

# 2022

# A HISTORIC YEAR FOR PEOPLE AND NATURE

# AGREED TO HALT AND REVERSE BIODIVERSITY LOSS BY 2030, A GLOBAL GOAL FOR NATURE EQUIVALENT TO CLIMATE'S 1.5°C.

THE RACE TO A NATURE-POSITIVE
FUTURE HAS BEGUN.
WE CAN MAKE HISTORY
AND REBALANCE OUR RELATIONSHIP
WITH NATURE.

# LANDMARK COMMITMENT TO RESTORE NATURE

# [WE DID IT!]

An ambitious global plan for nature recovery in the coming decade was agreed at the UN COP15 biodiversity conference in December 2022. And a clear Global Goal for Nature was set. Now we must turn the plan into action.

ears of intense, collaborative and delicate advocacy by WWF in partnership with many others finally paid off. A historic commitment to halt and reverse biodiversity loss by 2030 – a Global Goal for Nature hailed as the equivalent to climate's 1.5°C – was agreed in December at the UN Convention on Biological Diversity (CBD) COP15 conference in Montreal.

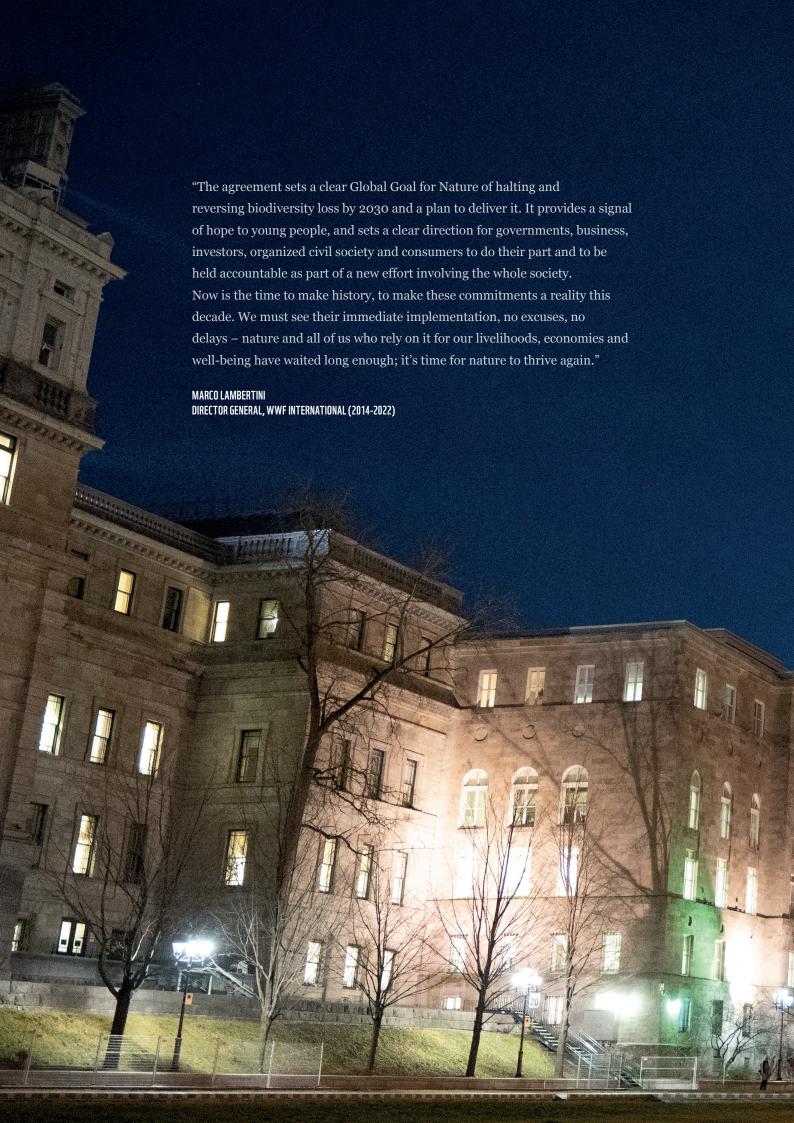
The Kunming-Montreal Agreement, including a new Global Biodiversity Framework, brings together the 196 governments that are signatories to the convention to commit, among other measures, to conserve at least 30% of land, fresh water and ocean globally, respectively doubling and quadrupling the current protection for land and sea; restore 30% of degraded ecosystems; mobilize at least \$US200 billion per year by 2030 for conservation efforts, double the 2020 baseline figure; and eliminate, phase out or reform subsidies harmful to nature. Crucially, states also committed to respect the rights and leadership of Indigenous Peoples and local community stewards of sustainable development in making this happen, and recognized the contributions of Indigenous and traditional territories towards delivering the new 30% target. A clear signal has been set, which must be the launch pad for action from governments, business and society to transition to a nature-positive world, with more biodiversity by 2030 than there was a decade earlier - a springboard for ongoing nature recovery, and a vital support for climate action and delivery of the UN Sustainable Development Goals.

At a time when multilateralism seemed to be collapsing under the pressure of conflicts and geopolitical fractures, the Kunming-Montreal Agreement feels even more special, as if nature was able to bring the world together.

For WWF and fellow advocates of a global nature recovery plan, it's been a long and difficult journey amid the deep disruption caused by COVID-19, geopolitical tensions and the global economy under stress. We first outlined the need for a new and ambitious roadmap to nature recovery - a New Deal for Nature and People – at the CBD's COP14 in 2018, with momentum building through key moments such as the Leaders' Pledge for Nature and the launch of the nature-positive Global Goal for Nature - "halt and reverse biodiversity loss by 2030". The agreement at COP15 was hard won and the road to implementation will be no less challenging. Despite celebrating the overall ambition, deep concerns remain about the agreement's lack of measurable targets on reducing the footprint of key economic sectors and a mandatory ratcheting mechanism to require government action if targets are not met. WWF's Living Planet Report, which confirmed this year a 69% average decline in wildlife populations since 1970, provides a chilling reminder of the ongoing crisis and the need for systemic change. We will bend the curve of global biodiversity loss only if more and better spatial conservation is combined with nature-positive transitions in key sectors like agriculture, fishing, forestry, infrastructure and mining.

Nevertheless, 2022 has seen an unprecedented leap forward in global efforts to safeguard the future of people and nature; and now, using the Kunming-Montreal Agreement as our master plan and the new Global Goal for Nature as our guiding light, is the time to focus on working together on implementation.





Our light show at a high-profile site in Montreal during COP15 helped highlight the need for a global nature recovery plan

# DE TOTAL TOPROTECTOR OURSELVES.

© Holly Chapman / WWF









# EXTRAORDINARY YEARS Stepping down at the end of 2022 after almost a decade leading WWF International, Director General Marco Lambertini reflects on the deepening nature loss but also on society's growing awareness and concern, progress and setbacks, and the action still required to avoid catastrophic impacts and build a safer future for nature and people.

"Nine years may seem a long time to each of us individually, but it's a blink of an eye when compared to human history, let alone life on Earth. Yet, in the nine years since I joined WWF as Director General, so much has happened happened in advancing our mission."



# THE GREAT DECLINE (OF NATURE) AND THE GREAT AWAKENING (OF HUMANITY)

The paradox of a society in transition

he "great acceleration" is what some scientists call the period of exponential population growth, economic development and consumption of resources that started around 60 years ago, right at the time when WWF was founded. The exponentially growing demand for everything from energy, water, minerals and timber to fish, farmed animals, pesticides and fertilisers has created deep socio-economic inequality and, not surprisingly, put an accelerating pressure on the natural world, leading to a shocking decline of wildlife populations and loss of ecosystems.

On the other hand, the evidence of our impact on nature has never been better understood and documented than in the last decade – from climate change and deforestation to pollution and extinction risk. Every two years our *Living Planet Report* has shone a vital spotlight on the relentless decline of global wildlife populations. But it was the first IPBES report in 2019 that hit the headlines in newspapers and primetime TV around the world with the shocking estimate of

a million species at risk of extinction. Suddenly, nature loss entered the public discourse: one of many signs of the "great awakening". Equally impactful was the worldwide coverage of wildfires erupting everywhere with unprecedented scale and ferocity: from the Amazon to Australia. Africa, California and southern Europe, and even in regions that had previously been relatively unaffected, from Nordic forests to Siberian taiga. The scenes of flames and smoke - accompanied by the loss of human lives and properties, and incinerated or agonized wildlife violently demonstrated the connection between the climate and nature loss crises, and the risk to us all. The scenes were apocalyptic, terrifying. People, as a consequence, have responded ever more promptly, with WWF-Australia's recovery efforts, for example, aided by the most successful fundraising campaign in WWF's history. And when the COVID pandemic highlighted the links between human health and the careless exploitation of wild species and ecosystems, we saw 700,000 new financial supporters and a 38% increase in income during the two tragic years when the pandemic was at its height.

Alongside the awareness of our impacts, and perhaps more importantly, people have also come to recognize the consequences that our impact on the natural world is beginning to have on us - from destabilizing our economy and society to threatening our personal well-being and health. This equates to a historic shift in perception about nature loss. Concern and even fear have added to existing sentiments of sadness and guilt for failing on our moral duty to coexist with the planet's amazing diversity of life. From the decline of fish stocks and pollinators to droughts, storms and wildfires of unprecedented power and frequency, affecting all corners of the world, it is increasingly clear that no one is exempt from the threat of extreme weather events and biodiversity decline. We are living perhaps the inevitable paradox of a society at the start of a deep transition where the growing impact on the natural world is paralleled by an unprecedented rise in awareness and concern. A paradox that may represent the foundation for change. >>



# 2014

UK-BASED OIL COMPANY SOCO abandons plans to drill in the

DRC's Virunga National Park, a mountain gorilla stronghold, following WWF's campaign.



# 2015

WWF ESTABLISHES NINE THEMATIC GLOBAL COMMUNITIES

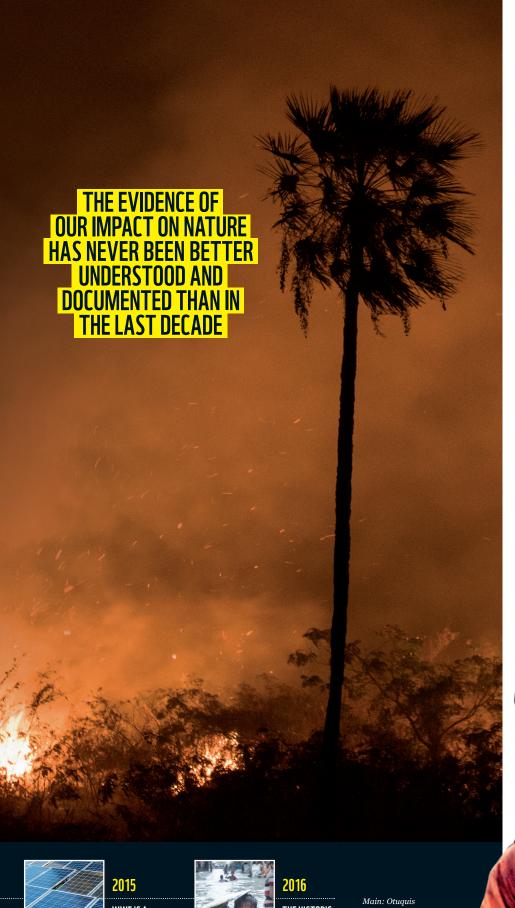
of practice across its network to provide the strategic and structural backbone for enhanced collective conservation action and innovation.



# 2015

WWF CO-PRODUCES WITH BCG the Reviving the ocean economy

report, which estimates the ocean's contribution to the global economy (Gross Marine Product) at US\$2.5 trillion per year.



# FREEING THE RIVERS

Most would hardly believe that there are more fish species in the world's rivers and lakes than in the whole of the ocean. The 83% global decline in freshwater species populations in the last 50 years is a stark indicator of the pressure freshwater systems are under from pollution, overfishing and damming. Over the years, our Free-flowing Rivers Initiative has promoted the benefits of maintaining the ecological integrity of river systems, advocated against new dams (e.g. Cambodia's historic moratorium on hydropower dams on the mainstem of the Mekong river) and successfully promoted dam removals for many rivers - particularly in Europe with a record 239 removals in 2021.

## **BACK FROM THE BRINK**

Thanks to the vision, passion and dedication of people stubbornly refusing to let amazing species vanish, in the last 10 years we have witnessed amazing comebacks. Mountain gorillas in Central and East Africa. Pandas in China. Indus river dolphins in Pakistan. Bluefin tuna and some turtle populations in the Mediterranean, and several whale species across the ocean. Wolves and lynxes in many parts of Europe. Tigers in India, Nepal and Russia. So much extraordinary wildlife, which could have disappeared, saw signs of recovery. What a source of inspiration and motivation to do the same for so many other species still sliding towards extinction.



**WWFISA** FOUNDING MEMBER OF THE SCIENCE **BASED TARGETS** INITIATIVE -

a gold standard for business on driving carbon-neutral and, from 2018, also nature-positive transitions.



THE HISTORIC PARIS CLIMATE **ACCORD** comes into force in

November. WWF is one of the first organizations to call for an ambitious 1.5°C target.

National Park, Bolivia; right: firefighting in Mato Grosso do Sul Brazil



# THE (START OF THE) GREAT TRANSITION?

From 1.5°C to nature positive

he historic 2015 Paris climate accord and subsequent climate COPs signalled to markets and society a new vision and a new shared goal: carbon neutrality and the limiting of global warming to 1.5°C. It wasn't long before we saw divestment from fossil fuels coupled by the crash in the cost of renewable energy generation largely thanks to China's massive domestic investment. Building on the climate momentum, in 2018 WWF launched the notion of a New Deal for Nature and People to provide the same clarity for nature recovery efforts that we had for climate: measurable and time bound. At the same time, the WWF Network united around three global goals for 2030 on spaces, species and footprint, delivered through nine thematic areas and corresponding communities of practice across the network working with a growing

number of partners across multiple sectors. The ambition was for these goals not just to serve as WWF's global compass, but also to be at the core of the world's new global biodiversity plan.

We partnered with the World Economic Forum in gathering a first group of business and political leaders around a Nature Action Agenda and publishing a series of reports that helped build a strong economic case for nature conservation. In report after report, economists highlighted the dependencies of the economy on nature, with half of global GDP estimated to rely on healthy ecosystems; the social and economic costs of nature loss; and the opportunities for transition to sustainable practices. For the first time in 2020, biodiversity loss entered

the top five risks for society in the Forum's Global Risks Report. And in the same year, the Forum's Annual Meeting in Davos saw nature dominate the agenda like never before - from Nat Geo's stunning wildlife carousel slide shows in the main hall to Sir David Attenborough and us featuring in the main programme with the premiere of the WWF-backed Our Planet Netflix series. Inspired by the climate journey and capitalizing on the growing business case for nature, we also supported the launch of new business and investor coalitions, from Business For Nature to the Taskforce on Nature-related Financial Disclosures.



# 2017

CHINA **IMPLEMENTS** A BAN on its domestic elephant

ivory trade, signalling an end to the world's largest legal ivory market and a boost for efforts against the elephant poaching crisis.

# 2018

WWF AND OTHERS BACK SUCCESSFUL **LOCAL EFFORTS** to support

the government of Belize to ban offshore oil exploration and drilling around the world's secondlargest barrier reef.

**WWF CALLS** FOR A 'NEW **DEAL FOR NATURE** AND PEOPLE' at the UN

CBD COP14 - a roadmap for nature recovery equivalent to the Paris Agreement.

# THE RISE OF NATURE IN THE POLITICAL, CORPORATE AND SOCIETAL DISCOURSE WAS BECOMING UNSTOPPABLE

The rise of nature in the political, corporate and societal discourse was becoming unstoppable. In September 2019, taking advantage of the presence of heads of state at the UN General Assembly (UNGA), we decided to take our ambition to new levels and launched ourselves into facilitating a Leaders' Pledge for Nature at heads of state/government level. Thirteen heads of state/government attended in person the launch event (94 heads of state and the President of the EU went on to sign the pledge), followed by the President of

the UNGA convening in 2020 the firstever UN Summit on Biodiversity. But it was time to push further... and the 'nature positive by 2030' global goal (to parallel carbon neutrality for climate) was officially launched in 2020, again at Davos, in collaborative and unbranded efforts that saw, for the first time in a long time, all the global environmental and sustainable business platforms united in designing and advocating the goal to "halt and reverse biodiversity loss by 2030". >>

# IVORY TRADE: THE BEGINNING OF THE END?

One of my most emotional moments at WWF was when the Chinese government announced a near-total domestic ban on elephant ivory - a great sign of political determination against vested economic interests, and a reversal of a long-held tradition. Ivory prices declined over years and our campaign monitored a constant decrease in ivory buyers. Although the illegal trade continues to cater to a sizeable number of hardcore buyers, the ban helped countries like Kenya and Tanzania to significantly reduce elephant poaching rates, alongside improved enforcement efforts on the ground. Only two years earlier I was in Nairobi watching, with tears in my eyes, the burning of huge piles of tusks (equivalent to over 8,000 elephants) to signify the scale of the problem and signal Kenya's commitment to conserve its elephants.

## **MORE SPACES FOR NATURE**

Preserving natural spaces has been in WWF's DNA since our birth. And our efforts continued during my time in office, with new huge areas of nature protected - entering into co-management of the world-famous Dzanga-Sangha Nature Reserves in the Central African Republic (4,450 km²) and Africa's largest forest park, the 36,000-km<sup>2</sup> Salonga National Park in the Democratic Republic of the Congo (DRC); establishing the world's largest marine protected area, Antarctica's Ross Sea marine reserve (1.55 million km2) and the Amur-Heilong protected areas in Mongolia (10,500 km<sup>2</sup>); and doubling the size of Colombia's vast Serranía de Chiribiquete National Park (43,000 km²), making it the world's largest tropical forest park...to mention only the largest! Much progress has been made on protected areas, with many species' recovery related to the protection of their strongholds. In 2020, we celebrated the protection of almost 17% and 8% of land and ocean respectively. >>



# 2018

CHINA SHELVES
PLANS TO EASE
ITS BAN on the
trade in tiger
and rhino

parts, in place since 1993, after calls by WWF and others.



# 2019

WWF ENHANCED SOCIAL AND ENVIRONMENTAL SAFEGUARDS

for on-the-ground activities across our global network.

Main: 2017 People's Climate March in the US capital, Washington DC

successful

Our Planet series

Attenborough.

narrated by Sir David

FOR NATURE,

committing to reverse

nature loss by 2030;

later, the President of

the UN General Assembly

Summit on Biodiversity.

convenes the first-ever UN

highlights

the alarming rise

outbreaks driven

by humanity's

with nature.

in zoonotic disease

broken relationship



# A CAUSE WORTH STRIVING FOR

e often talk about 'our' planet, 'our' ocean and 'our' climate, but we should drop our human arrogance and shift from possession and domination to harmony, equity and coexistence. Among peoples, and between people and nature.

WWF's most important responsibility and contribution in moving forward is to support society in this transition, helping to increase speed, scale and depth. The speed of change in which we embrace a truly ecologically sustainable future will determine success or failure in preserving life on Earth as we know it and in building a safe future for humanity. Can we change before reaching climate and ecosystem tipping points? Can we learn how to develop and live within planetary boundaries? Transitions

are complex and filled with uncertainties. The temptation to backtrack to business as usual is omnipresent. There is and will be resistance, whether it is based on genuine concerns, ignorance or selfishness, to protect elite economic interests and privileges of the few versus the collective good. But we have several advantages on our side. The power of the evidence. The power of the many: our staff, supporters and a growing number of like-minded people everywhere in the world. The way we can multiply our impact through partnerships and coalitions: with governments, corporates, investors, civil society and communities. And finally, we have a mission worth striving for. Because the planet's amazing diversity of life deserves it and because there's only one possible 'people positive' future and that is ... a 'nature positive' one. Onwards!

Marco Lambertini Director General, WWF International (2014-2022)



# **BUILDING STRONG PARTNERSHIPS**

New strategic global partnerships and on-the-ground joint programmes with CARE, the International Federation of Red Cross and Red Crescent Societies, Save the Children, World Vision and YMCA have strengthened cooperation at the interface of the environmental and humanitarian agendas.

We also initiated the creation of a group of all international conservation organizations and sustainable business platforms to define and advocate for the concept of "nature positive: halt and reverse nature loss by 2030" as the needed Global Goal for Nature to align action across society. Over 350 civil society organizations, representing humanitarian, environmental, faith, women, youth and Indigenous Peoples' interests, have subsequently joined the call. And we were successful, as the global goal has recently been adopted by the UN CBD at COP15!



# 2021

WWF IS ASKED TO LEAD THE SEGMENT ON NATURE-POSITIVE PRODUCTION

at the first-ever UN Food Systems Summit, facilitating the development of over a dozen coalitions of action on key issues.



# 2022

AFTER OVER 20 YEARS OF URGING BY WWF AND OTHERS, a new global agreement

ends some of the financial support by the World Trade Organization for harmful fishing practices.



# 2022

GOVERNMENTS
UNANIMOUSLY
AGREE TO DEVELOP
A UN TREATY
that halts

plastic pollution after initial calls by WWF and a group of champion states from across the continents.



# 2022

JUST 12 YEARS
AFTER THE GLOBAL
COMMITMENT
TO DOUBLE
WILD TIGER

NUMBERS, latest counts show strong progress in India, Nepal and Russia; estimated global numbers increase from 3,200 to 4,500.

# THERE'S ONLY ONE POSSIBLE 'PEOPLE POSITIVE' **FUTURE AND THAT IS** A 'NATURE POSITIVE' ONE IN 2023, MARCO WILL STEP DOWN FROM HIS ROLE AS DIRECTOR GENERAL OF WWF INTERNATIONAL AND BE A LEADING ADVOCATE FOR WWF'S AMBITIOUS VISION AS OUR SPECIAL ENVOY. 2022 AT THE UN CBD COP15. **GOVERNMENTS** AGREE TO THE Main: small skipper butterflies, UK; above: KUNMING-MONTREAL Txai Suruí, a member **GLOBAL PLAN** to halt and of the Suruí people and reverse biodiversity founder of the Rondônia Indigenous Youth loss by 2030. The Movement race to a naturepositive society has started!

## THE 'RISE' OF THE OCEAN

From the first World Oceans Summit to the appointment by the UN Secretary-General of a Special Envoy for the Ocean, the past decade has seen the ocean rise fast up the global agenda. We have seen an explosive new impetus for creating marine protected areas - growing from under 2% of the ocean to more than 8%; still shy of the 10% target set by the UN CBD and Sustainable Development Goals, but impressive nevertheless. Huge marine protected areas were declared in Antarctica, Canada, Colombia, Ecuador, French Polynesia, Indonesia, Palau, Spain, the US state of Hawaii and more, many with support from WWF offices. New concepts of 'blue carbon' and 'blue food' also gained attention, finally acknowledging the crucial role of the ocean in stabilizing the climate and addressing huge societal challenges like food security and nutrition. The WWF/Boston Consulting Group (BCG) Gross Marine Product put a value on the goods and services the ocean provides to us every year: a staggering US\$2.5 trillion. The message was clear: the blue economy is vitally important to us all, and it, in turn, depends on a healthy ocean. However, new threats also emerged, such as deep-sea mining. Fortunately, WWF's call for a moratorium is gaining momentum with governments and many companies.

# INDIGENOUS PEOPLES TAKE CENTRE STAGE

The past decade has seen the long overdue recognition of the effective stewardship of Indigenous Peoples and other traditional local communities over significant areas of land and waters that still harbour rich biodiversity. The importance of appropriately respecting their rights and supporting their agency in delivering conservation while shaping a sustainable future for their communities is front and centre on global and national decision-maker

agendas today. Here too at WWF we have taken important steps to reflect and act to strengthen both our internal environmental and social safeguarding policies and our collaboration with Indigenous Peoples to advocate for their rights in local, national

and global forums. Conservation without the full and effective participation of communities is unethical and utterly ineffective.
Still, many Indigenous Peoples and other communities living in and around

the world's most precious natural spaces continue to face discrimination, threats, land grabbing, abuse and exclusion. There is a long and difficult road still to travel but WWF will continue to strengthen our support and collaboration in the coming years.

# WELCOME OUR NEW DIRECTOR GENERAL



In January 2023, Kirsten Schuijt will become the Director General of WWF International based in Gland, Switzerland. Kirsten will lead and coordinate the federated global conservation organization, including the teams at the WWF International Secretariat and 34 country offices report to the International Board.

Kirsten has been CEO of WWFinfluential, data-driven conservation organization with a strong focus on resilient landscapes and societal movement. She was also a member of the executive committee of the WWF Network, the Network Executive Team (NET), for over six years.

Kirsten has extensive experience in conservation and leading nonprofit organizations, having worked in international conservation for 25 years, 20 of which in various global conservation leadership positions in WWF. Prior to WWF, she worked in Kenya and Malawi

with local communities on wetland conservation. Throughout her conservation career, she has had a particular interest in the relationship between nature and socio-economic systems.

Kirsten sits on several boards, including the Board of Wageningen University in the Netherlands. She holds a PhD in Environmental Sciences with the Erasmus University of Rotterdam and a Masters Degree in International Economics from





# GLOBAL ACHIEVEMENTS 2022

HOW WWF COMMUNITIES
OF PRACTICE WORK FOR NATURE
AND PEOPLE

WILDLIFE · OCEANS · FORESTS · FRESHWATER

TO PROTECT & RESTORE HABITATS & SPECIES, & BENEFIT PEOPLE

**CLIMATE & ENERGY · FOOD** 

TO REDUCE THE FOOTPRINT OF CONSUMPTION & PRODUCTION

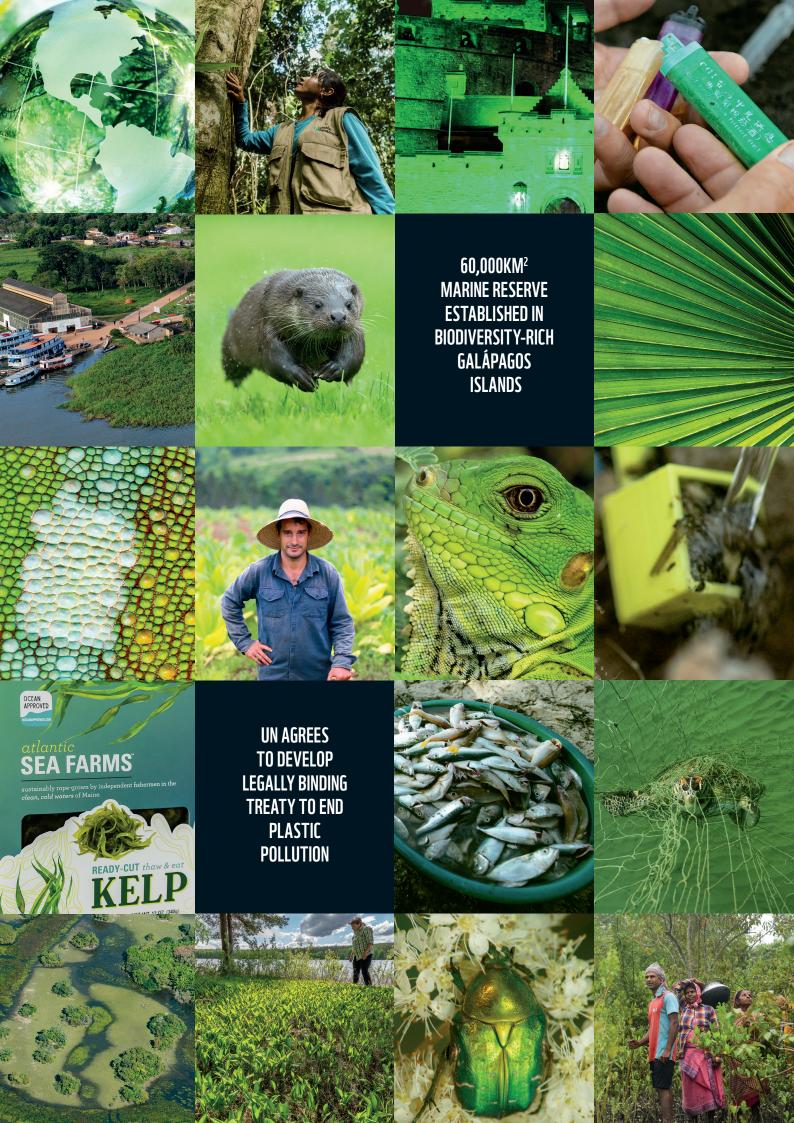
FINANCE · GOVERNANCE · MARKETS

TO CREATE SYSTEM-LEVEL CHANGE





WWF's achievements are the result of the combined conservation efforts of our diverse worldwide network, active through local leadership in over 100 countries and backed by the global secretariat WWF International. Nine WWF global communities of practice -Wildlife, Oceans, Forests, Freshwater, Climate & Energy, Food, Finance, Governance and Markets – bring together this conservation expertise into an impactful global force, building strong relationships and taking ambitious action alongside individuals, communities, businesses and government for a nature-positive, carbon-neutral and equitable future for people and planet. Read some of our key global achievements for 2022 on the following pages.





# CONNECTING NATURE

For people and nature to thrive together in a changing climate, we can't just protect wildlife in isolated patches: we need connected landscapes where wild animals can freely move, ecological processes can flow, and that can continue to provide people with the many benefits that come from a healthy natural world. That's why this year we've joined with partners to launch Wildlife Connect - a new initiative that works to protect, manage and restore ecological connectivity. Work is already under way in four landscapes on four continents: in Central India, in Europe's Carpathian mountains, in Kenya and Tanzania, and in the Chaco-Pantanal landscape in South America. The initiative has also driven private- and public-sector policies to boost connectivity, along with ground-breaking research that mapped mammal movements globally for the first time.

WWF.PANDA.ORG/WILDLIFE

# WILDLIFE



OUR GOAL:
TO SEE WILDLIFE
THRIVING, INCLUDING
ENSURING 30% OF THE
WORLD'S SURFACE
IS MANAGED IN A WAY
THAT CONSERVES
WILDLIFE

# TIGER AMBITION

Since 13 tiger-range governments committed to double wild tiger numbers in 2010, there have been increases, and even doubling, in some sites, with Nepal reporting a near-tripling of its population this year. However, there has been little progress – and even declines and national extinctions – across parts of Southeast Asia.

# BUSINESS AND BIODIVERSITY

In 2022, we launched *A Biodiversity Guide for Business* to help companies understand and address the biodiversity crisis. Building on this, we're developing a Biodiversity Risk Filter tool, launching in 2023,

to help companies identify and manage biodiversity-related risks and opportunities across their operations and value chains.

# **ELEPHANT IVORY INITIATIVE**

Launched to capitalize on China's elephant ivory ban in 2017, our highly successful Elephant Ivory Initiative



concluded in 2022. Combining policy work with innovative behavioural change campaigns, the initiative contributed to stricter law enforcement and reduced demand for elephant ivory across Asia, with the proportion of Chinese consumers still intending to buy ivory falling by almost half.

# **BUILDING STRONG PARTNERSHIPS**

Protecting wildlife is a joint effort — we know we have a much greater impact when we join forces with partners and allies who share our goals. Among our recent new partnerships, we've teamed up with Panthera for the Living With Big Cats Initiative, joined the International Alliance against Health Risks in Wildlife Trade, and helped launch the Universal Ranger Support Alliance to improve working conditions and standards for rangers. Other important partnerships include the Key Biodiversity Areas Partnership, which aims to systematically map and conserve the most vital places for nature, and Wildlife Insights, a cloud-based platform that uses machine learning to analyse and share wildlife images and data.

# GLOBAL PROGRESS ON PLASTICS

Concerted action against the ocean plastics crisis yielded unanimous agreement at the UN Environment Assembly to develop a legally binding treaty to end plastic pollution. WWF has campaigned for years for governments to safeguard both people and nature from plastic pollution, with more than 2.2 million people around the world signing our plastics petition and over 160 companies and more than 1,000 civil society organizations backing calls for a treaty.

A legally binding global agreement should set rules for the full life cycle of plastic, and enable governments, businesses and society to be held accountable for eliminating plastic pollution and shifting to a circular plastics economy. Now, attention turns to agreeing a robust, ambitious treaty by the end of 2024. Action is needed urgently to stop more plastic ending up in nature: if current trends continue, plastic debris in the ocean will quadruple by 2050.

WWF.PANDA.ORG/OCEANS



OUR GOAL:
A PRODUCTIVE AND
RESILIENT OCEAN,
SUSTAINING HUMAN
WELL-BEING AND
BIODIVERSITY, WITH
30% OF MARINE
ECOSYSTEMS PROTECTED

# PACIFIC PROTECTION

WWF support has helped lead to new protected areas in the eastern tropical Pacific. A 60,000km² marine reserve in the biodiversity-rich Galápagos Islands has been established by Ecuador. Colombia also created new marine protected areas, with the country now meeting

its target of protecting 30% of coastal waters ahead of schedule.

# HOPE FOR ENDANGERED SHARKS

Tuna fishing countries agreed a historic rebuilding strategy for endangered mako sharks in the North Atlantic. We're now pressing other regional fisheries management organizations to adopt similar sciencebased measures to halt the catastrophic decline in shark and ray species, often caught accidentally or deliberately in tuna fisheries.

# NET-FREE HAVEN WWF-Australia bought the





last commercial gillnet licence on the northern Great Barrier Reef – and promptly retired it, effectively creating a 100,000km² safe haven for turtles, dugongs and dolphins. Now we're calling on the Australian and Queensland governments to permanently protect the area as well as create more official net-free zones.

# **BUILDING STRONG PARTNERSHIPS**

Partnerships are fundamental to our ocean work — not least our partnerships with coastal communities. WWF has worked alongside coastal communities for decades, but our Coastal Communities Initiative is scaling up these activities to have even greater impact. In 120 sites across 29 countries, we've supported community-led management of more than 270,000km² of coastal habitat. This inclusive conservation work has benefited more than 300,000 people directly and some 2.1 million people indirectly.



OUR GOAL: THE HIGHEST BIODIVERSITY AREAS, COVERING 30% OF THE EARTH, ARE PROTECTED OR COMMUNITY-CONSERVED

# FOREST RESTORATION IN AFRICA

We accelerated our efforts to restore forest landscapes in Africa – strengthening our ongoing involvement in AFR100, a multi-country initiative to restore 100 million hectares of land across Africa by 2030; and launching and expanding our initiative to tackle deforestation and land degradation, and support

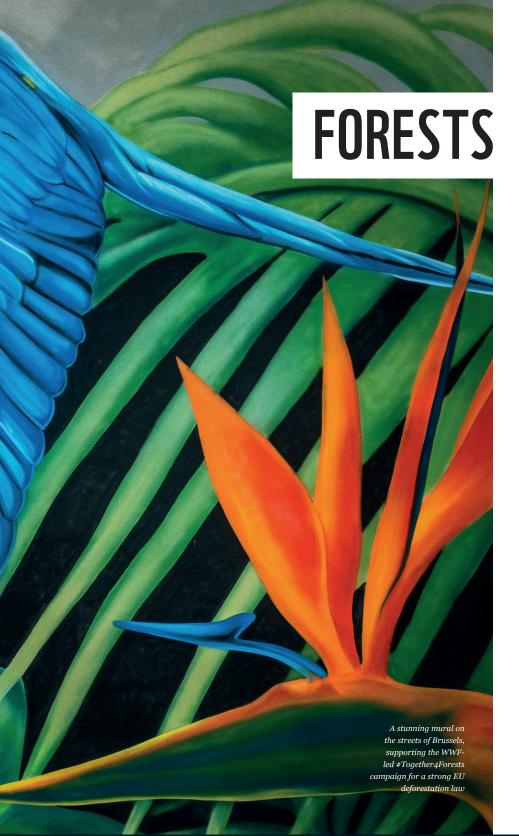
forest-dependent communities in Cameroon, the DRC, Kenya, Madagascar, Mozambique, Tanzania, Uganda, Zambia and Zimbabwe.

# FORESTS AND HEALTH

Our groundbreaking report *The Vitality of Forests* highlighted the critical relationships between forests and the health and well-being of people, and that ignoring these links can have disastrous effects. It calls for the environmental and health sectors to unite around joint solutions that support both forests and human health.

# LANDMARK EU LAW

The #Together4Forests campaign, led by WWF, successfully galvanized 200 NGOs and more



# PERMANENT PROTECTION IN COLOMBIA

Some of the world's most biodiverse tropical forests will be protected in perpetuity thanks to Heritage Colombia, a WWF-backed Project Finance for Permanence initiative launched with the Colombian government. Working with a wide range of partners, we've helped secure US\$245 million of public and private finance to safeguard 32 million hectares of iconic landscapes and seascapes in the country. Heritage Colombia locks in a regional cluster of similar initiatives that, together, provide permanent protection for approximately 12% of the entire Amazon rainforest.

Colombia is home to 10% of the world's biodiversity, living in forests and other wildernesses. These are vital havens for wildlife but they also benefit people in Colombia and around the world – providing everything from fresh water, food and livelihoods to supporting global efforts to tackle the climate crisis.

WWF.PANDA.ORG/FORESTS

than 1.2 million citizens in the European Union (EU) to call for a strong EU deforestation law. The new law, which will no longer allow products linked to the destruction of forests onto the EU market, sets an influential precedent for other markets.

# **BUILDING STRONG PARTNERSHIPS**

We work with a huge range of partners who share our goal of healthy forests for a healthy future for all – from working with governments to strengthen and create new protected areas and restore forest landscapes to securing funding from foundations like the Bezos Earth Fund. Five new participants joined or expanded their support in our business-focused Forests Forward programme this year, including a new five-year partnership with SIG, one of the top packaging companies in the world, to restore and improve management of thousands of hectares of forests. Crucially, we also work closely with Indigenous Peoples' federations such as COICA (Coordinator of Indigenous Organizations of the Amazon River Basin) to ensure decisions on forest conservation take into account their voices and perspectives.



OUR GOAL:
HEALTHY AND RESILIENT
FRESHWATER
ECOSYSTEMS SUSTAIN
PEOPLE AND NATURE,
WITH 30% OF RIVERS
AND WETLANDS
PROTECTED

# TECH SUPPORT FOR RIVER DOLPHINS

Our innovative electronic pinger project in Indonesia prevented critically endangered river dolphins from getting entangled in fishing nets – their leading cause of death – and boosted the average catch and incomes of local fishers. We're now expanding their use to other Asian rivers. In another first,

we're using satellite tags to monitor Indus river dolphin behaviour and movements – crucial data for conservation decision making.

# STURGEON ACTION

With two-thirds of sturgeon species now critically endangered, our global sturgeon initiative is taking action. This includes supporting the creation of new protected areas for sturgeon in Bulgaria and Georgia, and persuading governments to agree a management plan for the Danube that includes measures to safeguard sturgeon.

# **RUNNING FOR WATER**

We're a core partner in the RunBlue campaign to mobilize action on protecting





Our efforts to protect and restore free-flowing rivers so vital for people and nature - continued to gather force. In Europe, thanks in part to our advocacy work, the EU's proposed nature restoration law includes a target of restoring at least 25,000km of free-flowing rivers by 2030, and we've helped put this into practice with dam removals from Finland to Ukraine. With significant new funding secured from the Open Rivers Programme and the German Postcode Lottery, in 2022 we're expecting Europe to exceed last year's record 239 dam removals.

At the same time, longstanding efforts by WWF and others led to Bosnia and Herzegovina banning all small hydropower, pointing the way for other countries across the Balkans. And we launched a first-ofits-kind guide for insurers, detailing how they can accelerate the shift from high-impact hydropower to low-impact renewables.

WWF.PANDA.ORG/FRESHWATER

freshwater environments ahead of next year's UN Water Summit. This included the World Wetlands Run the largest ever public event for wetlands, with people from 169 states and territories taking part.

# **BUILDING STRONG PARTNERSHIPS**

In recent years, we have significantly expanded our local and global partnerships to help reverse the collapse in freshwater biodiversity and build resilience to the impacts of climate change. We've partnered with a growing number of businesses under our world-leading water stewardship programme and pioneered innovative collaborations with financial institutions to leverage critical funds for conservation. We've joined with organizations as diverse as the Global Center on Adaptation and World Rowing, while helping to build new conservation coalitions such as SHOAL and the Inland Fisheries Alliance. And, of course, we have teamed up with communities and local organizations across the globe to conserve freshwater environments.



# AMBITIOUS ACTION NEEDED

WWF and others expressed serious concerns about the failure to accelerate efforts for a stable climate at the UN COP27 climate change conference. The lack of commitment to phase out fossil fuels means we remain on course for climate catastrophe. It was, however, welcome to see that many countries demanded action on fossil fuels, which offers some hope that meaningful progress, so desperately needed, could be achieved at next year's climate summit.

Although there was little progress on dealing with the root causes of the climate crisis, there was movement towards addressing its impacts with the agreement in principle to financially support vulnerable nations for climate damage and economic loss. Strong campaigning by climate-vulnerable countries and civil society organizations, including WWF, who made loss and damage finance a key ask, kept the topic front of mind during the negotiations.

WWF.PANDA.ORG/CLIMATEENERGY



OUR GOAL: BY 2030, AN EQUITABLE AND JUST TRANSITION IS UNDERWAY THAT LIMITS WARMING TO 1.5°C, PROTECTS PEOPLE AND NATURE, AND BUILDS A CLIMATE-RESILIENT FUTURE

# GLOBAL FIRST ON LAND-BASED CLIMATE TARGETS

Working with the Science Based Targets initiative, we developed the first ever guidelines for companies in land-intensive sectors such as agriculture and forestry to see how much and how quickly they need to cut emissions. These sectors account for nearly a quarter of global greenhouse gas emissions.

# **ALLIANCES FOR CLIMATE ACTION**

WWF's Alliances for Climate
Action, which supports co-ordinated
national climate action, was formally
adopted into the UN's five-year
climate work plan for non-state
actors. This means countries must
support this global network, including
those launched this year in Australia,
Brazil, Chile, Kenya and UAE.

# IN-HOUSE COMMITMENT

Through our internal Upfront programme, we're walking the walk on reducing emissions by installing renewable energy and improving energy efficiency in our own offices. So far, almost 50 WWF offices around the world have installed solar panels.





#### **BUILDING STRONG PARTNERSHIPS**

Our many collaborations range from our longstanding involvement in the Climate Action Network, which drives collective action against the climate crisis while achieving social and racial justice, to the newly launched Alliance for a Just Energy Transformation that aims to mobilize implementation of just energy transition policies worldwide. Our partnerships strongly recognize the interlinked future of nature and

people. For example, our Coalition Linking Energy And Nature (CLEANaction) demands that the necessary transition to renewable energy doesn't lead to harmful impacts on nature. And our five-year partnership with the International Federation of the Red Cross and Red Crescent Societies aims to enhance the resilience of communities most at risk from climate change through nature-based solutions.

#### FOOD SYSTEMS GET GLOBAL FOCUS

Food is the biggest cause of nature loss and a major source of greenhouse gas emissions, but for too long it's remained largely absent from global policy discussions on nature and climate. That has changed in the past year. Our calls for a dedicated day on food action at major UN conferences helped lead to the first ever Agriculture and Food Systems Day at this year's COP27 climate conference in Egypt. Full-day events on food also took place with our involvement at other globally important events, including conferences of the UN conventions on biodiversity and combating desertification together with the Stockholm+50 meeting. These important steps will help integrate food systems into binding agreements on climate, nature and land use, helping pave the way for action to deliver healthy diets for everyone, nature restoration and a stable climate.

WWF.PANDA.ORG/FOOD



OUR GOAL: TO CREATE SUSTAINABLE FOOD SYSTEMS THAT ENSURE FOOD SECURITY AND PROTECT NATURE, NOW AND IN THE FUTURE

#### THE GREAT FOOD PUZZLE

We launched The Great Food Puzzle
– a science-based decision-making
framework to help policymakers
prioritize national action on food
systems that delivers climate,
nature, health and social goals.
Twenty transformation levers that
all countries can apply have been
identified, based around their

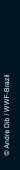
production practices, consumption trends and ecological factors.

#### **GRASSLANDS AND SAVANNAHS**

We accelerated our conservation work for grasslands and savannahs – landscapes where most food is produced – with the launch of the Global Grasslands and Savannahs Initiative. Our efforts for these threatened landscapes include working with 180 ranches, which cover over 400,000 hectares in the North American Great Plains, to adopt nature-positive grazing practices by 2025.

#### FOOD LOSS AND WASTE

WWF teams around the world are finding innovative ways to





tackle food loss and waste. This includes the launches of WWF-Philippines' Soilmate app, which diverts food waste from landfill into compost for local farmers, and WWF-Kenya's Naivasha Greens, a food store that's reducing food losses by enabling farmers to sell more produce locally.

#### **BUILDING STRONG PARTNERSHIPS**

Transforming food systems can only happen with collective action. Our contribution to this includes setting up the Global Grasslands and Savannahs Dialogues and the Global Action Platform on Sustainable Consumption and Diets – two highly influential groups containing over 100 organizations and businesses. We are an active member of the Champions 12.3 group that works to halve food loss and waste. And, after convening hundreds of stakeholders on nature-positive production at the UN Food Systems Summit in 2021, we continued co-convening coalitions on issues ranging from agroecology to food subsidies and co-founded the Food Forward Consortium to align NGO efforts on food system transformation.



OUR GOAL:
TO ENSURE THE FINANCE
SECTOR TAKES ACCOUNT
OF ENVIRONMENTAL
RISK, DRIVES SUSTAINABLE
PRACTICES AND INVESTS
FOR SUSTAINABLE
DEVELOPMENT

#### FINANCING A NATURE-POSITIVE ECONOMY

At the Stockholm+50 conference in June, we launched our proposal for a Roadmap to a Nature Positive Economy. We are calling for economic and financial system reform that everyone buys into, developed through an inclusive process that brings together leaders from across government, business, finance and civil society. Setting a new direction will help provide certainty for future investment, and incentivize companies and financial institutions to pursue business models and portfolios that work with nature rather than against it.

#### CENTRAL BANKING AND BIODIVERSITY LOSS

We contributed to the first global assessment of why and how

central banks and financial regulators must respond to the rising risks biodiversity loss poses to financial assets and economic activity. The landmark report, Central Banking and Supervision in the Biosphere, identifies 45 examples of authorities already taking action but a comprehensive global response is still needed.



#### INTEGRATING NATURE INTO DECISION MAKING

Nature loss is a major risk to business, while moving to nature-positive investments offers many opportunities. That's why the WWF-backed Taskforce on Nature-related Financial Disclosures is developing a new market-led, science-based framework that will enable businesses and financial institutions to integrate nature into their decision making - identifying, managing and disclosing nature-related risks and driving the transition to an equitable, net-zero, nature-positive economy. Business impacts on nature depend on where operations and value chains are situated, so a location-first approach is central to the risk assessment process.

With the final framework due in 2023, the current beta version has received overwhelmingly positive feedback from over 130 stakeholders across 37 countries.

WWF.PANDA.ORG/FINANCE

#### **NET-ZERO STANDARD**

Like countries and corporations, financial institutions must make and deliver credible net-zero commitments. We took an important step toward this by working with the Science Based Targets initiative to kickstart the development of a financial institution net-zero standard, which is due for launch in 2023.

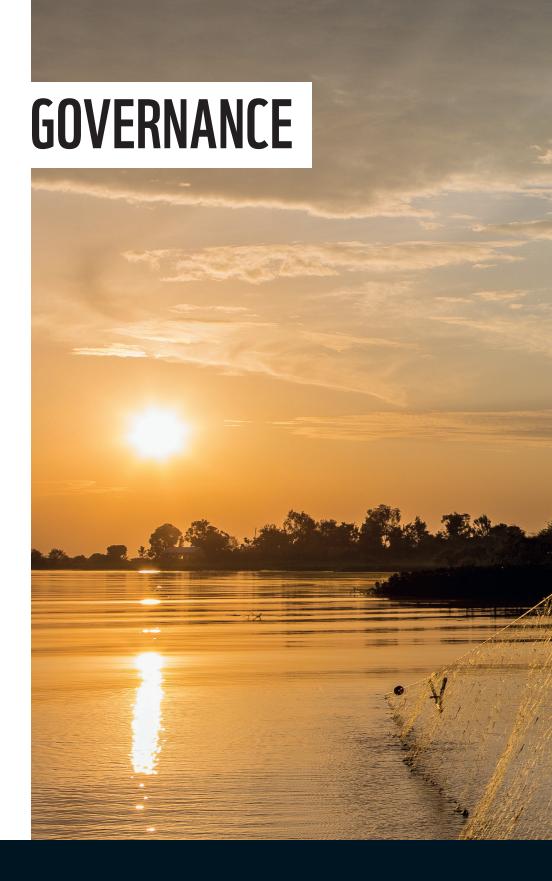
#### **BUILDING STRONG PARTNERSHIPS**

'Greening finance and financing green' relies on strong collaboration. Examples of our key partnerships include our involvement in civil society organizations' advisory body for the UN's Principles for Responsible Banking; our leadership of the biodiversity workstream is helping the Principles develop a sustainable risk management framework for banks representing almost half of the global banking industry. We have been instrumental in establishing the UN-convened Net Zero Asset Owner Alliance of institutional investors, which is committed to transitioning portfolios to net-zero by 2050. And, on the investment side, we are a partner in the £160 million Dutch Fund for Climate and Development, which delivers nature and climate solutions in developing countries.

#### RIGHT TO A HEALTHY ENVIRONMENT

In July, the UN General Assembly adopted a historic resolution recognizing that everyone, everywhere has the right to live in a clean, healthy and sustainable environment. This is something we've advocated for a long time, along with a broad coalition of civil society organizations, governments and UN agencies. We used social media and high-level national and global advocacy to highlight the importance of this right for people and nature, and supported Costa Rica, the Maldives, Morocco, Slovenia and Switzerland in leading the call for its recognition. Adopted with a landslide 161 votes in favour and none against, the resolution makes a powerful statement that a healthy environment is a prerequisite for all human rights and sets the foundation for stronger action to protect nature and the environment on which we all depend. Where this right has already been recognized at a national level, it has delivered tangible benefits for people and planet.

WWF.PANDA.ORG/GOVERNANCE



OUR GOAL: TO DEVELOP
AN EQUITABLE, JUST AND
INCLUSIVE APPROACH
TO CONSERVATION FOR
BETTER, FAIRER DECISIONS
THAT SUPPORT SUSTAINABLE
DEVELOPMENT

#### **INCLUSIVE CONSERVATION ACADEMY**

Working with Tribal Link, we've been consulting with Indigenous Peoples on setting up an Inclusive Conservation Academy. Our ambition is for the Academy to be led by Indigenous Peoples and provide training, tools and ideas to support everyone involved in the sector to adopt just, inclusive

models of conservation that put Indigenous Peoples and local community stewards of sustainable development at the centre.

#### TRACKING SUSTAINABLE DEVELOPMENT GOALS

As part of our efforts to support countries to deliver the UN Sustainable Development Goals (SDGs), in Pakistan we developed a web-based portal that enabled the country to track progress on SDG12 on sustainable production and consumption and officially report on it for the first time.

#### **GUIDING PRINCIPLES**

We've developed our own set of nine guiding principles on inclusive conservation, which



we've been exploring and refining through an online exchange. Over a series of five sessions, participants from 73 offices across the WWF Network came together to share challenges, solutions and inspiration.

#### **BUILDING STRONG PARTNERSHIPS**

Indigenous and community territories cover around a third of all land globally and without Indigenous Peoples' full inclusion in conservation, global goals for nature will be unattainable. Working with conservation experts, Indigenous Peoples and human rights organizations, our recent ground-breaking collaborative analysis has highlighted the crucial importance of recognizing and respecting the rights, governance approaches and conservation efforts of Indigenous Peoples and local community stewards of sustainable development in protecting nature globally. We're committed to partnering with them to deliver their own conservation initiatives, including, for example, supporting the call by Amazonian Indigenous organizations for a global pact for the permanent protection of 80% of the Amazon by 2025.



OUR GOAL:
TO DRIVE NATUREPOSITIVE ECONOMIES
BY ENGAGING MARKET
ACTORS TO COMMIT,
ACT AND ADVOCATE
FOR NATURE

#### **PLASTICS MANIFESTO**

Working with the Ellen MacArthur Foundation and BCG, we launched a business manifesto calling for a global treaty to end plastic pollution. The manifesto was endorsed by over 160 companies, including financial institutions with more than US\$5 trillion in assets under management, and

helped catalyse government action (see page 30).

#### **COMMUNITY ENTERPRISE**

Conservation enterprises led by Indigenous Peoples and communities are powerful allies for nature but often face significant obstacles. Our Nature Pays hub empowers these types of small-scale businesses to gain access to markets, with 13 enterprises in Oaxaca, Mexico supported in 2022 in partnership with IKEA Social Entrepreneurship.

#### **SUPPLY CHAIN ACTON**

As part of our push for action on deforestation- and conversion-free





# TARGETING NATURE POSITIVE

From the World Economic Forum to international climate and biodiversity negotiations, we're working with companies, producers and consumers to amplify calls for a nature-positive economy. As a co-founder of the Business for Nature coalition, we're actively engaging with business to advocate for strong and ambitious government policies. More than 1,100 companies from 70 countries and with revenues of more than US\$5 trillion have signed the Business for Nature 'Call to Action', which urges governments to adopt policies to reverse nature loss this decade. Dozens have also shown support for halving the footprint of production and consumption and for legislation to enable deforestation- and conversion-free supply chains.

We're also actively involved in the development of Science Based Targets for Nature, which will help companies commit to ambitious action for the natural world. We're leading work on developing methodologies for land, freshwater and ocean targets, with pilot projects already under way.

WWF.PANDA.ORG/MARKETS

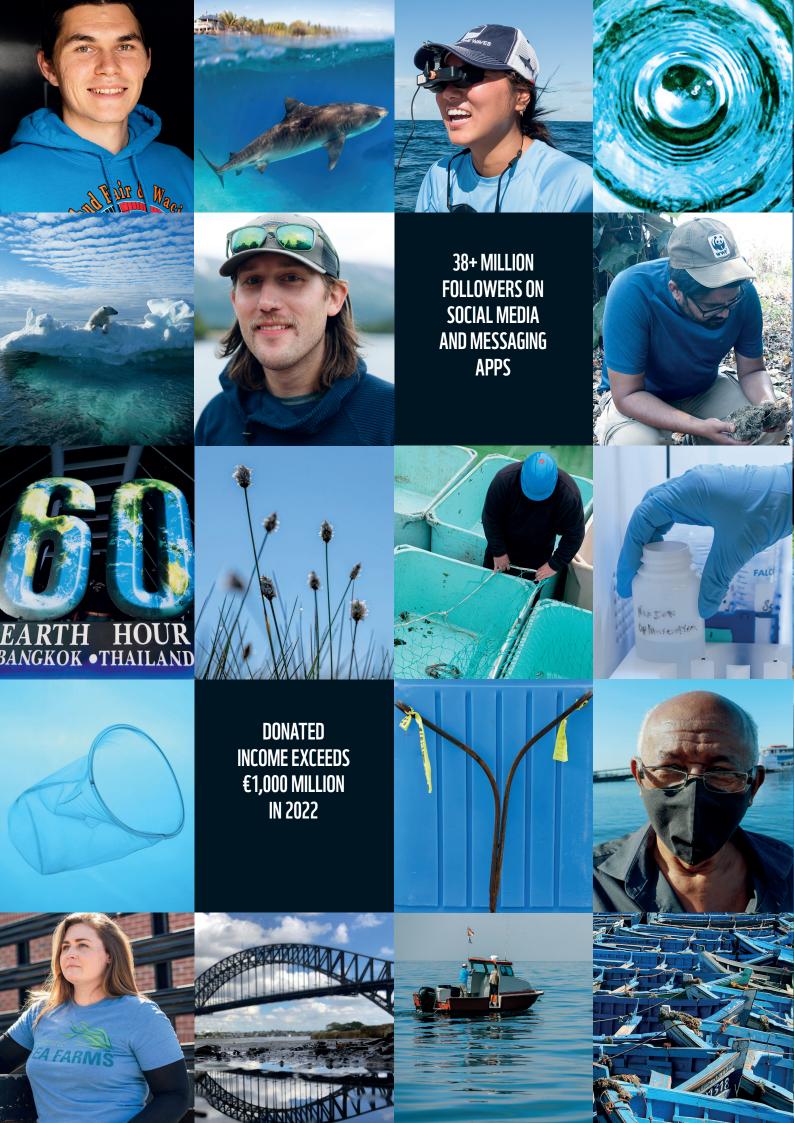
supply chains, we developed a practical toolkit for companies and financial institutions. So far, more than 50 companies and two finance platforms are using it to address deforestation and conversion in soyand beef-producing landscapes in Brazil.

#### **BUILDING STRONG PARTNERSHIPS**

Safeguarding biodiversity can only succeed when people benefit too, so we're forging partnerships that tackle both environmental and socioeconomic issues. A case in point is our global partnership with TechnoServe, a non-profit organization that focuses on poverty alleviation. Together, we are delivering business models that increase the resilience of communities and biodiversity in some of the most vulnerable places in the world – from fostering sustainable blue economic development in the South West Indian Ocean region to transforming food systems in East Africa so that they deliver food security and sustain the natural world.

# 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 WANT A WORLD WHERE PEOPLE AND NATURE THRIVE — BUT WE'LL ONLY **GET THERE IF WE WORK** TOGETHER. AND TOGETHER, ANYTHING IS POSSIBLE.





# THE PUBLIC SECTOR

BY WORKING WITH GOVERNMENTS AND PUBLIC SECTOR FINANCE ORGANIZATIONS, WE CAN

CATALYSE ACTION FOR NATURE ON A SCALE THAT MATTERS.

e seek to influence public sector spending priorities so that they help to build a sustainable future for people and nature. In 2022, in Europe we called on the EU to provide humanitarian aid for those impacted by the war in Ukraine without redirecting aid from other vulnerable communities; and to tackle energy and food system vulnerabilities highlighted by the war without disrupting its long-term biodiversity and climate goals. Meanwhile, our joint report with BCG set out recommendations for a Ukraine recovery plan that values the natural environment. In Africa, our report with the African Development Bank and Potomac Group made the case for debt swaps - where countries' foreign debts are

written off in exchange for investing in climate and nature.

Our current public sector partnerships include:

#### FINANCING PERMANENT PROTECTION

Launched in 2022, the
WWF-backed US\$245 million
Heritage Colombia programme
(see page 33) is another
example of Project Finance for
Permanence – an approach
we're promoting in various
countries. By securing the
policy changes and funding
needed and binding them into
a single agreement, it will
help safeguard the country's
conservation areas and
benefit the communities who
depend on them.

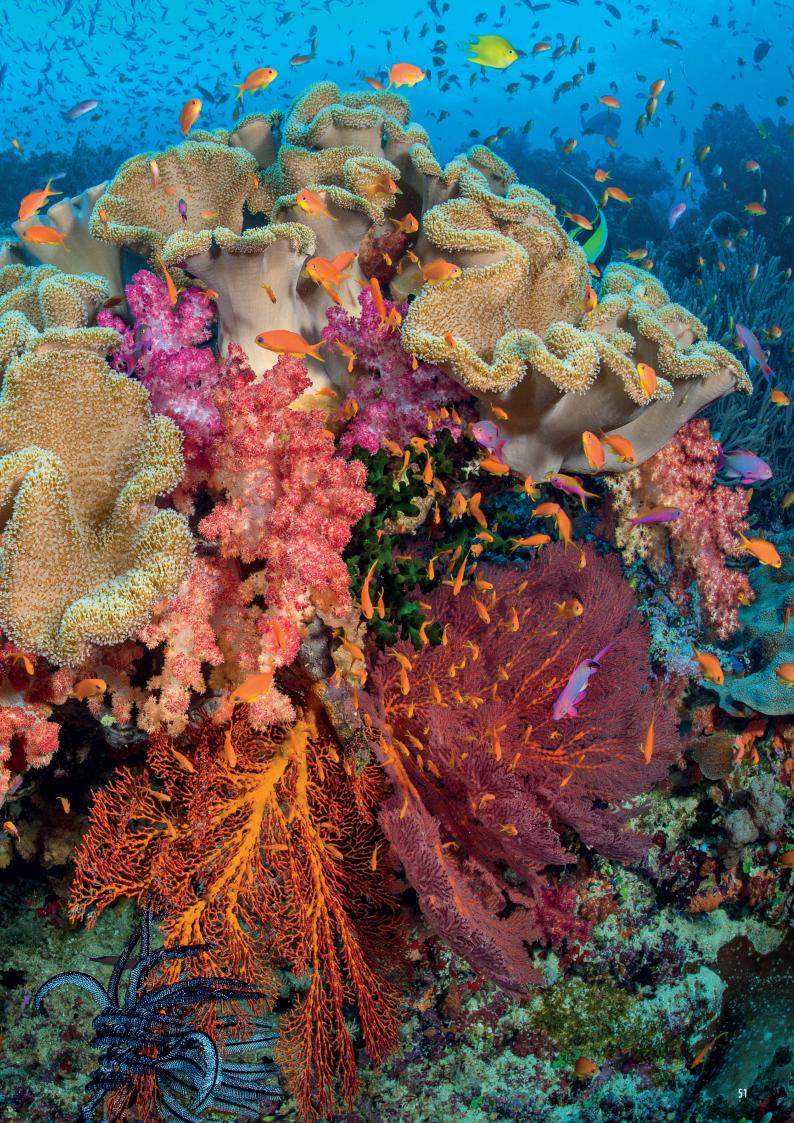
#### **CORAL REEF RESCUE**

The Global Environment
Facility endorsed funding
of US\$7.4 million and cofinancing worth US\$71 million
for our Coral Reef Rescue
Initiative, covering projects in
Fiji, Indonesia, Madagascar,
Philippines, Solomon Islands
and Tanzania. Coral Reef
Rescue aims to build the

resilience of the coral reefs best placed to survive climate change.

#### SUPPORTING BLUE ECONOMIES IN THE PACIFIC

We continued working with the Asian Development Bank (ADB) to develop its nature-positive investment roadmap, with a particular focus on healthy oceans and growing 'blue economies' in 14 developing nations in the Pacific. A key event at this year's ADB annual meeting shone a spotlight on scaling up sustainable blue economy opportunities.



## Together with...

# BUSINESS

WE'RE WORKING WITH COMPANIES AROUND THE WORLD TO TRANSFORM BUSINESS

PRACTICES, INFLUENCE POLICY AND INCREASE OUR CONSERVATION IMPACT. OUR PARTNERSHIPS

HELPED DELIVER A 39% INCREASE IN CORPORATE FUNDING IN 2022.

#### INVESTMENT FOR NATURE, CLIMATE AND PEOPLE

Following more than a decade of collaboration, HP Inc. has committed over US\$90 million through 2030 to restore, protect and improve the management of nearly 400,000 hectares of forest landscapes to deliver meaningful results for nature, climate and communities. Our partnership is helping HP achieve its goal of giving back to forests in equal measure to the total fibre footprint for paper used in its products and print services.

#### TRANSFORMING PERUVIAN FISHERY

We've joined with 15 processing and exporting companies to set one of the Peru's key fisheries on course for sustainability.

The Peru Mahi Alliance, which represents three-quarters of Peru's mahi-mahi or dorado exports, is investing in management and conservation measures to help achieve Marine Stewardship Council certification.

TACKLING CLIMATE RISKS IN INDIA

In the year when we are celebrating 20 years of collaboration with IKEA, our partnership is supporting cotton farmers in India to be better prepared for increasing climate risks by using an innovative Android-based farming app called Cotton Doctor. Already downloaded by 6,500 users, the app gives farmers the best chance of obtaining a good harvest and more sustainable returns by alerting them about weather vulnerabilities.

#### PROMOTING REGENERATIVE WOOL IN SOUTH AFRICA

In partnership with the H&M Group, we've launched a sustainable wool production project working with commercial and community sheep farmers in and around the area designated for South Africa's new Grasslands National Park. The project promotes climate-resilient agriculture, regenerative grazing and habitat restoration across 10,000 hectares of grasslands critical for antelope, birds, butterflies and other

vital flora and fauna in the region as well as water security for millions of people.

#### RESTORING FORESTS IN THE PHILIPPINES

Working in partnership with the mobile wallet app GCash — and supported by more than 11.8 million users of the GForest app — we're rehabilitating a watershed that provides 96% of Metro Manila's water needs, helping to ensure a sustainable source of water for its 14 million residents. Our community partners, the Indigenous Dumagat People, have so far planted around half the planned 220,000 trees in Ipo watershed.

Survivors of a bushfire in Mallacoota, Australia, 2020





#### IMPLEMENTING MORE EFFECTIVE INCLUSIVE CONSERVATION

wwf.panda.org/ independentreview In 2020, an Independent
Panel published a number of
recommendations after reviewing
WWF's response to human rights
abuses by some government
rangers in Central Africa, India
and Nepal. It concluded that
we must do more to ensure
community voices are heard and
respected, as well as advocate
for governments to uphold their

human rights obligations. In 2022, our ongoing efforts to implement these recommendations included:

- Defining the mandate, scope and functions of the Office of the Ombudsperson, which will address complaints from individuals and communities affected by our programmes. An
- operating framework for this office, which was approved by the WWF International Board, started a public consultation in November 2022 the second to be undertaken on this issue by WWF in the past two years.
- Continuing to screen all landscapes and seascapes where we work so that we address environmental and social risks.

### Together with...

# INDIGENOUS PEOPLES & LOCAL COMMUNITY STEWARDS OF SUSTAINABLE DEVELOPMENT

he local communities living closest to nature, and Indigenous Peoples who for generations have been its resolute custodians, both have a vital role to play in building a sustainable future for people and the planet. WWF supports their efforts to protect and restore their lands and waters, to advocate for the appropriate recognition of their rights, and to improve their well-being. We are also urging that their contributions to and leadership in global efforts to restore nature and stabilize our climate are fully recognized. In 2022, our work across continents included:

#### **BRAZIL**

We supported the efforts of Indigenous Peoples to raise awareness about the ongoing destruction of the Amazon rainforest and the illegal use of their lands – this included donating surveillance technology and expanding Internet access.

#### COLOMBIA

Together with partners such as USAID, we backed the launch by six Indigenous enterprises in the Colombian Amazon of a new tool that helps potential buyers to learn about their products and the benefits these initiatives have for communities and rainforest conservation.

#### **MYANMAR**

We expanded our work with Indigenous communities to build skills in mapping, documenting, managing and advocating for Indigenous and Community Conserved Areas.

#### NAMIBIA

We are supporting
Indigenous Peoples and
local communities –
including women, youth and
marginalized groups – in
conservancy and community
forests to be aware of their
individual and collective
rights and responsibilities,
and to collaboratively engage
in and make decisions
about sustainable natural
resources management.

By the end of 2022, 288 of 374 (77%) have started implementation of our Environmental and Social Safeguards Framework (ESSF). A further 46 landscapes have yet to commence ESSF implementation, with 40 landscapes currently exempt or with ESSF activities on hold.

 Undertaking a consultation to learn the lessons – both the challenges and opportunities
– of implementing the ESSF
across landscapes and seascapes
where we work. This will inform
proposed revisions to the ESSF
that will be submitted for
approval and subsequent adoption
across the WWF Network in 2023.

 Continuing to support and improve our complaints channels and grievance mechanisms, with 89% of all WWF office sites having now published a complaints system in line with our Speak Up! core standard. We have also supported dedicated landscapelevel grievance mechanisms to allow for better communication and engagement with local communities.

 Partnering, as part of our ethical law enforcement work, on human rights training for rangers.
We also developed a law
enforcement due diligence
tool to evaluate partnerships
with governments, advocated
for the adoption of the Ranger
Code of Conduct and appointed
a director of ethical law
enforcement.

Live

## Together with...

# OUR PHILANTHROPIC PARTNERS

OUR PHILANTHROPIC PARTNERSHIPS ARE CRUCIAL IN SUPPORTING OUR 2030 CONSERVATION

GOALS. TOGETHER, WE ARE BUILDING A COMMUNITY OF LIKE-MINDED PARTNERS, 'THE ALLIANCE FOR NATURE 2030', TO SUPPORT OUR GOAL OF A NATURE-POSITIVE FUTURE.

e are proud to thank and recognize the philanthropic partners who have supported our work in 2022. Special thanks go to one of our key strategic partners, the MAVA Foundation, who will conclude their important support at the end of 2022. Since its inception, MAVA has been a tremendous asset to the conservation community. and we want to thank the foundation for its leadership, its belief in innovation and its spirit of collaboration.

#### HONORARY CIRCLE

In 2022, the Hoffmann
Family and the MAVA
Foundation helped to remove construction subsidies for environmentally harmful hydropower plants and supported conservation efforts in the Mediterranean, including establishing an

innovative pre-financing facility for small-scale fisheries and for the reduction of illegal fishing in marine protected areas in Greece and no-take zones in Morocco. MAVA continued to support the Luc Hoffmann Institute and a New Deal for Nature and People.

A longstanding partnership with **Associação IEP** is advancing three areas of critical work. In 2022, it called for urgent action to build resilient coral reefs and communities at international forums such as the UN Ocean Conference in Lisbon and secured substantial financial support for this work from the Global Environment Facility; made strides towards preventing deep-seabed mining, so vital for the delicately balanced ecosystems of the deep ocean; and continued efforts in Brazil to conserve the rare Araguaian river dolphin.

Stiftung Usine generously continued to support WWF's global and strategic priorities including our efforts to halt deforestation and restore natural vegetation in the Cerrado, Brazil. Such support has strengthened market access for biodiversity-positive products such as the baru and buriti nuts, benefiting more than 2,600 families and protecting land held by Indigenous Peoples and other communities.

Our partnership with **Oak Foundation** facilitated the development of communityled conservation efforts around the world.

The Ocean Foundation generously supported the introduction of sustainable small-scale fishery comanagements that are key to restoring the health of Mediterranean fish stocks and improving the livelihoods of coastal communities. >>

The Prince Albert II of
Monaco Foundation is
supporting efforts to
restore natural habitats for
the Amur tiger in China



This year, innovative and integrated mobile apps were launched to monitor catch documentation and traceability, and to introduce a digital payment system; in Croatia, the Telašćica no-take zone is beginning to show an increase in fish biomass and biodiversity; and in Italy, national legislation on comanagements is now under active consideration.

Dedicated support from an **anonymous donor** has both backed WWF's community-led conservancy projects in Kenya, contributing to zero poaching of rhinos nationally, and has supported our global education programme, providing millions of young people with a voice on nature.

Our partnership with

Fondation Segré supported the development of wildlife crime control modules and training curricula at ranger colleges in Bhutan and India. And in the DRC, a new partnership in Salonga National Park has begun to help rangers better protect this vast tropical forest.

F. Hoffmann-La Roche
Ltd generously contributed
towards WWF's global and
strategic priorities, whilst
also continuing to support
the establishment of a
community disaster rescue
centre in Kenya. Additionally,
our partnership began a new
project to restore ecosystem
integrity in U Minh Thuong
National Park in Viet Nam.
This project – contributing to
the government's One Billion
Trees programme – aims to
improve the livelihoods of 900
households in two buffer-zone
communities by strengthening

diversifying agroforestry products.

A partnership with **Prince** Albert II of Monaco Foundation is restoring natural habitats for the Amur tiger in China, which in 2022 led to the successful piloting of a camera trap monitoring system and the development of strategies to reduce human-wildlife conflict. Elsewhere, our partnership has helped protect the Serranía del Chiribiquete National Park in Colombia, improve bluefin tuna stocks in the Mediterranean, and reduce shark fin demand in Asian markets.

OUR WORK TOGETHER

TAKES US CLOSER TO AN

EQUITABLE, CARBON -NEUTRAL

AND NATURE-POSITIVE

FUTURE



#### **CONSERVATION LEADERS**

Fondation Audemars-Watkins	Supporting the Adopt a Beach project.
Montagu Foundation	Addressing plastic pollution caused by ghost gear in Peru.
IF International Foundation	Supporting the transformation of small-scale fisheries in the French Mediterranean.
Fondation Esse Quam Videri	Supporting WWF's strategic and conservation priorities.
Fondation Philanthropia	Supporting the International Rangers Coalition and ivory demand reduction in the Greater Mekong.
Persephone Charitable and Environmental Trust	Addressing plastic pollution caused by ghost gear in Peru.
Stelios Philanthropic Foundation (Monaco & UK)	Strengthening conservation efforts to save the Mediterranean monk seal from extinction.
Fondation Philanthropique Famille Sandoz	Helping COVID-impacted communities in the Maya and Atlantic forest landscapes; and steering rangers in South Asia through the COVID crisis.
Pictet Group Foundation	Supporting the research working to quantify and map the global value of rivers for health, nutrition and food security.

#### **CONSERVATION CHAMPIONS**

#### **CONSERVATION PARTNER**

**Sophie Firmenich** 

**Fondation Valery** 

rondation valer

Fondation Philanthropique Famille Firmenich

**ProTechno Foundation** 

**Chris and Tessa James** 

**Ursula Streit** 

In memory of Björn Mildh

#### **Åsa and Martin Hintze**

#### THANK YOU

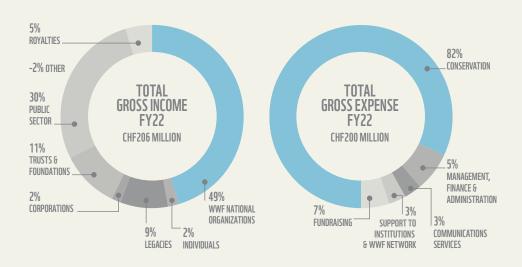
A special thank you to **The 1001:** A **Nature Trust members** and the partners who have chosen to remain anonymous.

We are also incredibly grateful to those who have chosen to support WWF International by leaving a **legacy gift** in their will. This support strengthens every action WWF makes to bring balance back to nature and people.

#### WWF INTERNATIONAL

The WWF International philanthropic partners mentioned above support WWF's vitally important work throughout the world. An overview of WWF International's income and expense is provided here, with audited statements available on request at commsmarketing@wwfint.org

Our grateful thanks also go to other philanthropic partners, who support WWF's activities in other ways.



# **TOGETHER WITH YOU**

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

e're proud to lead Earth Hour, one of the world's largest grassroots environmental movements, which this year called for a safer, fairer and more sustainable future for everyone. On 26 March, Earth Hour supporters from 192 countries and territories came together in their millions, with lights dimmed at some of the world's most famous global landmarks as part of the symbolic switch-off.

The event generated 10.1 billion impressions globally on social media channels and other platforms, and ensured Earth Hour's related keywords and hashtags trended in 35 countries across Twitter or Google search.

Throughout the year, we helped focus public attention on the need for governments to commit to reverse nature loss at the UN COP15 biodiversity conference in December (see page 4). The publication in October of our Living Planet Report, which highlighted the devastating global wildlife decline over the past 50 years, resulted in almost 7,000 monitored media mentions from across the WWF Network and nearly 400 million social media views across all global channels. As the conference began, our awareness-raising activities included the #TeamEarth campaign alongside celebrity ambassadors, which reached 28 million people, and our most-played video to date, The Speech, which reached 32+ million people.

New in 2022 was our Age of Change partnership with BBC Storyworks, which shared compelling stories from around the world of innovative business solutions to critical environmental challenges. The results have been astounding, with BBC Storyworks and WWF communications together achieving over 25 million social media impressions and 190,000+ page views on our websites. This builds on the work of our partnership with the UN Convention on Biological Diversity, which is helping to raise awareness about the value of nature. The partnership includes the #Connect2Earth initiative, backed by the German government's International Climate Initiative (IKI) - providing open-source content linked to key dates and events that has helped generate over 20 billion social media impressions over the past five years.

Promoting
Earth Hour 2022

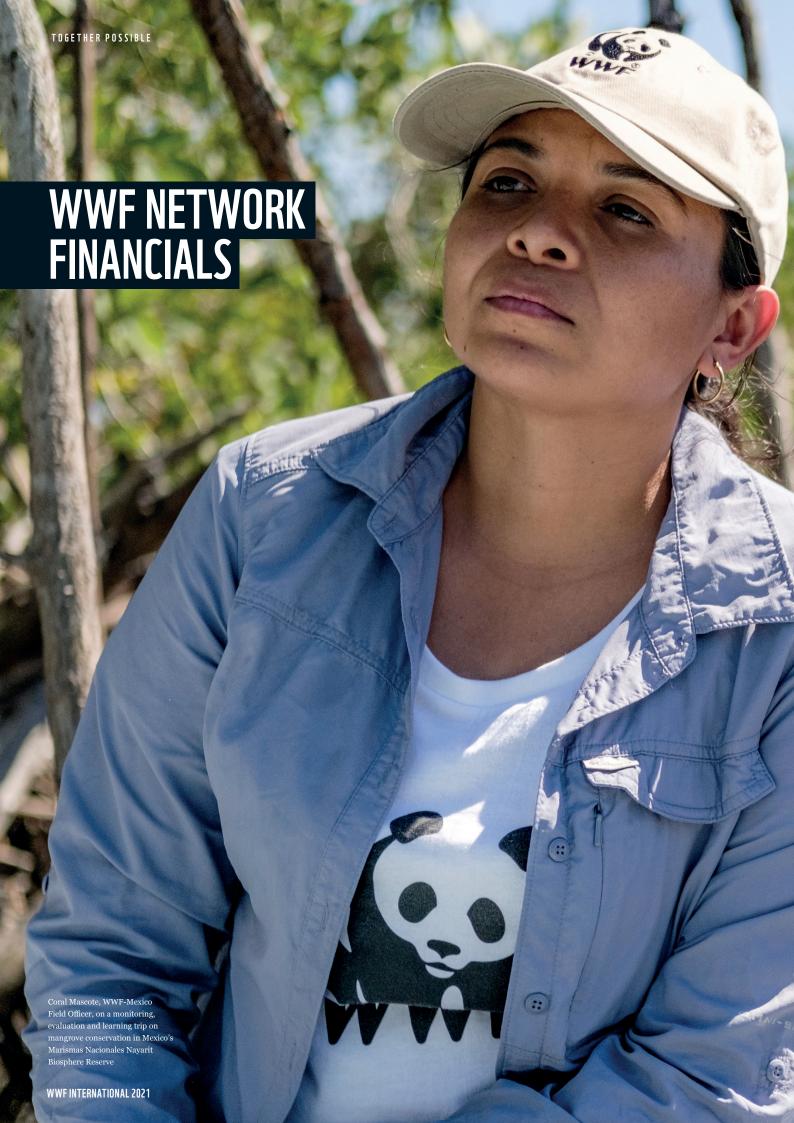


SUPPORTERS, AND THE 2.2 MILLION PEOPLE WHO SIGNED OUR PETITION ON OCEAN PLASTIC POLLUTION (SEE PAGE 30).



governance, communication and strategic negotiation.



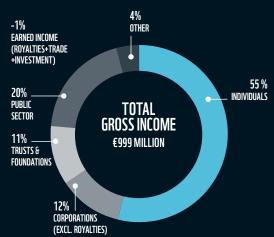


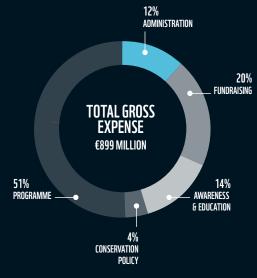


#### WWF NETWORK FINANCIAL COMMENTARY

The figures given show combined WWF Network income and expense 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.

FY22 once again saw the WWF
Network exceed €1,000 million in
donated income (€1,045 million), growing
4% since FY21. After adjusting for a
decrease in the value of investments,
total available income was €999 million.
Main drivers of the growth in donated
income were increased contributions
from corporates (up 39%), the public
sector (up 6%) and individuals (up 9%).





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