. In a unique collaboration with 15 organizations, Indigenous leaders and supporting organizations, *The state of Indigenous Peoples' and Local Communities' lands and territories* report clearly shows that nature conservation objectives cannot be achieved without supporting Indigenous Peoples and local community stewards of nature. We are bringing this message into our own advocacy in the global biodiversity and climate negotiations.

Elaine Geyer-Allély,
Governance Practice
Deputy Leader

Kurt Holle, Director,
WWF-Peru



BUSINESS HAS THE POWER TO CREATE A NATURE-POSITIVE FUTURE

As the global pandemic has continued to evolve, this past year has only reinforced our collective sense of vulnerability, and the recognition that our own health and that of our economies depend entirely on the balance of Earth's interconnected living systems. The crisis is shaping a new paradigm for how business can help create a better, more resilient future – one founded on a powerful mix of business model innovation, new technologies and logistics across value chains, and international collaboration.

Encouragingly, we have for the most part managed to shore up food security and healthcare, and dodge a global recession. When push comes to shove, we can, it seems, deliver rapid changes in individual, political and corporate behaviour to solve a global crisis. We must now do the same to save our planet in a decade of action

that drastically reduces emissions and puts nature on the path to recovery. For business, saving nature is not just a moral imperative but an urgent economic one. An estimated US\$44 trillion in economic value generation – over half the world's GDP – is moderately or highly dependent on nature and its services.

The global business community must acknowledge the urgency for action and embrace the opportunity to innovate and take the lead once more – setting science-based targets and rapidly delivering deforestation- and conversion-free supply chains, investing in nature-based solutions, and calling for policies and incentives that help scale private sector action for nature. WWF is already collaborating with business across multiple sectors and geographies and driving business action for nature.

In Brazil, for example, our work to halt deforestation and conversion harnesses the power of markets to protect nature. And around the world, whether helping to address nature-related risk, transform resource use and supply chains, or invest in social enterprise, we are ready to help shape business-driven solutions. By putting investment in nature at the heart of doing business, business can lead the transition to an equitable, net-zero, nature-positive future.

Cristianne Close,
Global Markets Practice
Leader

Mauricio Voivodic,
CEO, WWF-Brazil

FEEDING THE WORLD WITHIN PLANETARY BOUNDARIES

The food we grow and how we do it is the primary cause of biodiversity loss and a principal contributor of greenhouse gas emissions. But it can be part of the solution to the nature and climate crises. To realize this potential, while providing everyone with healthy and nutritious diets, we have to take systemic actions across food production, consumption and loss and waste, on three key levels. Firstly, action on international governance and finance. We are working in multilateral processes and with national governments to shape more inclusive food systems and repurpose agri-food subsidies and supports to reward behaviour that is good for the planet.

Secondly, action across the supply chain. We are working

hand-in-hand with food producers on every continent to adopt nature-positive production practices – like regenerative agriculture and agroecology, and increasing agrobiodiversity; and alongside the private sector to slash food loss and waste from farm to fork, and make more healthy and sustainably produced food available.

Thirdly, action at the individual level. Most people in the world can make choices on what to eat. We must ensure that we choose the right foods and keep them out of the bin. Food that is healthy for us tends to be healthy for the planet too: the power is truly on our plates.

We must move away from relying on single perfect solutions and be ready to

embrace the complexity that faces us. We need equitable food systems where people, especially in the most fragile contexts, and planet are part of the same equation. In the short term there could be trade-offs for some but in the long run, food systems that feed everyone healthy and nutritious diets within planetary boundaries are good for everyone.

Food systems transformation must be rapid. It is not an option. Now is the time for action.

João Campari,
Global Food Practice Leader

Tanya Steele,
Chief Executive, WWF-UK

A close-up, black and white photograph of an elephant's face, showing its eye, ear, and the textured skin of its head and trunk. The elephant is looking slightly to the left.

HELPING TO SHAPE THE GLOBAL NATURE AGENDA THROUGH POLICY AND ADVOCACY

WWF's effective national and global biodiversity advocacy is based on a clearly defined theory of change: we need to 1) elevate nature into the agenda of world leaders, and 2) ensure that nature/biodiversity decisions are powerful enough to secure stable and resilient services from healthy ecosystems for all life on Earth. Through the endeavours of WWF and partners, significant progress on the first front has been achieved. Creatively and diligently, WWF has worked closely with a group of progressive country representatives in shaping the agenda of leaders' events over the past three years. To date, leaders from more than 120 countries have made commitments to reverse biodiversity loss by 2030 for sustainable development. These represent more than

40% of global GDP and more than 30% of the world's population.

On the second front, the negotiation of a post-2020 Global Biodiversity Framework (GBF) – due for final agreement in 2022 – under the auspices of the UN Convention on Biological Diversity (CBD) will set the path for the next decades towards its vision of “living in harmony with nature”. Although some of our asks have been kept in the current draft text, we have observed a concerning gap in translating the leaders' commitments into CBD negotiations. WWF has been advocating assiduously at national and global levels to close the gap, and open policy and civic spaces that deliver the conservation needed across landscapes and

countries. Only when leaders secure a GBF mission for 2030 to reverse biodiversity loss and become nature positive, agree to halve our footprint of production and consumption, mobilize sufficient resources, implement the GBF with ratcheting actions, and ensure a whole-of society approach where the participation of all stakeholders including Indigenous Peoples and local communities, women, and youth, will we be able to protect the species and ecosystems that are vital to our survival and well-being.

Lin Li,
Global Policy & Advocacy
Director

Gavin Edwards,
Global Coordinator,
Nature & People

OUR GLOBAL ACHIEVEMENTS IN 2021

Our nine global practices – Wildlife, Oceans, Forests, Freshwater, Climate & Energy, Food, Finance, Governance and Markets – focus our work on helping to build a nature-positive, carbon-neutral and equitable future for our planet. They bring together the combined efforts of our global network of national offices active through local leadership in over 100 countries. Read our key practice achievements on pages 26-43.

HOW WWF WORKS FOR NATURE AND PEOPLE

PROTECT AND RESTORE HABITATS AND SPECIES, AND BENEFIT PEOPLE

WILDLIFE · OCEANS · FORESTS · FRESHWATER

REDUCE THE FOOTPRINT OF CONSUMPTION AND PRODUCTION

CLIMATE & ENERGY · FOOD

CREATE SYSTEM-LEVEL CHANGE

FINANCE · GOVERNANCE · MARKETS



Monitoring jaguars
in the Güepi-Sekime
National Park, Peru.

© Diego Pérez / WWF-Peru

THE CHALLENGE AHEAD

Despite good news for some wildlife species, many others continue to decline due to threats ranging from extractive and agro-industries putting increased pressure on vital habitats to unsustainable hunting. Our planet's wildlife is in crisis, with populations falling by two-thirds on average since 1970. And yet, we rely on this rich diversity of life to support vital natural systems that provide us with everything from clean air and water to fertile soils and a stable climate – along with food, jobs and much more. Politicians, businesses and the public need to start taking this every bit as seriously as the climate crisis.

[WWF.PANDA.ORG/WILDLIFE](https://www.panda.org/wildlife)

WILDLIFE





SIGNS OF WILDLIFE RECOVERY

Around the world, we celebrated in 2021 the ongoing recovery of many wildlife species – the result of complex problem solving, often over many years, with governments, communities and other partners. In Europe, the wild Iberian lynx population has increased tenfold in the last 20 years and there has been good news for sturgeon as Romania and Bulgaria both extended fishing bans to allow stocks to be replenished in the Danube. In Asia, rhino numbers in Nepal's Terai Arc landscape have increased by a sixth in the last six years to reach 752, up from 645 in 2015, while across the border in India two tigers were released into the western part of the Rajaji Tiger Reserve, an area previously estimated to have just two female tigers. Meanwhile in Mongolia, the saiga antelope population has more than doubled since 2018. And in Africa, elephant poaching continued to follow a downward trend, though it remains worryingly high in places.

GLOBAL MOMENTUM FOR HUMAN-WILDLIFE CO-EXISTENCE

We've been pushing to elevate the profile of human-wildlife conflict as a threat to sustainable development, food security and conservation, and drive holistic responses. This year saw the launch of a major WWF-UNEP report and the first ever IUCN resolution on the issue.

FINANCIAL TOOLS TO TACKLE WILDLIFE CRIME

With illegal wildlife trade wreaking havoc with the biodiversity we all depend on, we've partnered with the Association of Certified Anti-Money Laundering Specialists to launch specialist training on wildlife crime – which has also been taken up by the Asian Development Bank.

UN RESOLUTION ON CONNECTIVITY

Connecting different habitats is vital for the future of many species so we welcome the adoption of the first-ever UN resolution on wildlife connectivity and transboundary collaboration. This was supported by many of the governments we're working with to secure connectivity on the ground.

 WATCH GLOBAL WILDLIFE PRACTICE LEADER MARGARET KINNAIRD DISCUSS OUR WILDLIFE WORK IN 2021

The Iberian lynx population has increased tenfold in 20 years.

© Antonio Liébana

THE CHALLENGE AHEAD

It's time to change the way we see our oceans – from places where we take what we want and dump what we don't, to a shared resource of immense value. Overfishing, pollution, climate change and the threat of deep seabed mining are putting this precious environment, and the communities who depend on it, under increasing pressure. Coral reefs, mangroves and many crucial fish stocks are being pushed to the point of collapse, threatening people's livelihoods and food security – and harming many species. The ocean can be an engine of economic development – but only if we manage it sustainably. We need more science-based management plans and marine protected areas.

[WWW.PANDA.ORG/OCEANS](https://www.panda.org/oceans)

OCEANS





▶ WATCH INTERIM GLOBAL
OCEANS PRACTICE LEADER
GHISLAINE LLEWELLYN DISCUSS OUR
OCEANS WORK IN 2021

DEMAND GROWS FOR PLASTICS ACTION

From abandoned fishing gear entrapping marine wildlife to toxic microplastics accumulating in the food chain, plastic pollution is a major threat to life on land and in the oceans. Each year, more than 11 million tonnes of plastic enter the oceans. The demand for solutions keeps growing, with over 2 million people signing WWF's petition and 150+ countries joining the call for a global treaty. And further progress was made in 2021, with the issue taking centre stage at a UN conference on marine litter and plastic pollution attended by government ministers. Over 25 leading financial institutions announced their support for a treaty ahead of the conference, joining world-famous brands such as Coca-Cola, Nestle and Unilever in demanding action from UN member states. A new WWF-commissioned report further strengthened the case against plastic pollution – showing the huge cost to people and planet. Momentum is building – now we need action to follow.

OCEAN MINING MORATORIUM

We rallied companies including BMW, Google, Patagonia, Philips, Scania, Samsung, Volkswagen Group and Volvo Group to support a moratorium on deep seabed mining and commit to not using minerals from the deep seabed. Triodos Bank committed not to finance deep seabed mining. In September, the IUCN World Conservation Congress resoundingly backed a global moratorium.

BLUE ECONOMY

Thirty six organizations, including the Asian Development Bank, the European Bank for Reconstruction and Development, and the government of Portugal, have signed up to the Sustainable Blue Economy Finance Principles – a blueprint for investment in a sustainable ocean economy that we played a pivotal role in developing.

PROTECTION IN CHILE

We helped create a national standard for managing marine protected areas (MPAs) in Chile. This will ensure Chile's MPAs, which cover 42% of its waters (more than 150 million hectares), are effectively conserved, while respecting the rights of local communities and generating benefits for them.

Fishing in the City of Tabaco, Philippines. Some 800 million people are directly engaged in small-scale fishing globally, with a majority coming from low- and middle-income countries.

FORESTS

THE CHALLENGE AHEAD

Despite widespread recognition of the importance of forests, particularly in tackling the climate crisis, deforestation remains stubbornly high – as shown in our *Deforestation Fronts* report. One of the greatest challenges is finance, with far too little allocated for forest protection and restoration, and incentives not reaching the ground. From increasing the amount of finance for forests through nature-based solutions, to increasing incentives and securing rights of Indigenous Peoples and local communities in forest landscapes, advocating for greater leadership from the private sector in tackling the drivers of forest loss, and accelerating implementation of forest landscape restoration globally, our work has never been more urgent.

[WWF.PANDA.ORG/FORESTS](https://www.panda.org/forests)





**WATCH GLOBAL FOREST
PRACTICE LEADER FRAN PRICE
DISCUSS OUR FORESTS WORK
IN 2021**

MANAGING FORESTS BETTER

In 2021, we launched our new Forests Forward platform – targeting improved management of 150 million hectares of forest by 2030. Enabling people to benefit from the full value of the goods and services that forests provide is at the heart of the programme, with a strong emphasis placed on the role of Indigenous Peoples and local communities.

The initiative helps businesses and investors play their part in helping protect, restore and sustainably manage forests, and aims to boost collaboration, innovation and investment in sustainable practices in forest landscapes globally. So far, 19 major companies have joined Forests Forward, and each has a clearly defined scope of work and targets to maximize its impact. Action areas under Forests Forward cover a wide spectrum – from the fundamentals of better forest management and related trade to ecosystem restoration and biodiversity conservation.

FOREST FIRES

We've played an instrumental role in tackling forest fires around the globe. Our work has ranged from supporting emergency firefighting efforts in protected areas in Russia and strengthening community fire prevention in the Amazon, to rehabilitating wildlife in the Mediterranean and restoring habitats in Australia.

RESTORING FORESTS

We became a global partner in the UN Decade on Ecosystem Restoration, to help scale up restoration action and galvanize a global inter-generational movement of people to act for nature. WWF has a long history of implementing ecosystem restoration, for example planting over 1.6 million trees in Pakistan and restoring crucial orang-utan habitat in Malaysian Borneo.

SALONGA SUCCESS

In June, Salonga National Park in the Democratic Republic of the Congo was taken off the list of World Heritage sites “in danger”. We've played a key part in improving the management of the park, the largest protected area of dense rainforest in Africa and home to bonobos and forest elephants.

Planting seedlings
in the Malaysian state of
Sabah, Borneo.



FRESHWATER

THE CHALLENGE AHEAD

Despite their vital importance to societies, economies and all life on Earth, freshwater ecosystems continue to be undervalued. As a result, rivers and wetlands are still degraded and destroyed – an estimated 70% of global wetlands have been lost since 1900, and just a third of the world's longest rivers remain free-flowing.

Freshwater biodiversity is also declining rapidly, with wildlife populations falling by 84% on average since 1970. While we're seeing some positive signs of change, we need to make sure the protection and restoration of healthy rivers, lakes and wetlands, which are central to global efforts to tackle the climate and nature crises, get the attention they deserve.

[WWF.PANDA.ORG/FRESHWATER](https://www.panda.org/freshwater)



KEEPING RIVERS FREE FLOWING

This year brought big wins in our European campaigns to halt harmful hydropower development. With our partners, we stopped plans for a dam on the Vjosa River in Albania, one of Europe's last wild rivers. Montenegro banned small hydropower plants, while Bosnia-Herzegovina is phasing out subsidies. In Poland the Minister of Climate and Environment revoked a permit for a dam on the Vistula – one of the largest and potentially most damaging dams planned in Europe. As well as stopping dams, we're helping to remove them. The largest dam removal in Finland is under way, co-funded by WWF, while the second largest in France is also progressing, and WWF crowdfunding paid for the removal of barriers in Germany, Slovakia, the UK and Ukraine. Hopes are high that 2021 will beat the record 101 dams and barriers removed across Europe in 2020.

NEW PROTECTED AREAS

We helped secure the official designation of the first five-nation UNESCO biosphere reserve in the “Amazon of Europe”, as well as protection under the Ramsar Convention for wetlands in China, Georgia, India and Tunisia. We also helped win World Heritage site status for the Colchic wetlands in Georgia – home to five species of endangered sturgeon – and the Getbol tidal flats in the Republic of Korea.

LEGAL REMEDIES

Our work influenced China's historic Yangtze River Law, which will enhance the health of the river. WWF complaints led to the EU Court of Justice ruling against Spain over degradation of the Doñana wetlands, and metals and mining company Nornickel paying a record €1.62 billion fine for polluting Siberian rivers.

NO LONGER FORGOTTEN

Our report on freshwater fish – *The World's Forgotten Fishes* – received widespread international coverage. Produced in partnership with 16 other conservation organizations, it explored their remarkable diversity and importance to communities, as well as threats and solutions. We also raised the profile of inland fisheries, which were highlighted at the UN Food Systems Summit.

River Mura is in the first ever five-nation UNESCO biosphere reserve.

CLIMATE & ENERGY

THE CHALLENGE AHEAD

Keeping the average global temperature rise to no more than 1.5°C is still possible – but the window of opportunity is fast closing. Long-term targets are no longer enough: to avoid catastrophic consequences for nature and for hundreds of millions of people, we need rapid, deep and ongoing emissions cuts alongside ramped-up investments in nature-based solutions. And the heavy lifting needs to happen this decade. At the same time, we need to prepare ourselves to adapt and respond to unavoidable climate impacts – and, in particular, to support vulnerable countries that suffer the most severe consequences.

[WWF.PANDA.ORG/CLIMATEENERGY](https://www.panda.org/climateenergy)





CLIMATE ACTION SLOWLY GATHERS PACE

In a year of extreme weather events and stark warnings from climate scientists, the UN COP26 climate summit showed that the world is looking for leaders to speed up and scale up climate action. The talks left a narrow window open to avoid the worst impacts of climate change, as fossil fuel subsidies and coal power took a much-needed hit. But, with the world still on track for warming above 2°C, more urgent action is needed. Alongside many governments, businesses and civil society organizations, WWF is calling on governments to set stronger targets for climate action, finance the work needed to adapt and build a safer future, prioritize nature-based solutions for climate change, and halve emissions by 2030. This year saw positive movements on:

A FOSSIL-FUEL-FREE WORLD

With the majority of the world's energy still reliant on fossil fuels, COP26 offered much-needed recognition of the need to phase out subsidies, ramp up investments in clean energy and ensure a just transition, which WWF has long been calling for. This year, China committed to halt overseas finance for coal, one of the key goals of our REpowering Asia initiative.

NATURE'S ROLE AS CLIMATE HERO

Although nature-based solutions were cut from the final text, nature truly arrived at COP26. Recent WWF analysis showed that nature-based solutions are a growing part of countries' climate action plans – this must continue to increase, alongside transformation of our energy system.

WHOLE-OF-SOCIETY ACTION

Progress included the Science Based Targets initiative (SBTi), of which WWF is a founding partner, launching a world-first net-zero corporate standard that offers a credible assessment of climate action by business; a record 1,100 companies committing through SBTi to 1.5°C-aligned targets; and WWF's Alliances for Climate Action receiving formal endorsement by the UN's High-Level Champions at COP26, and influencing the climate pledges of Argentina, Japan, South Africa, the USA and Viet Nam.

Marching for climate action during the COP26 summit.

FOOD

THE CHALLENGE AHEAD

Our food systems continue to be the primary cause of nature loss. Even if all greenhouse gas emissions reduction targets are met in all other sectors – including energy, transport and manufacturing – we will not achieve a 1.5°C future without transforming food systems. By integrating improvements in agricultural practices, limiting land-use change, changing how we eat and limiting waste, food systems can move from being part of the problem for nature and climate to being part of the solution. So far, action has been piecemeal and insufficient when an integrated food systems approach is needed. Climate and biodiversity negotiators must bring food to the forefront of their agreements and urgently move their commitments into actions on the ground and in the water for nature, climate and people.

[WWW.PANDA.ORG/FOOD](https://www.panda.org/food)





UN SPOTLIGHT FOR FOOD SYSTEMS

Transforming food systems is an urgent priority when it comes to tackling the global nature and climate crises. Thanks to WWF's expertise in this area, we were invited to lead Action Track 3 – on nature-positive production – of the first ever UN Food Systems Summit. We delivered to the UN a framing paper that set the stage for the discussions on nature-positive production, gathered over 2,200 ideas and facilitated the development of more than a dozen multi-stakeholder coalitions of action around key issues like agroecology, blue foods, soil health, and the repurposing of agricultural subsidies, with 195 public and private sector partners engaged in our work. We were also prominently involved in Action Track 2 on sustainable consumption – helping to launch coalitions on food loss and waste, and healthy and sustainable diets for all.

NATURE-POSITIVE PRODUCTION

To leverage WWF's leadership position in the UN Food Systems Summit, we published a framework for farming with nature, rather than extracting from it. This work contributed to the convening of a large multi-stakeholder coalition on agroecology and regenerative agriculture. We highlighted the benefits of such approaches through WWF's work in several countries such as India, the Netherlands, Paraguay, Thailand and Zambia.

PLANET-BASED DIETS

Our report and modelling tools on how dietary shifts can improve human and environmental health led to discussions with governments on redesigning national dietary guidelines, as well as several corporate initiatives. Building on this work, we launched a multi-stakeholder Global Action Platform on Sustainable Consumption and Diets to coordinate action across climate, health, biodiversity and other global agendas.

FOOD WASTE COMMITMENT

Retailers in the US states of California, Oregon and Washington and British Columbia in Canada committed to halve food waste by 2030 as part of the Pacific Coast Food Waste Commitment, which WWF helped launch this year. Already, over 40% of the market is represented by retailers who have signed up.

Urban farming
at a primary school
in Uganda.

▶ WATCH GLOBAL FINANCE
PRACTICE LEADER MARGARET
KUHLW DISCUSS OUR FINANCE
WORK IN 2021

FINANCE

THE CHALLENGE AHEAD

The finance sector, like the business world, has finally awoken to climate risks and opportunities, and even the risks of nature loss, and is starting to act. But will it be enough? In order to tackle both the climate crisis and nature loss, we need to maintain the momentum around the UN biodiversity and climate conventions, with meaningful commitments from financial institutions and a clear pathway to achieving their environmental goals.

[WWF.PANDA.ORG/FINANCE](https://www.panda.org/finance)



DRIVING REGULATORY BEST PRACTICE

Central banks and financial regulators have a critical role to play in channelling financial flows away from environmentally damaging activities and towards a sustainable, net-zero economy – and many are starting to take action. To support this, we launched a new framework for Sustainable Financial Regulations and Central Bank Activities (SUSREG). SUSREG provides practical guidance for these institutions to integrate climate, environmental and social considerations into their work. This will help to strengthen the resilience of the financial sector, which is increasingly exposed to climate- and nature-related risks, and to mobilize capital for a green transition. Developed as part of WWF's Greening Financial Regulation Initiative, the SUSREG framework will be used to assess how climate-related, environmental and social issues are being integrated in financial regulations in 38 countries. We will publish annual independent assessments on our SUSREG Tracker platform, which will also highlight good practices and areas where additional efforts are needed.

NET-ZERO COMMITMENTS

A growing number of financial institutions are making commitments to net-zero emissions, either individually or as coalitions. To support this, we've produced groundbreaking new guidance and criteria to ensure these commitments and the pathways to achieve them are credible and backed by science-based action.

GREEN BOND STANDARD

Several major bond issuers, including the European Investment Bank and the governments of Italy and Luxembourg, have adopted the European Green Bond Standard, which WWF helped to develop. Green bonds are a key financial mechanism to raise funds for projects that benefit the environment.

GLOBAL TASKFORCE LAUNCH

The WWF-backed Taskforce on Nature-related Financial Disclosures was officially launched in June. The global initiative, involving leading corporations, financial institutions and governments, will develop a framework to help companies and financial institutions report and act on evolving nature-related risks.

THE CHALLENGE AHEAD

Unfair and dysfunctional governance continues to undermine progress on some of the biggest environmental challenges. Meanwhile, the growing threat to democratic values around the world is shrinking the space for civic action and leading to increased acts of violence against environmental human rights defenders. Action is needed on many fronts in the coming decade, including encouraging inclusive conservation through a rights-based approach that amplifies the voices of those in vulnerable or marginalized situations and ensures the costs and benefits of conservation are shared fairly; building awareness of corruption's environmental and social costs; and encouraging sustainable infrastructure and planning decisions that help people and nature to flourish.

[WWF.PANDA.ORG/GOVERNANCE](https://www.panda.org/governance)

GOVERNANCE



A woman with a joyful expression, wearing a green and white checkered headscarf and a floral-patterned shirt, is looking upwards in a lush green forest. She is holding a small red bottle in her left hand. The background is filled with vibrant green foliage.

LANDMARK PROGRESS ON HUMAN RIGHTS AND ENVIRONMENT

Momentum grew in 2021, culminating in the adoption of the human right to a healthy environment (HR2HE) by the UN Human Rights Council. While many countries recognize the right to a healthy environment within their constitutions or national legislation, the lack of global recognition was a major gap in the international human rights framework. Global recognition will help clarify and reinforce states' obligations, ensuring that every person everywhere enjoys this right and benefitting nature at the same time. We joined more than 1,300 organizations across 75 countries in calling on states to recognize a healthy environment as a universal human right – including using our voice in a TweetStorm and opinion piece. This show of public support, together with the leadership of five countries (Costa Rica, Maldives, Morocco, Slovenia and Switzerland), resulted in a strong vote of support at the Human Rights Council by governments from around the world (63 for, 4 abstaining, 0 against). Advocacy efforts now turn to the UN General Assembly to secure full UN recognition of this right.

COMMUNITY LANDS

Almost a third of global land and inland waters is owned or governed by Indigenous Peoples and local communities, according to a first-of-its-kind assessment that we coordinated in collaboration with 15 organizations. Their role in and contributions to global conservation must be fully recognized.

ANTI-CORRUPTION

Our USAID-funded Targeting Natural Resources Corruption programme to combat corruption in the wildlife, timber and fisheries sectors expanded into six new countries. Research, webinars and briefings from the project have covered themes including zoonotic diseases, illicit wildlife trade, whistleblower protection and gender.

SUSTAINABLE INFRASTRUCTURE

A new grant from the Norwegian development agency NORAD will help us promote sustainable investment in and development of sustainable infrastructure in China and three African countries (Kenya, Madagascar and Tanzania). The funding amounts to almost US\$5 million over five years.

▶ WATCH GLOBAL GOVERNANCE
PRACTICE LEADER DELFIN GANAPIN
DISCUSS OUR GOVERNANCE
WORK IN 2021

Biodiversity assessment
in a community forest,
Cambodia.

MARKETS

THE CHALLENGE AHEAD

It's been more than 10 years since the Consumer Goods Forum, representing many of the world's best-known companies, committed to achieve net-zero deforestation in supply chains for cattle, soy, palm oil and wood products by 2020. Yet deforestation and habitat conversion have continued on a massive scale, most of it driven by these commodities, along with cocoa, coffee and rubber. Whole sectors now need to accelerate efforts towards deforestation- and conversion-free supply chains. Following guidance from the WWF-backed Accountability Framework remains the best starting point, together with public policies, trade standards, financial incentives and good governance, for a just transition to more sustainable agriculture and forestry.

[WWF.PANDA.ORG/MARKETS](https://www.wwf.org.uk/markets)





BEHAVIOURAL SCIENCE SUPPORTS ACTIONS AGAINST IVORY

Driving down demand for ivory is critical to ending the poaching of elephants – and our work in this area is paying off in China, the world's largest ivory market. Demand in China is now at its lowest level since sales were banned in 2017, according to our fourth annual consumer survey. The proportion of people saying they intend to buy ivory in the future has more than halved, and the number admitting to buying ivory over the past year has also fallen to a record low. This success is in part down to the use of targeted behaviour change strategies informed by behavioural science. To support the use of more effective behaviour change interventions in conservation, we developed a new three-step framework called Save Nature Please. The practical three-step process will help WWF and other conservation organizations to apply insights from behavioural science in campaigns, communications and engagement strategies.

PREVENTING PLASTIC POLLUTION

We produced a report outlining the business case for a treaty to end plastic pollution, in partnership with the Ellen MacArthur Foundation and Boston Consulting Group. Based on this and following engagement with businesses, 89 companies and financial institutions signed a business call for a plastic pollution treaty.

SCIENCE-BASED TARGETS

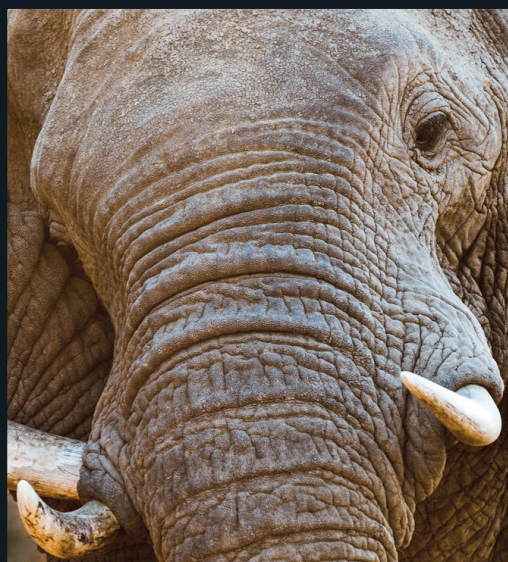
Following in the footsteps of the Science-Based Targets initiative's work on corporate climate action, we've been helping to develop science-based targets for nature. We've been actively engaging with companies on the concept, as well as running pilot projects to test methodologies for setting targets.

BUSINESS FOR NATURE

We worked with Business for Nature – a global coalition of businesses and conservation organizations – to develop its position paper ahead of the UN Convention on Biological Diversity COP15 summit. The paper includes nine specific amendments to strengthen the proposed post-2020 Global Biodiversity Framework.

 **WATCH GLOBAL MARKETS PRACTICE LEADER CRISTIANNE CLOSE DISCUSS OUR MARKETS WORK IN 2021**

Making cacao production more sustainable through agroforestry is a critical part of efforts to tackle deforestation.



60 YEARS TOGETHER





IN 2021, WWF CELEBRATED 60 YEARS OF ACTION FOR PEOPLE AND NATURE. OUR GREAT APPRECIATION GOES TO THE PARTNERS AND SUPPORTERS WE HAVE BEEN PRIVILEGED TO WORK WITH.



“Over 60 years, WWF has learnt many lessons on how best to deliver impactful conservation. But perhaps our most important learning is that we achieve so much more when working with others. Collaboration and partnership are in our DNA. And we know that the increasingly complex environmental challenges require coordinated global action.

“We greatly value the enormous diversity of these contributions. The supporters, whose donations make our work possible. The individuals who are powerful advocates for change. And the communities, businesses, governments and civil society organizations we work alongside to protect and restore our natural world. Many innovative new collaborations and partnerships will be needed in the coming years to help fulfil our mission of people and nature living in harmony. But now is the time to recognize how much we have achieved together in the past six decades and offer our sincere and grateful thanks.”

Pavan Sukhdev
President, WWF International

OUR GLOBAL NETWORK IN ACTION

Over the past 60 years, WWF has strongly contributed to many remarkable conservation achievements – from the creation of globally important protected areas such as the Galápagos Islands to innovative action for many species, ranging from the iconic tiger to the relatively unknown, though no less important, bamboo lemur. In 2021, we continue to build a future where people and nature thrive – stronger and more focused than ever, a diverse global network active in over 100 countries across six continents.

As part of our 60th anniversary celebrations, we highlighted the vital importance of our partners and supporters in the strong progress we’ve made together in countries around the world – and in facing the many challenges ahead if we are to build a nature-positive future.

Recent achievements include:

- In Belize, achieving a ban on offshore oil exploration around its fragile barrier reefs.
- In Borneo, planting 300,000 trees and restoring 2,400 hectares of degraded forest to help safeguard orang-utans and other wildlife.
- In the southern Caucasus, establishing community management of 92,000 hectares of vital wilderness.
- In Madagascar, setting up 750 environmental clubs for young people since 1992.
- In Mongolia, bringing natural springs – so vital for people, livestock and wildlife – back to life.

See more of our successes together at

www.panda.org/wwf60

Images (left to right from top left) – Line 1: © naturepl.com / Edwin Giesbers / WWF, © Audra Melton / WWF-US, © Luis Barreto / WWF-UK, © Shutterstock / Earth theater / WWF. Line 2: © Marizilda Cruppe / WWF-UK, © naturepl.com / Nick Garbutt / WWF, © WWF-Thailand, © Frans Schepers / WWF-Netherlands. Line 3: © Rakotondrazafy A. M. Ny Aina / WWF-Madagascar, © Antonio Busiello / WWF-US, © Balancin de Blancos / WWF Spain. Line 4: © Suyash Keshari / WWF International, © Suyash Keshari / WWF International, © WWF-UK / Greg Armfield, © Daniel Martínez / WWF-Peru



TOGETHER WITH OUR PARTNERS AND SUPPORTERS

The natural world shows us in so many ways a simple truth: there is strength in numbers. At WWF, we envision a world in which people and nature thrive – but we'll only get there if we work together. And, together, anything is possible.

Rubber tapping
in the Chico Mendes
Extractive Reserve, Brazil.
WWF has been working
with the local community
to strengthen territory
protection and keep
the forest alive.





TOGETHER WITH
THE PUBLIC
SECTOR

BY WORKING WITH GOVERNMENTS AND PUBLIC SECTOR FINANCE ORGANIZATIONS, WE CAN CATALYZE ACTION FOR NATURE ON A SCALE THAT MATTERS.

The COVID pandemic has underlined the importance of international cooperation on sustainable development – and despite the severe disruption it caused, our work with public sector partners has gained strength. In 2021, we marked 20 years of collaboration with the Asian Development Bank, with our joint focus on sustainable infrastructure, nature-based solutions, the blue economy and water resources management. We also continued working with partners like the national ministries for international cooperation in Europe, the European Union and the Global Environment Facility (GEF) to highlight the importance of nature – increasingly recognized by international development agencies as part of an integrated approach to sustainable development. New partnerships included:

NATURE-BASED TOURISM


Communities and small businesses that depend on ecotourism have been hard hit by the pandemic. The African Nature-Based Tourism Platform, launched with US\$1.9 million in funding from the GEF, will connect funders to the communities and small and medium enterprises most in need of financial support. The goal is to mobilize at least US\$15 million for emergency relief efforts and to build greater resilience into ecotourism business models.

CLIMATE VOICES

We're joining a powerful coalition of local organizations – Akina Mama wa Afrika, Fundación Avina, Hivos, Shack Dwellers International and SouthSouthNorth – across three continents to support civil society groups to take action on climate change. The project, funded by a €55 million grant from the Dutch Ministry of Foreign Affairs, will empower local people, including under-represented groups such as Indigenous Peoples, the rural and urban poor, women and youth.

NATURAL CAPITAL

With the African Development Bank and principal financial support from longstanding funding partner Mava Foundation, we've launched a new programme, Natural Capital for African Development Finance, for valuing nature in African infrastructure projects. Accounting for the value of nature in decision-making is essential to tackling the climate crisis and supporting a green recovery from the pandemic.



Nature-based tourism
in the Dzanga-Sangha Special
Reserve, Central African
Republic.

In 2021, we registered a 7% increase in corporate funding and launched 401 new corporate partnerships worldwide that seek to transform sectors, promote sustainability and fund vital conservation work.

WATER SECURITY IN PAKISTAN

In partnership with PepsiCo, we're securing freshwater supplies for 13 million people in two of Pakistan's largest cities, where water scarcity is a growing risk. Working closely with communities, we're replenishing groundwater resources through innovative techniques including rainwater harvesting and floating wetlands for water treatment.

SCALING CLIMATE SOLUTIONS

A new five-year collaboration with HSBC, WWF-UK and the World Resources Institute aims to scale up nature-based climate solutions and help Asia's energy sector transition toward renewables. Working with a network of local partners, we'll combine our resources, knowledge and insight to turn innovative solutions into commercial reality.

CLIMATE-FRIENDLY FINANCE

WWF-Canada and WWF-UK's new partnership with insurer Aviva seeks to shift the finance sector to a 1.5°C pathway by engaging with governments, financial institutions, employees and customers. We're also working together to build healthier and more resilient ecosystems in Canada and the UK, reducing the risk of climate-related natural disasters.

CLEAN TRANSPORT

WWF-US joined forces with Lime, the world leader in shared micro-mobility, to tackle air pollution and carbon emissions from urban transport and create healthier, more liveable, less car-centric cities. The partnership includes awareness and education campaigns, and advocacy to promote cleaner modes of transportation in cities across over a dozen countries.

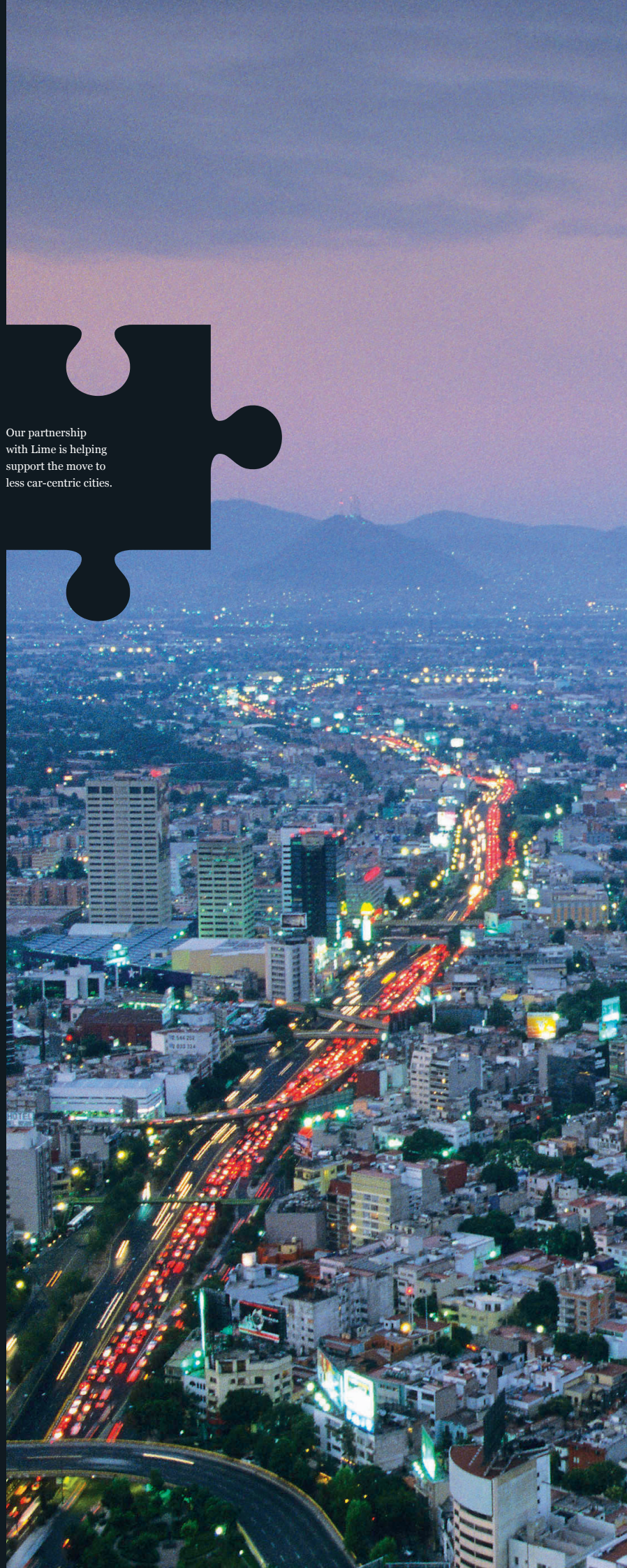
WASTE REDUCTION

As part of WWF-Singapore's Plastic ACTION (PACT) initiative, retail management company Lendlease partnered with us on a landmark study, *Circularity in Retail – Tackling the Waste Problem*. The study looked at how their properties' back-of-house operations and waste management processes could be improved to reduce waste generation and increase recycling rates. The recommendations can also be adopted by other key industry players.

For more information on WWF's work with partners, visit

www.panda.org/partnerships

Our partnership with Lime is helping support the move to less car-centric cities.



TOGETHER WITH BUSINESS

BUSINESSES HAVE A HUGE INFLUENCE ON THE FUTURE OF OUR PLANET – AND WE'RE WORKING WITH A GROWING NUMBER OF COMPANIES THAT WANT TO PLAY THEIR PART IN PROTECTING AND RESTORING NATURE.



TOGETHER WITH
INDIGENOUS
PEOPLES & LOCAL
COMMUNITIES





A community forest in Nepal.

Indigenous Peoples and local communities living closest to nature, and for generations its resolute custodians, have a vital role to play in building a sustainable future for people and the planet. We support their efforts to protect and restore their ancestral lands and waters, to challenge the frequent lack of recognition of their rights, and to improve their well-being. We are also advocating for their role in and contributions to global efforts to restore nature and stabilize our climate to be fully recognized.

In 2021, our work in support of Indigenous Peoples and local communities continued.

In collaboration with Indigenous Peoples, rights organizations and conservation experts, we undertook a first-of-its-kind global analysis of the extent, condition and ecological value of Indigenous Peoples' and local communities' lands and territories. Our report shows that they cover about one-third of the global land area, and that 91% of these lands are considered to be in good or fair ecological condition – compelling evidence about the crucial global role of Indigenous Peoples and local communities in protecting nature, and the importance of recognizing and respecting their rights, governance approaches and conservation efforts. This message was amplified by WWF and others at a global level – both at the World Conservation Congress and in the ongoing negotiations for a new Global Biodiversity Framework.

We continued our global initiative to support peoples' and communities' conservation leadership of their lands and waters, building our capacity in 15+ countries. In addition, we embarked on a process to develop guiding principles on inclusive conservation; and we worked with the Tribal Link Foundation to gather suggestions from Indigenous experts on the development of an Inclusive Conservation Academy that will build conservation sector capacity to work more effectively through inclusive approaches.

OUR RESPONSE TO THE INDEPENDENT REVIEW

We continued to address the recommendations of last year's WWF-commissioned independent review of our response to reports of human rights abuses by some government rangers in Central Africa, India and Nepal. The review panel found no evidence that WWF staff directed, participated in or encouraged any abuses. But it also concluded that we must do more to ensure community voices are heard and their rights respected, as well as advocate for governments to uphold their human rights obligations as part of our efforts to better embed human rights into nature conservation.


Our response includes:

- Continuing to implement strengthened environmental and social safeguards in all major landscapes to manage risk and safeguard human rights in conservation projects.
- Establishing grievance mechanisms in every country and appointing Gina Barbieri, a human rights lawyer and international mediator, as an independent ombudsperson – a first for the conservation sector.
- Undertaking human rights training for WWF staff and helping to establish a Universal Rangers Support Alliance dedicated to professionalizing rangers.
- Sharing an affirmative human rights statement with key government partners and embedding human rights into any new contracts we negotiate with conservation project partners.
- Advocating for the recognition and respect of human rights – including joining a global coalition seeking UN recognition of the right to a healthy environment (see page 41).
- Undertaking a public consultation on our recently revised draft social policies – covering issues such as gender, human rights, Indigenous Peoples and poverty – and our environmental and social safeguards.

www.panda.org/independentreview



TOGETHER WITH
OUR PHILANTHROPIC
PARTNERS



WWF is tackling the global threat to coral reefs with philanthropic partner support. Pictured are coral reefs in the Tun Mustapha Park, Malaysia.

WWF INTERNATIONAL IS VERY GRATEFUL TO ALL OF OUR PHILANTHROPIC PARTNERS FOR THEIR GENEROUS AND CONTINUED SUPPORT: OUR WORK WOULD NOT BE POSSIBLE WITHOUT IT. THE STORIES AND PROJECTS IN THIS PUBLICATION HIGHLIGHT JUST SOME OF THE FAR-REACHING RESULTS OF THEIR GENEROSITY.

To maximize the impact of philanthropic partnerships in the decade for action 2030, WWF is launching new partnership opportunities in the coming year. We are proud to thank and recognize those who have supported our work this year, and look forward to building on those relationships as well as welcoming new partners in the coming years under a refreshed structure.

HONORARY CIRCLE

In 2021, the **Hoffmann Family** and the **MAVA Foundation** supported a range of programmes and projects around the world, including efforts to protect the Mediterranean. Here, MAVA is supporting local stakeholders to develop financially sustainable no-take fishing zones, and engage in policy and advocacy with the EU and its members to reduce bycatch of marine species. Elsewhere, MAVA continues to support the Luc Hoffmann Institute and a New Deal for Nature and People, which is WWF's call to strengthen global targets and mechanisms that will halt the loss of nature by 2030.

Associação IEP is supporting the conservation of the world's coral reefs, which are threatened by destructive human impacts including climate change. WWF's rescue strategy combines tried-and-tested interventions with emerging innovations, as community-led conservation develops nature-based solutions that can be widely replicated and scaled up leading to a coral reef revival. Also, support continues towards building momentum on halting deep seabed mining, to improve international commitments to conserve and sustainably use the oceans in order to establish networks of well-managed protected areas and strengthen the resilience of marine ecosystems. Finally, support has also been dedicated towards protecting Brazil's rare river dolphins.

This year, **Stiftung Usine** generously continued to support our global and strategic conservation priorities. Additionally, support has been dedicated towards our work to slow the extent and pace of nature loss in the Cerrado, Brazil. Here agriculture – most recently the rapid expansion of soy and beef production – has driven the loss of about half of its vegetation. However, recent efforts have ensured bilateral agreements with international companies to implement deforestation- and conversion-free soy and beef in their supply chains, whilst our work with local and Indigenous communities has strengthened market access for native and sustainably produced Cerrado products, benefitting more than 3,500 families.

Critical funding from **Oak Foundation** is supporting WWF International's work in China: accelerating the transition towards a decarbonized future; working with local governments along the Belt and Road Initiative to set green and climate-friendly energy development paths to achieve climate commitments; and supporting the government policies to end plastic pollution in the country. Elsewhere, Oak is also supporting the acceleration of coastal community-led conservation efforts, which will help to restore and protect critical marine coastal habitats, develop livelihood opportunities and build climate resilience by 2030.

The **Ocean Foundation** is partnering with WWF to restore the health of the Mediterranean small-scale fisheries (SSF) by establishing sustainable fishing methods. These will protect habitats and species as well as improve income and livelihoods for communities in Turkey, Croatia, Italy and Greece. In these countries, small-scale fishers are working collaboratively with scientists, civil society and administrators on new ways to effectively manage their resources and solutions to mitigate the impact of the COVID-19 pandemic. Key successes in 2021 include the first digital SSF exchange between over 50 fishers from more than 10 countries, the development of a mobile application suite to support the marketing capacity of SSF products, and securing the first market partners in Croatia from high-end restaurants and retailers.

Longstanding support from the **Prince Albert II of Monaco Foundation** has strengthened our conservation efforts in oceans and forests, resulting in the significant improvement of the East Atlantic and Mediterranean stock of bluefin tuna and the establishment of the effectively guarded marine protected area in Gyaros, Greece. This partnership is also helping to conserve the 30 Hills rainforest in Sumatra, Indonesia; is fundamental to the protection of the Serranía del Chiribiquete National Park in the Amazon; and is enhancing natural habitats for the Amur tiger in Northeastern China. Finally, despite the COVID-19 pandemic, the work to support the demand reduction of shark fins has commenced in Asian markets.

Dedicated support from an **anonymous donor** has been helping to shape and implement WWF's global conservation priorities over the past decade. Also, support in Kenya has been securing conservancies in the Maasai Mara, contributing to the zero poaching of rhinos nationally – last achieved 20 years ago. Additionally, a global youth project has given millions of young people the opportunities to have their ideas and voices on the environment amplified, culminating in the creation of the world's first Youth Manifesto on nature. Finally, emergency support against the 2019 Amazonian wildfires, which involved immediate aid to firefighting efforts, has since been followed by long-term support to local advocacy and strengthened forest surveillance against illegal deforestation in Brazil and Bolivia.

WWF is working to restore the health of Mediterranean small-scale fisheries with philanthropic partner support.



CONSERVATION LEADERS

F. Hoffmann-La Roche Ltd	Global support of WWF's strategic and conservation priorities.
Fondation Audemars Piguet	Safeguarding the Kikori river basin, Papua New Guinea.
Fondation Philanthropique Famille Sandoz	Helping COVID-impacted communities in Maya and Atlantic forest landscapes; and steering rangers in South Asia through the COVID crisis.
Fondation Segré	Protecting wildlife populations in the Congo Basin and professionalizing ranger training in India and Bhutan.
IF International Foundation	Supporting the transformation of small-scale fisheries in the French Mediterranean.
Montagu Foundation	In Peru, reducing turtle and dolphin bycatch, whilst also addressing plastic pollution caused by ghost gear.
Persephone Charitable and Environmental Trust	In Peru, reducing turtle and dolphin bycatch, whilst also addressing plastic pollution caused by ghost gear.
Pictet Group Foundation	Reducing consumer demand for shark fin in Asian markets and supporting the research on the role of rivers for food security and nutrition.
Fondation Philanthropia	Support for International Rangers Coalition and ivory demand reduction in the Greater Mekong
Fondation Esse Quam Videri	Supporting WWF's strategic and conservation priorities.
Stelios Philanthropic Foundation (Monaco & UK)	Strengthening conservation efforts for bluefin tuna and the demand reduction of shark products in Asian markets.
UEFA	Supporting the global climate action agenda.

CONSERVATION CHAMPIONS

Sophie Firmenich

Chris and Tessa James

Sandra Tollman

**Fondation Philanthropique
Famille Firmenich**

ProTechno Foundation

CONSERVATION PARTNER

Ursula Streit

THANK YOU

We are also grateful for the generosity of **The 1001: A Nature Trust members**, other donors who prefer to remain anonymous, and all those who have pledged to support WWF through their Will.

INDIVIDUALS AROUND THE WORLD HAVE A MASSIVE ROLE TO PLAY IN EFFORTS TO RESTORE NATURE AND STABILIZE OUR CLIMATE.

EARTH HOUR POWERS FORWARD

Millions of people from a record-breaking 192 countries and territories took part in this year's Earth Hour. The WWF-backed annual campaign is the world's largest grassroots environmental movement, sending a powerful message that people support urgent action on the climate and nature crises. As the lights went out across homes, cities and landmarks around the world, everyone from youth groups to global leaders, celebrities to businesses came together to highlight this important message. It achieved over 9.6 billion global impressions and trended in 42 countries across Twitter or Google Search. Earth Hour 2021 also shone the spotlight on the link between nature loss and pandemics, with our video receiving 2.4 million views in just 24 hours.

PARTNERING TO BUILD NATURE AWARENESS

Our partnership with the UN Convention on Biological Diversity continued to raise awareness of the value of nature – including through #Connect2Earth, backed by the German government's International Climate Initiative (IKI). Connect2Earth provides open-source content to tie in with key dates and events, helping generate over a billion nature-related social media impressions in under four years. In 2021, our awareness-raising activities also included partnering with the Eurovision Song Contest to encourage people to speak up for nature and removing the iconic panda from our logo on World Wildlife Day to highlight how empty a world without nature would be. Hundreds of brands showed their support on the day by also removing nature-related images from their logos.

THE WORLD IS "ECO-AWAKENING"

WWF-backed research by the Economist Intelligence Unit shows a significant increase in public concern about nature over the past five years. From a 65% increase in Tweets about biodiversity, to a 450% increase in Google searches for sustainable products in the US, to more than 159 million signatures on nature-related petitions, the signs of the "eco-wakening" are unmistakable.

TOGETHER WITH YOU



**OVER 30 MILLION
FOLLOWERS**

**ON SOCIAL MEDIA
& MESSAGING APPS**

Celebrating
Earth Hour 2021
in Russia.

ЧАСТВУЮ В АКЦИИ
соединяйся!




**OVER
9 BILLION**
IMPRESSIONS
ACHIEVED BY
EARTH HOUR


6 MILLION
INDIVIDUAL
SUPPORTERS

«ЧАС ЗЕМЛИ»



30+



EDUCATION & YOUTH ENGAGEMENT

© Simon Rawles / WWF-UK

WWF HAS BEEN WORKING FOR THE PAST 60 YEARS TO HELP RAISE AWARENESS AMONG YOUNGER GENERATIONS AND THE WIDER COMMUNITY ABOUT THE VITAL IMPORTANCE OF NATURE IN THEIR LIVES.

In 2021, there was more attention than ever on educating and engaging young people on environment, sustainability and conservation. Education for Sustainable Development (ESD) is already an enabler for all 17 UN Sustainable Development Goals; and its importance was further reinforced in 2021 with the adoption by environmental and educational stakeholders from over 160 countries of the Berlin Declaration on ESD, which outlines a range of policies to transform learning.

WWF's education and youth programmes reached out to over 3 million schoolchildren, young people and educators in 2021. Through the process of facilitated learning, opportunities to experience nature and exposure to evidence of planetary emergency, we help our audiences become conscious citizens who are ready to play their part in solving environmental problems. Our work on a local-to-global level – from integrating conservation and sustainability into a formal system to generating behavioural change – included:

- In different parts of the world, we worked with government education authorities, tertiary institutes and schools to mainstream sustainability through a “whole institutional approach”. This involves engagement across all levels of an institution – from building environmental issues into the formal school curriculum to implementing sustainability policies on campus that contribute to nature-positive goals.
- A WWF-led international project co-funded by the EU, Eat4Change, is being rolled out to engage European youth to make their diets more sustainable, and contribute to global climate and sustainable development goals as conscious consumers and active citizens.
- Since the launch of this nature knowledge quiz in 2008 by WWF-India and TRAFFIC India, the Wild Wisdom Global Challenge has gone from strength to strength. Now going digital, it connects over 60,000 young learners across continents, challenging them to consider solutions that reimagine a sustainable future for people and planet.

WWF-backed
environmental
awareness course,
Bhutan.

OUR PANDAS

“PANDAS” – OUR AFFECTIONATE NAME FOR ALL THOSE WHO ARE PART OF THE WWF FAMILY – ARE INTEGRAL TO THE SUCCESSFUL CONTINUATION OF WWF’S GLOBAL WORK. IN 2021, WE WANTED TO PAY PARTICULAR TRIBUTE TO TWO OF OUR MOST PROMINENT PANDAS, PAST AND PRESENT.

OUR PRESIDENT STEPS DOWN

Pavan Sukhdev, who stepped down from the role of WWF International President in December 2021, speaks about his four years in office.

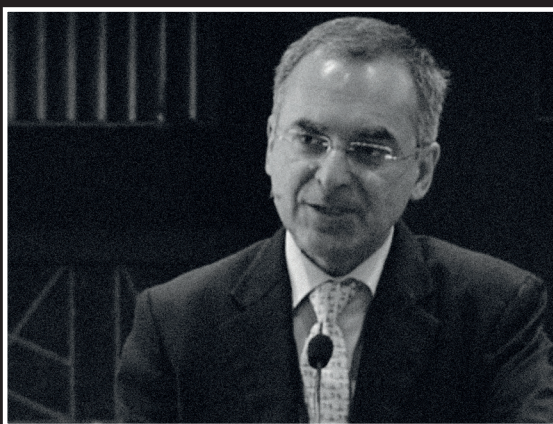
“The changes we want to bring about, to help people and nature thrive, are complex and challenging, and can only be achieved through the combined and sustained efforts of many different contributors – from individuals and communities to business and government. I was deeply honoured to become president of an organization with a pivotal role in bringing together these constellations of actors.

“Four years on, I look back at what has been achieved with great pride. Together, we have made strong progress in accelerating the Great Transition of today’s society and economy towards one in which people live in harmony with nature and continue to benefit from its bounties. We are seeing an unprecedented public awakening to the importance of nature in our lives and well-being. There is a heightened willingness amongst policymakers, businesses and investors to recognize and include the importance of nature in decision-making. And the goal of putting nature on the path to recovery within the coming decade now lies within reach, thanks in part to the many collaborations we have helped forge. These are impressive achievements, although there is still more to do. I am, however, confident that WWF is ready to play its part. Today, we are more focused and determined than ever, underpinned by a global practice structure purpose-made to build and use knowledge to address the challenges ahead – from transforming our consumption and production models to ensuring the priorities of Indigenous

Peoples and local communities are acknowledged and delivered.

“My heartfelt thanks go to the many people inside the WWF Network and beyond, who have made this progress possible. It has been a privilege to work with so many exceptional individuals, dedicated to building a better future for life on Earth, and I know I leave the organization in safe hands.”

Vice-President Valentin von Massow will assume the duties of acting president until a new appointment is made.



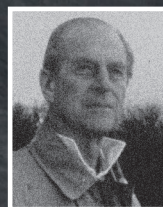
“ UNDER PAVAN’S PRESIDENCY, THE WWF NETWORK HAS DRIVEN THE IMPORTANCE OF NATURE MUCH HIGHER ON THE GLOBAL AGENDA, AND IS WORKING HARD WITH COMMUNITIES AND PARTNERS TO HELP ENSURE WE BUILD A NATURE-POSITIVE WORLD BY 2030. I AM HONOURED TO SPEAK ON THE BOARD’S BEHALF TO SAY THAT WE ARE VERY GRATEFUL FOR PAVAN’S CONTRIBUTION AND WE WILL CONTINUE HIS PUSH FOR POSITIVE IMPACT ON NATURE AND PEOPLE.”

Valentin von Massow

A large elephant with prominent tusks is the central focus of the page. It is shown in profile, facing left, with its trunk partially visible. The elephant's skin is wrinkled and grey. In the background, another elephant's head is partially visible. The foreground is filled with tall, dry grass. The sky is a soft blue and purple, suggesting dusk or dawn.

REMEMBERING OUR PRESIDENT EMERITUS

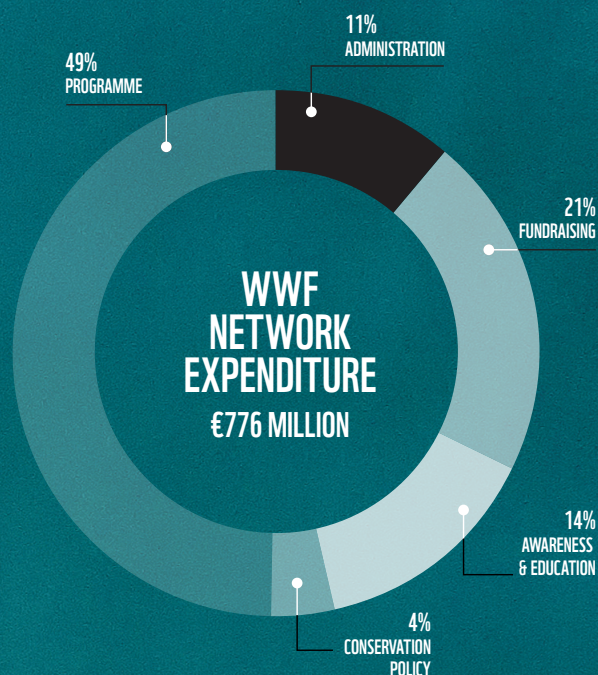
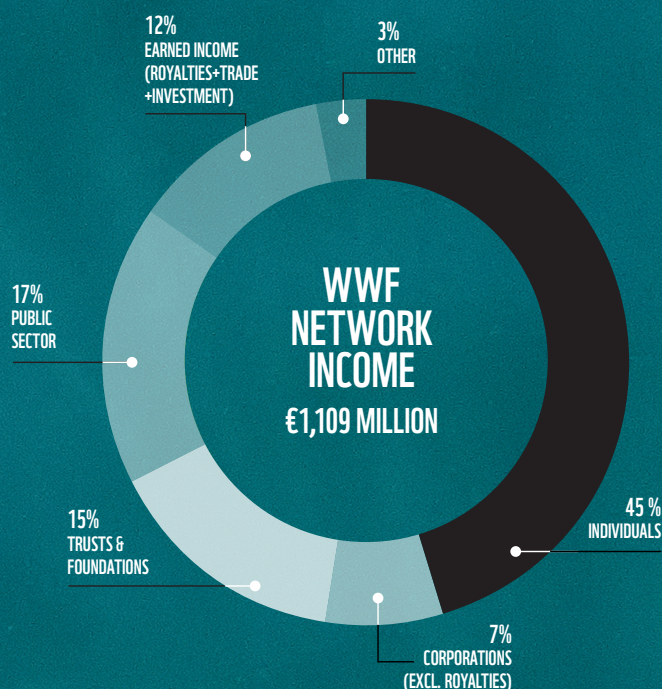
SADLY, 2021 SAW THE PASSING OF HIS ROYAL
HIGHNESS THE DUKE OF EDINBURGH.



A trustee for
WWF International
from our beginning
and the first President
of WWF-UK, His
Royal Highness went
on to become President
of WWF International (1981-1996)
before being named President Emeritus,
a position he held until the time of his
passing. Our dedicated President's Fund
for Nature, launched in his memory, will
continue his support for essential wildlife
conservation and biodiversity around the
world, with special bursaries for young
environmentalists.

WWF and partners work
in 20 countries and territories
worldwide to halt the decline
of rays and sharks.

FINANCIALS



WWF NETWORK

During FY2021, total WWF Network donated income climbed by 14%, exceeding the €1bn threshold for the first time. Main drivers of the growth in income were increased contributions from trusts & foundations (up 122%) and the public sector (up 23%), combined with increased investment income. Total income including investment grew by 25% to €1.1bn.

The figures given show combined WWF Network income and expenditure but do not represent consolidated accounts. The WWF Network includes WWF International, national organizations, and country offices.

Financial years cover the period 1 July to 30 June. WWF International's audited statements are available on request at

commsmarketing@wwfint.org

WWF INTERNATIONAL BOARD OF TRUSTEES

President

Pavan Sukhdev
(India)

Vice-President

Valentin von Massow
(Germany)

Treasurer

Johan Rostoft
(Norway)

Trustees:

Ahmad Alhendawi
(Jordan)

Roseline Beudels
(Belgium)

Elaine Cheung
(China/USA)

Jack Clemons
(Switzerland/UK)

Neville Isdell
(United States)

Dave Lewis
(United Kingdom)

Sam Muller
(Netherlands)

Philippe Pruffer
(Brazil)

Ziya Tong
(Canada)

WWF NETWORK EXECUTIVE TEAM

Marco Lambertini

Director General
WWF International

Lucy Aquino

Country Director
WWF-Paraguay

Eberhard Brandes

CEO
WWF-Germany

David Duli

Country Director
WWF-Uganda

Nachilala Nkombo

Country Director
WWF-Zambia

Dermot O'Gorman

CEO
WWF-Australia

Carter Roberts

President and CEO
WWF-US

Kirsten Schuijt

CEO
WWF-Netherlands

Ravi Singh

Secretary General and
CEO
WWF-India

Tanya Steele

Chief Executive
WWF-UK

WWF INTERNATIONAL SENIOR MANAGEMENT TEAM

Marco Lambertini

Director General

Maria Boulos

Director, Network
Governance

Jamie Craig

Executive Director,
Global Operations and Risk

Prasanna de Silva

Executive Director,
Country Offices
Management

Felicity Glennie-Holmes

Executive Director,
Communications and
Marketing

Jon Hutton

Executive Director,
Global Conservation Impact

Carol Monoyios

Executive Director,
Global Resource
Mobilisation

Jean-Paul Paddack

Executive Director,
Network
Development

Shivani Wadhwa

Director,
People and Culture

WWF is an independent conservation organization, with over 30 million followers and a global network active through local leadership in over 100 countries. Our mission is to stop the degradation of the planet's natural environment and to build a future in which people live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption. Find out more at wwf.panda.org.

A WWF International production

Editor: Martin O'Halloran

Design: Louise Clements Design Ltd

Printed by Echo Brand Communications

The designation of geographical entities in this report, and the presentation of the material, do not imply the expression of any opinion whatsoever on the part of WWF concerning the legal status of any country, territory, or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries.

Published in January 2022 by WWF – World Wide Fund For Nature (Formerly World Wildlife Fund), Gland, Switzerland. Any reproduction in full or in part must mention the title and credit the above-mentioned publisher as the copyright owner.


Cover image © Andre Dib / WWF-Brazil

ISBN 978-2-88085-315-0

© Text 2022 WWF
All rights reserved



Wasini Island, Kenya.



Fires in the Amazon
rainforest in Brazil.
WWF is taking a key
role in tackling wildfires
around the world.



Working to sustain the natural
world for people and wildlife

together possible™

panda.org

© 2022. Paper 100% recycled. © 1986 Panda symbol
WWF – World Wide Fund for Nature (Formerly World Wildlife
Fund) ® “WWF” is a WWF Registered Trademark. WWF,
Rue Mauverney 28, 1196 Gland, Switzerland. Tel +41 22 364 9111.
Fax +41 22 364 0332. For contact details and further information,
please visit our international website at wwf.panda.org