WWF-UK STRATEGY

2026-28



OUR VISION IS TO BRING OUR WORLD BACK TO LIFE

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



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WE'RE FACING MONUMENTAL CHALLENGES

73%

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

1 MILLION

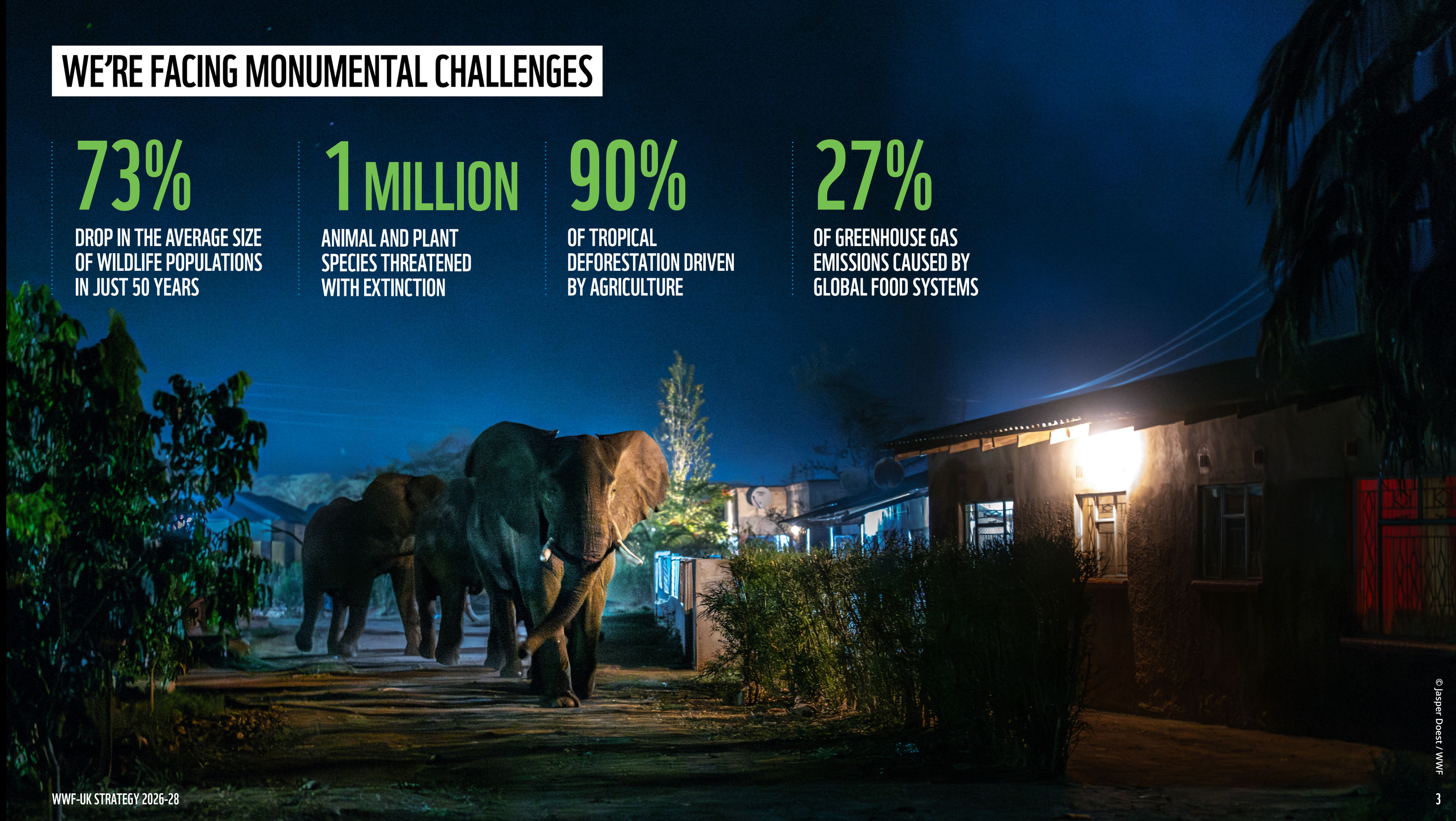
ANIMAL AND PLANT SPECIES THREATENED WITH EXTINCTION

90%

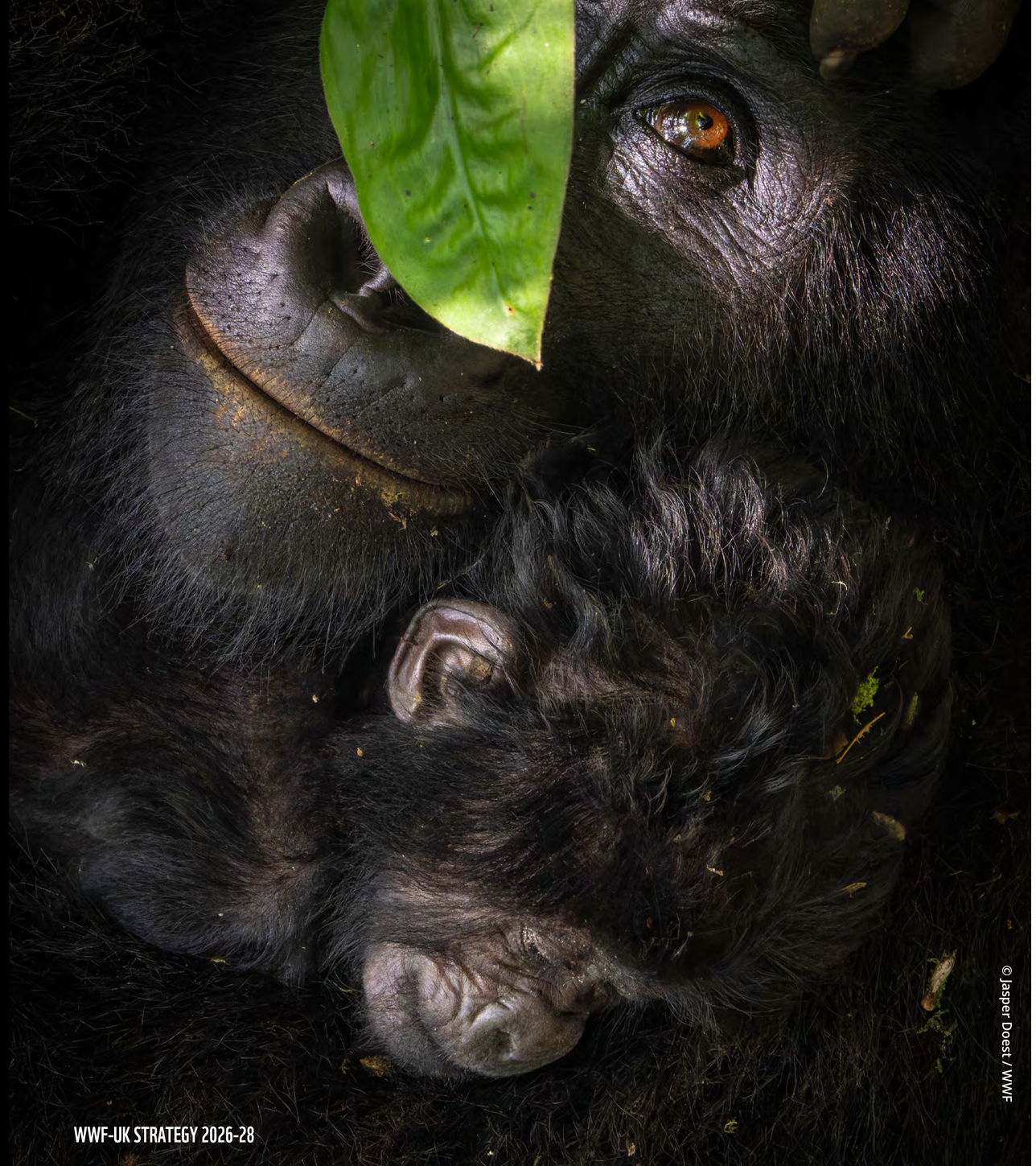
OF TROPICAL DEFORESTATION DRIVEN BY AGRICULTURE

27%

OF GREENHOUSE GAS EMISSIONS CAUSED BY GLOBAL FOOD SYSTEMS



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OUR BOLD STRATEGY TO HALT AND REVERSE THE LOSS OF NATURE BY 2030

Nature is in crisis.

Wildlife is disappearing, habitats are being lost, and climate change is reshaping the world around us.

We are dangerously close to critical environmental tipping points – the Amazon rainforest drying out, coral reefs dying, the polar ice melting, ocean currents faltering. These would bring catastrophic, irreversible changes to our world.

The good news is there's still hope. We already know many of the solutions. It's a huge challenge, but if we act together now, there is still time to turn things around.

With your support, and working across our unparalleled global network, in collaboration with governments, businesses, NGOs, Indigenous Peoples and local communities, we're focused on achieving three key outcomes to help bring our world back to life.

Halting and reversing the loss of nature by 2030 will require conservation on a scale never seen before. It will also require major changes to the systems driving nature's destruction, including damaging government policies, business practices, financial systems and the way we produce food.

OUR STRATEGY

1 CHANGING SYSTEMS FOR NATURE

Ensuring our food and finance systems are acting for nature and climate, not against them.

2 BRINGING NATURE BACK FROM THE BRINK

Protecting and restoring threatened species and wild places, through conservation work increasingly led by and benefiting Indigenous Peoples and local communities.

3 GROWING LOVE AND SUPPORT FOR NATURE

Reconnecting people with nature, growing our community of engaged supporters, and securing the funding needed to support our mission.



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1 CHANGING SYSTEMS FOR NATURE

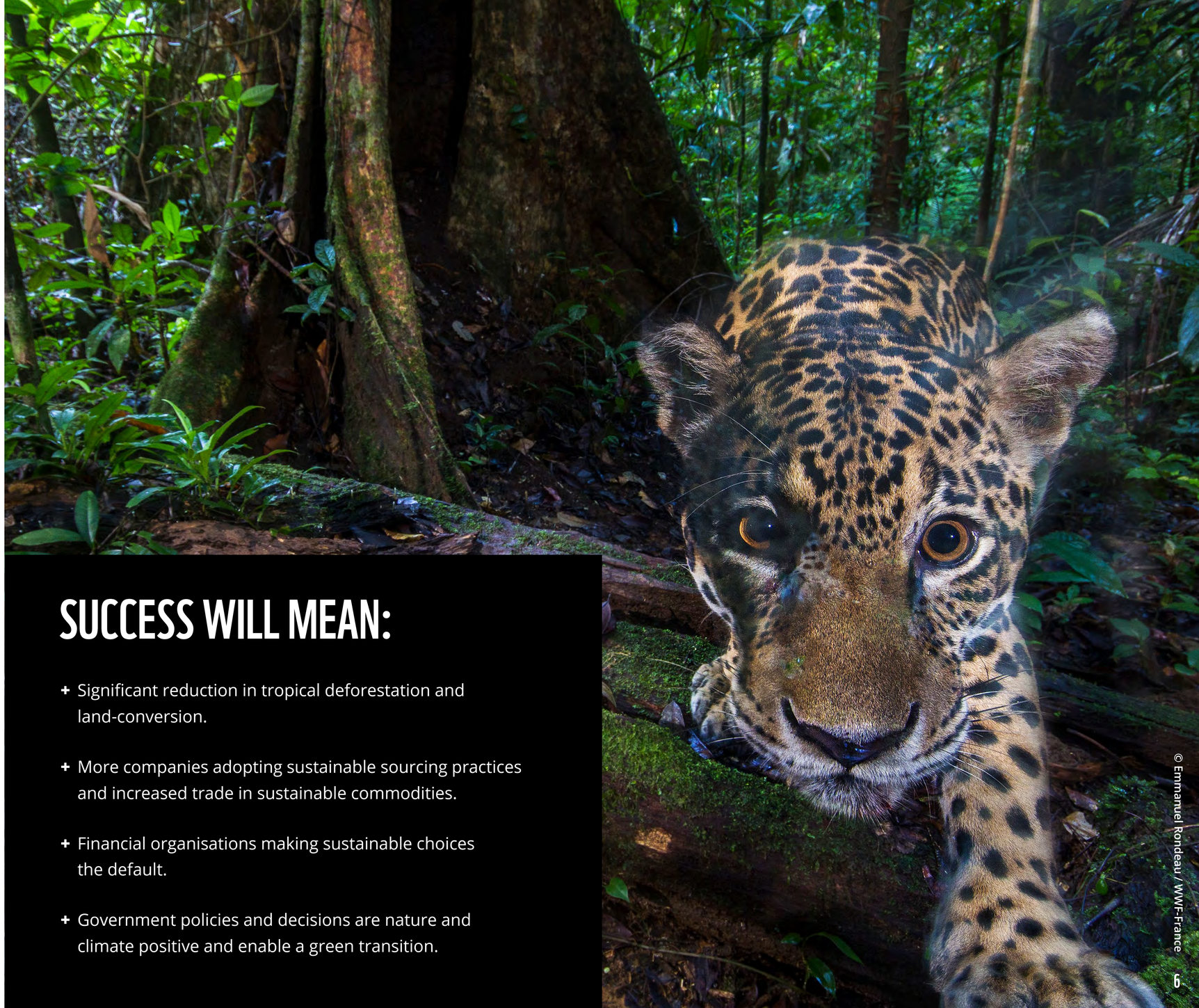
By 2028, the food and finance systems are acting for nature and climate, not against them.

WE'LL DO THIS BY:

+ Supporting approaches to food production that benefit nature, people and climate.
+ Embedding sustainability into supply chains to reduce deforestation and land-conversion.
+ Pushing for global finance systems to move away from funding the destruction of nature and climate change.
+ Ensuring the UK and other nations are strengthening their transition to a green economy.

SUCCESS WILL MEAN:

+ Significant reduction in tropical deforestation and land-conversion.
+ More companies adopting sustainable sourcing practices and increased trade in sustainable commodities.
+ Financial organisations making sustainable choices the default.
+ Government policies and decisions are nature and climate positive and enable a green transition.



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2 BRING NATURE BACK FROM THE BRINK

By 2028, priority threatened species and wild places are protected and restored, through conservation work increasingly led by and benefiting Indigenous Peoples and local communities.

WE'LL DO THIS BY:

+ Protecting, restoring and reconnecting vital wild habitats around the world.
+ Tackling the pressures on the polar regions to give species that depend on snow and ice the best chance of survival.
+ Urgently addressing the threats to our precious wildlife, helping protect endangered species – from tigers, jaguars and elephants to turtles, penguins and polar bears.
+ Upholding the rights of Indigenous Peoples and local communities to manage their natural resources in a sustainable way.


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SUCCESS WILL MEAN:

+ More land, rivers and seas protected and restored.
+ Healthier, better-connected natural habitats.
+ Stabilised and growing wildlife populations.
+ Conservation that supports both people and nature.



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3 GROWING LOVE AND SUPPORT FOR NATURE

By 2028, we'll have reconnected people with nature, significantly grown our community of engaged supporters, and substantially boosted the funds that support our mission.

WE'LL DO THIS BY:

+ Inspiring more people to value nature and act to protect it.
+ Demonstrating that change is possible and celebrating the difference our supporters make.
+ Growing the funds that power our conservation and environmental work.

SUCCESS WILL MEAN:

+ We are one of the UK's most loved and trusted nature organisations.
+ Inspiring new and existing audiences to take greater action for nature and climate.
+ Building public demand for stronger ambition on nature and climate across governments and business.



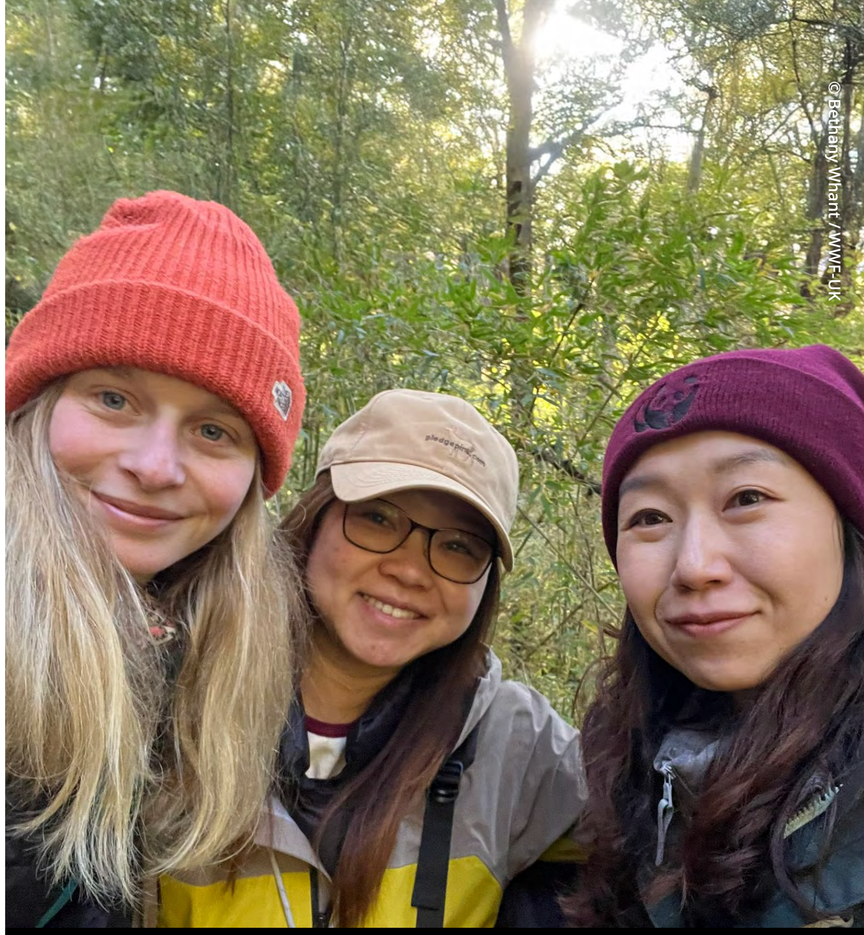
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STRENGTHENING OUR CAPABILITY FOR IMPACT

By 2028, our thriving and resilient organisation, will increase our influence for change and deliver greater impact for nature.

WE'LL DO THIS BY:

+ Attracting, retaining and developing our talented people.
+ Embedding data, insight and technology to guide decisions and work more efficiently.
+ Evolving how we work to become more effective and deliver greater impact.


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SUCCESS WILL MEAN:

+ We are a high-performing organisation achieving meaningful outcomes for nature.
+ Our people are supported, empowered and equipped to succeed.
+ We have the resources to deliver our mission and create lasting change.

WWF

WE ARE WWF, AND WITH YOUR SUPPORT WE CAN BRING OUR WORLD BACK TO LIFE

JOIN US.
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