



**2020 WAS A YEAR LIKE NO OTHER DUE TO COVID-19. BUT GLOBAL EFFORTS TO PROTECT AND RESTORE NATURE COULD NOT BE PUT ON HOLD.**

**ANNUAL REVIEW**

THANKS TO OUR GROWING PARTNERS AND SUPPORTERS, OUR WORK HAS CONTINUED DESPITE THE TRAGIC IMPACTS OF COVID-19. BUT THE WORLD MUST URGENTLY COME TOGETHER TO LEARN THE PAINFUL LESSONS OF THIS PANDEMIC, AND FORGE A GREEN AND JUST RECOVERY.

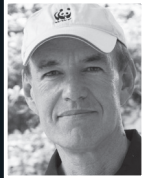
“WE MUST FAST FORWARD FROM NATURE IN CRISIS TO NATURE POSITIVE IN THE COMING DECADE.”

MARCO LAMBERTINI  
DIRECTOR GENERAL  
WWF INTERNATIONAL



## FOREWORD

**THE COVID-19 PANDEMIC HAS CAUSED BOTH SUFFERING AND DISRUPTION TO MILLIONS, BUT IT MAY ALSO FINALLY AWAKEN HUMANITY TO OUR DANGEROUSLY UNBALANCED RELATIONSHIP WITH THE NATURAL WORLD.**



There have never been more protected areas; some threatened species like tigers, mountain gorillas and the giant panda are showing signs of recovery; the global share of clean energy is growing; and consumer and producer awareness has never been higher. All great successes. But not enough. Wildernesses continue to be lost, many wild species are in steep decline, and forests, inland waters, oceans and climate are being seriously altered.

Although the long and tragic decline in our natural world has been well documented in recent decades, humanity so far has failed to meet the crisis head-on. But the devastating impacts of the COVID-19 pandemic, together with extreme weather events and shocking forest mega-fires, could finally trigger the emergency response we all so desperately need: prompting us to profoundly rethink our relationship with nature. We must stop taking nature for granted, and value the natural systems and the biodiversity that the stability of the planet and our well-being depend on.

Meanwhile, the risks to nature and people are increasing. COVID-19 is not a unique emergency; it is just the latest in a long line of deadly zoonotic diseases, which have jumped from animals to humans – the result of an expanding trade in wild animals and deforestation driven mainly by unsustainable food production. And the risk of future, possibly deadlier, pandemics is growing as nature is disrupted and people and wildlife increasingly come into contact.

In 2020, the latest edition of WWF's *Living Planet Report* revealed an average 68% decrease in thousands of wildlife populations in less than 50 years. An earlier report from IPBES showed that two-thirds of the planet is already altered by human activities, and one million species are being driven towards extinction.


Science has never been clearer. We are not only failing our moral duty to coexist with nature and the planet's amazing diversity of life, but we are also threatening our climate, food, water, and health. And we know the Earth's natural systems can't withstand such growing pressure.

WWF, together with a growing number of governments, businesses, and environmental, humanitarian, Indigenous, faith-based and youth organizations, is calling on world leaders and all of us to act. This has to be the decade of nature and climate action. In 2020, over 80 heads of state and the President of the EU signed a pledge to reverse nature loss by 2030. We now must translate this commitment into action. We know what to do and we know it's possible: we must protect at least 30% of land, fresh water and sea through governments, Indigenous peoples, local communities and private ventures; we must curb unsustainable wildlife trade and overfishing; we must reduce the impact of how we produce and consume energy and food, and how we build infrastructure; and we must boost green finance, embracing a clear carbon-neutral and nature-positive global goal for humanity.

The opportunity to heal our relationship with nature, and build a more equitable society, is at hand. Crucial, unmissable. We will continue to work even more passionately and relentlessly toward it. Supported by the growing realization that, in fact, we depend on nature much more than nature depends on us.

A handwritten signature in black ink, reading 'Marco Lambertini'.

MARCO LAMBERTINI  
DIRECTOR GENERAL  
WWF INTERNATIONAL

 WHY WE MUST  
RESET OUR RELATIONSHIP  
WITH NATURE



**COVID-19:  
THE ULTIMATE  
PROOF THAT WE MUST  
RESET OUR RELATIONSHIP  
WITH NATURE**

20

**A YEAR LIKE NO OTHER**

# 20

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# ACTION FOR A GREEN AND JUST RECOVERY FROM

# COVID-19

COVID-19 IS CAUSING THE MOST SERIOUS HEALTH, SOCIAL AND ECONOMIC CRISIS IN LIVING MEMORY. BUT THERE IS AN OPPORTUNITY TO RESET OUR RELATIONSHIP WITH NATURE.

The COVID-19 pandemic, still undefeated, has had devastating consequences on lives, livelihoods and economies. It has also put global conservation efforts under severe pressure – from the paralysis of vital tourist income for vulnerable communities to the deferral of important global decision-making meetings. WWF acted quickly to maintain, where possible, our conservation programmes and to support communities who have been severely impacted. But we also recognized the desperate need to urgently address the underlying causes of the pandemic and other zoonotic disease outbreaks – and the

broader opportunity to build a recovery around sustainability principles.

So we launched our global For Nature, For Us campaign, calling on governments to take action for a green and just recovery from the pandemic that restores nature and safeguards people's lives and livelihoods. We highlighted the need for a wide-ranging global response: tackling the environmental drivers of pandemic risk; supporting vulnerable communities affected by the crisis; designing economic stimulus packages that support the recovery and increase investment in sustainable business models; taking transformative decisions to restore nature; and ensuring a strengthened

One Health approach that links the health of humans, wildlife and our shared environment.

The global response has been encouraging, with over 80 world leaders committing in the Leaders' Pledge for Nature (see page 12) to a green and just response to the pandemic. We recognize that much more needs to be done to turn promises into reality. But if humanity can learn the lessons of the current pandemic, there is an opportunity to create a future where people and nature thrive.

FROM ECUADOR TO THE PHILIPPINES, WE SUPPORT COASTAL AND FISHING COMMUNITIES WHO HAVE LOST TOURIST INCOME BECAUSE OF THE PANDEMIC.



HOW COVID-19 HAS  
IMPACTED COMMUNITY-LED  
ENTERPRISES





OUR RECOMMENDATIONS FOR A GREEN AND JUST RECOVERY, WIDELY USED BY EU POLICYMAKERS, ARE SUPPORTED BY 360,000 EU CITIZENS IN A WWF-BACKED PETITION.

STRONGER CONTROLS ARE PUT IN PLACE IN VIET NAM ON THE ILLEGAL TRADE AND CONSUMPTION OF WILDLIFE, A DRIVER OF PANDEMIC RISK, AFTER SUPPORT AND URGING FROM WWF AND OTHERS.

WE LAUNCH A GLOBAL INNOVATION CHALLENGE WITH PARTNERS TO DEVELOP NEW REVENUE MODELS THAT DON'T DEPEND ON TOURISM FOR LOCAL COMMUNITIES IN AFRICA.

FROM INDIA TO BRAZIL, WE UNDERTAKE A LISTENING TOUR WITH OVER 40 COMPANIES TO UNDERSTAND BETTER HOW TO SUSTAIN THE CONSERVATION AND SUSTAINABILITY AGENDA IN THE WAKE OF THE PANDEMIC.

## WORKING TOGETHER

WE WORKED WITH PARTNERS TO BRING TOGETHER PEOPLE AROUND THE WORLD ON THE NEED FOR A GREEN AND JUST RECOVERY - FROM LOOKING WITH THE ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT (OECD) AT HOW NATURE-BASED SOLUTIONS CAN BE PART OF RECOVERY EFFORTS TO HIGHLIGHTING WITH THE UN ENVIRONMENT PROGRAMME THE ROLE OF FAITH ORGANIZATIONS IN FORGING A GREEN FUTURE.



# A GLOBAL PLEDGE TO REVERSE NATURE LOSS BY 2030

OVER 80 WORLD LEADERS SPANNING FIVE CONTINENTS  
PLEDGED TO TAKE DECISIVE ACTION ON NATURE LOSS TO  
PROTECT HUMAN AND PLANETARY HEALTH. >



*We launched a “Regenerate Australia” plan to double koala numbers on the country’s east coast after widespread bushfires.*

© Brad Fleet / Newspix / WWF-Australia



# THE JOURNEY TO A LEADERS' PLEDGE FOR NATURE

**T**he high hopes so many had in January 2020 for a “super year” of global commitments on biodiversity, climate and sustainable development seemed at first to ebb away as the COVID-19 pandemic spread and many key decision-making meetings were put on hold until 2021. But WWF and many others joined forces to build a broad coalition of non-state actors calling for an urgent global commitment to restore nature – a New Deal for Nature

and People every bit as comprehensive, ambitious and science-based as the 2015 Paris climate agreement.

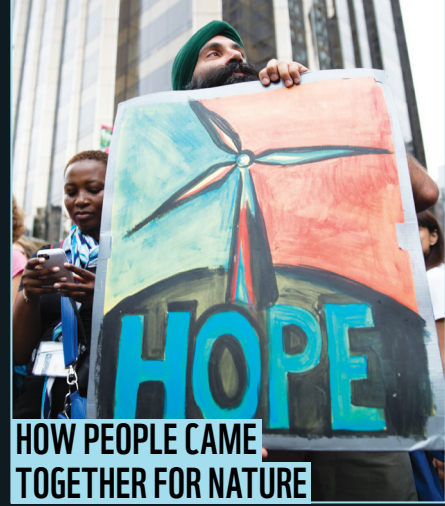
Alongside several other environmental and sustainable development organizations, we forged a Global Goal for Nature concept – the idea of a single apex goal targeting a natural world on the path to recovery by 2030. We helped mobilize and raise awareness, through our global Earth Hour event and other key

environmental moments, about the vital need for an unprecedented commitment from governments, business and consumers. And a number of influential scientific reports, including our *Living Planet Report*, helped further reinforce the case for action.

Calls from hundreds of businesses and civil society organizations, together with our work alongside governments to develop a Leaders' Pledge for Nature, culminated in its endorsement at the

## THE GLOBAL GOAL FOR NATURE

**A NATURE-POSITIVE GOAL, TARGETING A NATURAL WORLD ON THE PATH TO RECOVERY BY 2030. ALONGSIDE A CARBON-NEUTRAL GOAL FOR CLIMATE, THIS REPRESENTS THE FOUNDATION FOR A PROSPEROUS AND EQUITABLE FUTURE FOR ALL.**



#### JANUARY

Environmental, development and business organizations join a call for an apex global nature-positive goal for the coming decade.

#### MARCH

People from a record-breaking 190 countries and territories take part in WWF's Earth Hour, one of the world's largest grassroots environmental movements and for the first time ever this year 100% virtual; calls for action on the climate and nature crises generate over 4.7 billion social media impressions.

#### APRIL

More than 800 civil society organizations, including WWF, support calls on the UN Human Rights Council to recognize the right to a healthy environment.


#### AUGUST

Young people from all backgrounds around the world, including the WWF-backed Youth for Our Planet network, launch a youth manifesto and open letter calling for action to restore nature.

#### SEPTEMBER

WWF's *Living Planet Report* provides shocking new evidence of decline in wildlife populations and the UN Convention on Biological Diversity's *Global Biodiversity Outlook 5* report reveals that the world is not on course to fully meet any of its decade-long Aichi biodiversity targets; over 500 businesses, 50 faith-based organizations and 20 humanitarian and development organizations, along with environmental organizations, youth and Indigenous voices, and cities, all make simultaneous calls for action to governments; and over 80 heads of state and government, together with the EU President, sign the Leaders' Pledge for Nature to reverse nature loss by 2030.

Leaders Event for Nature and People in September by over 80 heads of state and government, together with the President of the EU, representing more than 1.3 billion people and over a quarter of global GDP. Countries endorsing the pledge committed to reverse nature loss by 2030 – highlighting the level of ambition needed in the UN Conventions on biodiversity and on climate, now scheduled in 2021. See the latest information on endorsements at [www.leaderspledgefornature.org](http://www.leaderspledgefornature.org)

 WATCH WORLD LEADERS PLEDGE TO TAKE ACTION

*Shrinking sea ice in the Arctic is striking evidence of the need for global action on climate and nature.*



“THE LEADERS’ PLEDGE FOR NATURE MARKS A PIVOTAL MOMENT IN THE LEAD-UP TO THE 2021 “SUPER YEAR” FOR NATURE AND CLIMATE. TOGETHER, WE MUST SECURE A CARBON-NEUTRAL, NATURE-POSITIVE AND EQUITABLE FUTURE FOR ALL. THERE HAS NEVER BEEN A MORE CRUCIAL TIME TO ACT FOR NATURE AND THAT TIME IS NOW.”

MARCO LAMBERTINI  
DIRECTOR GENERAL  
WWF INTERNATIONAL





## TOWARDS A DECADE OF NATURE AND CLIMATE ACTION

The Leaders' Pledge for Nature is an important stepping stone but, in 2021, this must be translated into detailed commitments that set nature on the path to recovery in the coming decade – a New Deal for Nature and People.

In particular, we need to see an ambitious and transformative 2030 global biodiversity framework, which is due to be adopted at the UN Convention on Biological Diversity COP15 in May. This must be followed by enhanced commitments at the UN climate change COP26 in November, embracing nature-based solutions for climate (e.g. forests, wetlands, marine habitats, etc.).

As well as an apex Global Goal for Nature, specific targets are needed: 30% of all land, seas and fresh water to become protected areas or community conserved areas run by governments, Indigenous peoples and local communities; an end to species extinction caused by human activities such as the illegal wildlife trade and overfishing; and halving the footprint of consumption and production, particularly food.

World leaders must also vigorously respond to the COVID-19 pandemic by putting nature at the heart of a green and just recovery, with strong incentives for the development of a nature-positive economy and the elimination of subsidies that harm nature.

The path over the coming decade will not be an easy one, requiring concerted and urgent action to halt the degradation of ecosystems, restore nature and build the resilience of landscapes and seascapes. But, if this trajectory can be maintained, nature can be put firmly on the path to recovery, and human equity and prosperity guaranteed for generations to come.

 THE ACTION WE MUST TAKE BY 2030

## OUR GLOBAL ACHIEVEMENTS

**“ WE HAVE MADE  
STRONG PROGRESS IN  
MANY AREAS IN 2020,  
WORKING WITH PARTNERS  
AROUND THE WORLD  
THROUGH OUR GLOBAL  
PRACTICES.”**

MARCO LAMBERTINI

Our nine global practices – Wildlife, Ocean, Forests, Freshwater, Climate & Energy, Food, Finance, Governance and Markets – bring together the combined efforts of our global network of national offices active through local leadership in almost 100 countries.

Read some of their key achievements in 2020 on pages 18-36.



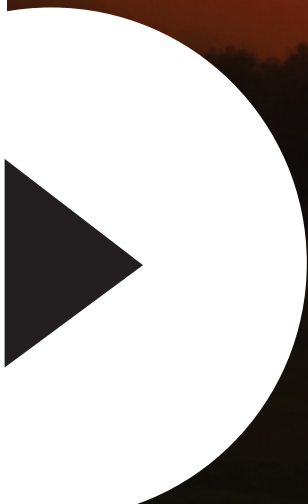


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*Like many, the  
Chiquitano indigenous  
people in Bolivia  
have been impacted  
by wildfires*

# ACTION ON THE

PEOPLE AROUND THE WORLD HAVE BEEN SHOCKED BY THE WILDFIRES RAGING ACROSS THE GLOBE - THE RESULT OF PERSISTENT AND DRIER WEATHER CAUSED BY CLIMATE CHANGE, TOGETHER WITH HUMAN FACTORS RANGING FROM ACCIDENTAL BURNING TO CLEARING FORESTS FOR AGRICULTURAL LAND.



# WILDFIRE CRISIS

With wildfires in many parts of the world reaching record levels in 2020, billions of wild creatures were killed; people's property, livelihoods and even lives were lost; and carbon emissions caused by the fires further stoked the climate crisis. More devastating consequences for people, wildlife and the climate are inevitable if record-level fires continue. WWF and our partners have been addressing both the short-term impacts and the long-term solutions. Our *Fires, Forests and the Future* report, published jointly with the Boston Consulting Group and covered by over 100 media outlets worldwide, highlights the global causes, impacts and solutions.

## BOLIVIA

OUR FOREST FIRE RESPONSE PROGRAMME HELPED SUPPORT 147 INDIGENOUS COMMUNITIES.

## AUSTRALIA

WORKING WITH PARTNERS IN BUSHFIRE ZONES, WE DISTRIBUTED OVER A\$8 MILLION IN SIX MONTHS TO AID RESTORATION AND CARE FOR INJURED WILDLIFE. WE ALSO KICKSTARTED A BOLD "REGENERATE AUSTRALIA" PLAN TO DOUBLE KOALA NUMBERS ON THE COUNTRY'S EAST COAST, AND SAVE AND GROW 2 BILLION TREES BY 2030.

## BRAZIL

WE STRENGTHENED PARTNERSHIPS WITH CIVIL SOCIETY ORGANIZATIONS AND LOCAL COMMUNITY GROUPS, WORKING ACROSS 93 MILLION HECTARES, OR 18% OF THE BRAZILIAN AMAZON RAINFOREST, TO FIGHT FIRES AND DEFORESTATION, THE CHIEF DRIVER OF FIRES IN THE AMAZON.

## COLOMBIA

WE PARTNERED WITH LOCAL COMMUNITY LEADERS IN THE MOST DEFORESTED REGIONS TO PROMOTE FOREST MONITORING AND FIRE PREVENTION.

*Bushfire in New South  
Wales, Australia,  
November 2019.*

© Adam Dederer



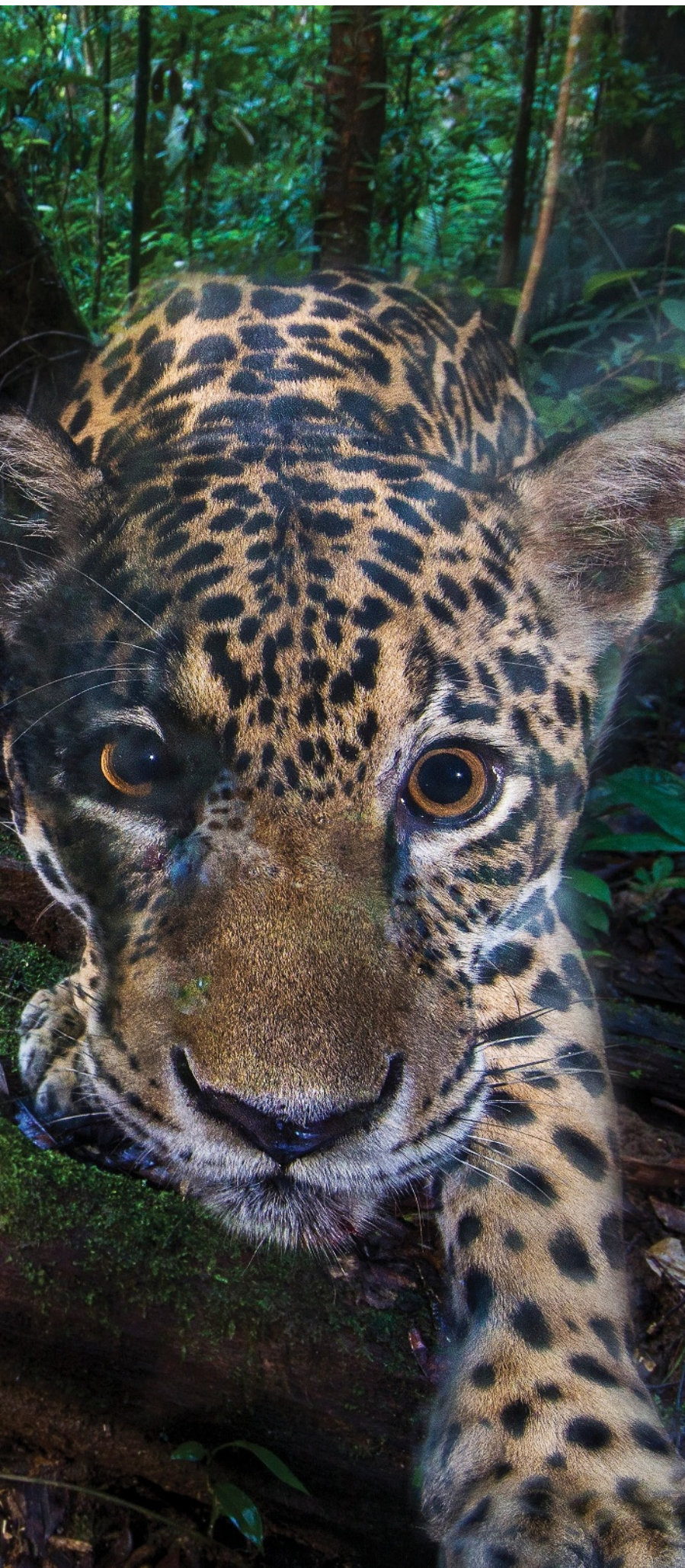
WATCH PRACTICE  
LEADER MARGARET KINNAIRD  
DISCUSS OUR WILDLIFE  
WORK IN 2020



# WILDLIFE

GLOBAL POPULATIONS OF FISH, BIRDS, MAMMALS,  
AMPHIBIANS AND REPTILES HAVE FALLEN BY  
TWO-THIRDS ON AVERAGE SINCE 1970. WE ARE  
WORKING TO HELP WILDLIFE THRIVE AGAIN.

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



## INCREASED PROTECTION

Jaguars, Asian elephants and oceanic white-tipped sharks will benefit from increased protection under the global Convention on the Conservation of Migratory Species, thanks to the efforts of WWF and others. Parties at the meeting in February also endorsed a joint conservation programme for African carnivores (lion, leopard, cheetah and wild dog) with the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), and agreed to step up cooperation on other sharks and river dolphins. Marine turtles and sea cucumbers also received stronger protection under CITES.


## WORKING MORE EFFECTIVELY

Rangers play a vital role in supporting communities and protecting biodiversity, but often lack the resources and support they need to do their work effectively – so in response we've worked with others to set up the new Universal Ranger Support Alliance to help overcome the challenges rangers face and further professionalize the workforce. The work of rangers is becoming all the more important as protected areas expand: this year, our support helped bring four new protected areas in Russia, totalling 2.2 million hectares, and 10 areas covering 1.3 million hectares in Mongolia.

## AI AND CONSERVATION

With other leading conservation organizations and tech partners, we've launched a first-of-its-kind tool that will harness the power of artificial intelligence and big data to support conservation. Camera traps provide a wealth of information on wildlife habits and habitats, but reviewing the footage can be extremely time-consuming. The Wildlife Insights platform provides a central database for images from camera traps around the world, and enables users to analyse millions of images and easily find the information they need to design more effective conservation interventions.

*A camera trap image of a jaguar in the Nouragues Natural Reserve, French Guiana.*



**WATCH PRACTICE**  
**LEADER JOHN TANZER DISCUSS**  
**OUR OCEANS WORK**  
**IN 2020**

# OCEANS

**ESCALATING CLIMATE CHANGE IMPACTS, OVERFISHING, HABITAT DESTRUCTION AND POLLUTION ARE HARMING THIS FRAGILE ENVIRONMENT. THE OCEAN MUST BE SEEN AS CRITICAL TO ALL LIFE ON EARTH.**

[WWW.PANDA.ORG/OCEANS](http://WWW.PANDA.ORG/OCEANS)



## SEAFOOD TRACEABILITY

Tracking seafood products from where they're caught to where they're bought is critical to combating illegal and unsustainable fishing as well as tackling human rights abuses in seafood supply chains. Now, the Global Dialogue on Seafood Traceability – which we co-organized – has created the first ever traceability standards, which will allow the various data systems used by different companies in the supply chain to communicate seamlessly. So far, nearly 50 leading seafood companies, representing production valued in excess of US\$35 billion per year, have endorsed the initiative and stated their intent to implement the standards.

## SIBERIAN SEA PROTECTION

As ice melts in the Arctic, protecting its seas and coastlines has never been more important. This year, WWF-Russia with partner support helped secure a new protected area the size of Cyprus in the East Siberian Sea around the Medvezhyi Islands. The archipelago – whose name means “Bear Islands” – has the highest recorded concentration of polar bear dens in East Siberia. Its shallow waters are also home to unique communities of seabed organisms, serve as a nursery for juvenile fish, and attract bearded and ringed seals, beluga whales, walrus and sea lions.

## INDONESIAN COMMUNITY CONSERVATION

A new marine protected area is expected to directly benefit at least 25,000 people living near the mangrove forests of Aceh Tamiang. These are important habitats for the critically endangered saw-jawed turtle and valuable fisheries such as black tiger shrimp. With fish catch declining in recent years, fishing community leaders (known as panglima laut) advocated for stronger protection. Supported by WWF-Indonesia, the local government and panglima laut have developed management plans that prioritize traditional knowledge and leadership, ensuring community leaders are included as decision-makers.

*Padang, Indonesia.  
Through protection and  
sustainable use, we can  
ensure the ocean provides  
for future generations.*



WATCH PRACTICE  
LEADER FRAN RAYMOND PRICE  
DISCUSS OUR FORESTS  
WORK IN 2020

# FORESTS

EVERY YEAR, THE WORLD IS LOSING 10 MILLION HECTARES OF FOREST. WE URGENTLY NEED TO HALT DEFORESTATION AND FOREST DEGRADATION, PROTECT THE WORLD'S MOST IMPORTANT FORESTS AND SUSTAINABLY MANAGE THEM, AND RESTORE THIS PRECIOUS RESOURCE.

[WWW.PANDA.ORG/FORESTS](http://WWW.PANDA.ORG/FORESTS)







## SUSTAINABLE FOREST MANAGEMENT

With support from WWF and partner organizations, local communities are managing more than a million hectares of tropical forest in sustainable ways that will enable them to benefit from REDD+, the international scheme that provides incentives for reducing emissions from deforestation and forest degradation. We've collaborated with communities in crucial rainforests in the Democratic Republic of the Congo, Guyana, Indonesia and Peru to strengthen natural resource management in ways that complement their traditional practices. We're also running capacity building programmes in territorial governance for Indigenous students from 37 communities across the Amazon.

## RESTORATION IN MEXICO

WWF has worked for over a decade in the Copalita-Zimatán-Huatulco river basin – an area spanning 268,000 hectares in the Mexican state of Oaxaca – to tackle the impacts of forest loss, which affected freshwater sources as well as livelihoods. Our work with local communities, particularly women's cooperatives and youth organizations, has led to improved agricultural practices that reduce pressure on forests, improved water quality and forest restoration. The project has directly helped nearly 6,500 people improve their quality of life, and indirectly benefited more than 22,000.

## CHALLENGING DEFORESTATION

A new WWF report outlines an action plan for safeguarding forests facing the highest risk of deforestation and forest degradation – a crucial part of our global goal of restoring nature. These “deforestation fronts” are responsible for two-thirds of global deforestation with over 43 million hectares lost between 2004 and 2017 – an area roughly the size of Morocco. The report, *Deforestation fronts: drivers and responses in a changing world*, takes a deep dive into what's driving this forest loss and the solutions needed to turn things around.

*The Peruvian Amazon is one of 24 “deforestation fronts” responsible for two-thirds of global deforestation.*



WATCH PRACTICE  
LEADER STUART ORR DISCUSS  
OUR FRESHWATER  
WORK IN 2020

# FRESHWATER

HUMAN ACTIVITIES HAVE SERIOUSLY IMPACTED FRESHWATER SPECIES AND HABITATS. WE MUST PROTECT THE RESOURCES THAT FARMING, INDUSTRY, PEOPLE AND ALL LIFE ON LAND DEPEND ON.

[WWW.PANDA.ORG/FRESHWATER](http://WWW.PANDA.ORG/FRESHWATER)





## RECOVERY PLANS

A global team of scientists from WWF and other organizations launched a pioneering emergency recovery plan to restore the health of rivers, lake and wetlands and reverse the catastrophic decline in freshwater biodiversity. 2020 saw encouraging signs of commitment to take action: the EU agreed to uphold its Water Framework Directive following campaigning by WWF and others, supported by 375,000 citizens; Brazil, Colombia, Ecuador and Peru launched a WWF-backed river dolphin rescue plan; and our first ever health assessment of China's Yangtze river basin included key recommendations for recovery.

## ACTION ON DAMS

We helped stop several damaging hydropower dams, including on the Mekong after years of campaigning in Cambodia, and in Albania, Bosnia and Montenegro. Dam removal is taking off too, with strong progress made in Europe thanks to the efforts of WWF and others. A new EU biodiversity strategy targets restoring 25,000km of free-flowing rivers, 27 dams have now been removed in Finland, and crowdfunding initiatives have led to 15 dam removals, including the first to be taken down in Lithuania and three in Ukraine.

## NEW PROTECTION

We've helped win stronger protection for rivers around the world. A massive expansion of protected areas in Mongolia brought over a million hectares of freshwater ecosystems under protection, including a major tributary of the free-flowing Amur, the world's 10th longest river. And a major river landscape, dubbed "Europe's Amazon", that stretches over 700km from Austria to Serbia was nominated as the first five-nation UNESCO biosphere reserve after over 20 years' preparatory work.

*Chair of community forest user group, Nepal. Water for all is possible but only if we invest in protecting and restoring healthy rivers, lakes and wetlands.*



WATCH PRACTICE  
LEADER MANUEL PULGAR-VIDAL  
DISCUSS OUR CLIMATE &  
ENERGY WORK IN 2020

# CLIMATE & ENERGY

PEOPLE AND NATURE WORLDWIDE ARE ALREADY FEELING THE EFFECTS OF THE CLIMATE CRISIS, WITH SCIENTISTS WARNING OF THE NEED TO ACCELERATE THE TRANSITION TO A NET-ZERO-EMISSION ECONOMY.

[WWW.PANDA.ORG/CLIMATEANDENERGY](https://www.panda.org/climateandenergy)





## GLOBAL INFLUENCE

Our influence on the global climate agenda has been clear to see as we work for the implementation of the Paris Agreement – from landmark commitments by non-state actors and a strong emphasis on the role of nature at the last climate summit, to the increased focus on nature-based solutions in climate finance and adaptation efforts. WWF has been actively engaging key influencers, with 3,500 people visiting our pavilion at the climate summit in Madrid, and over 5,000 people attending high-level virtual dialogues on greening the pandemic recovery with the OECD.

## BUSINESS ACTION

We're working with businesses to help them step up their climate action. More than 950 major companies have committed to ambitious decarbonization goals through our Science-Based Targets initiative, which also launched a new approach to make it simpler for small and medium-sized businesses to integrate robust climate targets with their strategic planning. Building on success in the US, we launched corporate renewable energy schemes in Australia, China, India, Mexico and Viet Nam, using the buying power of large companies to grow the market for renewable energy – in Mexico, it's already grown by 60%.

## COAL DIVESTMENT

Norway's sovereign wealth fund – the world's largest – dropped five major coal companies from its investment portfolio, citing their “unacceptable emissions”. We're pushing investors to get serious about the need to remove coal from global energy supplies, and Norway's tougher criteria – which we helped to develop – and firm action send a strong signal to the market.

*Mangroves are an important nature-based solution in efforts to adapt to climate change.*



# FOOD

THE WAY WE PRODUCE, CONSUME AND WASTE FOOD POSES A WIDESPREAD THREAT TO CLIMATE AND NATURE. WITH POPULATION AND INCOME GROWTH SET TO DOUBLE DEMAND BY 2050, WE MUST TRANSFORM OUR FOOD SYSTEM.

[WWW.PANDA.ORG/FOOD](http://WWW.PANDA.ORG/FOOD)



## CHALLENGING AGRICULTURAL CONVERSION

With grasslands and savannahs facing the fastest rates of agricultural conversion, we spearheaded a global movement for their conservation culminating with the signature of a global motion that will be presented at the next IUCN Congress. We created a knowledge sharing and action-oriented Grassland and Savannah Dialogue Platform with practitioners from WWF, other NGOs and academia. Also, WWF's Fundación Vida Silvestre Argentina launched the 2030 Gran Chaco Commitment in Argentina, in a bid to get international businesses and the Argentine government to halt unsustainable conversion in the Chaco.

## FOOD LOSS AND WASTE

One-third of all the food produced never gets eaten, while 9% of the global population go hungry every day. Through our Food Forward Innovation Accelerator, we funded projects in Kenya and Pakistan to improve policies and create more nimble supply chains that reduce loss, meaning fewer people go hungry and greenhouse gas emissions are avoided, while also providing jobs and improving income for farmers. We've also launched projects in Greece and the Philippines to tackle waste at the consumption end, both in food preparation and packaging, and in diverting waste away from landfills.

## ADAPTING DIETS

If we are to tackle the climate and nature crises, we need major dietary shifts across the world. So we've been developing Eat4Change, a €10 billion four-year programme to mobilize young people for sustainable diets that will be rolled out in more than a dozen countries across Europe and Latin America in 2021. Progress is already being made – for example, schools and online influencers in Greece, Romania and Turkey have been using the “sustainable picnic basket” tool to help young people make more informed dietary choices.

*Young people around the world have a key role to play in adopting more sustainable diets.*



WATCH PRACTICE  
LEADER MARGARET KUHLW  
DISCUSS OUR FINANCE  
WORK IN 2020

# FINANCE

BANKS, INVESTORS AND INSURERS NEED TO FULLY ACCOUNT FOR ENVIRONMENTAL, SOCIAL AND GOVERNANCE RISKS IN DECISION-MAKING, INCREASE GREEN AND SUSTAINABLE INVESTMENT, AND WORK WITH OTHERS TO DEVELOP A NATURE-POSITIVE ECONOMY.

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







## GREEN INVESTMENTS

We helped to shape new EU classifications that will determine what is, and isn't, a green investment. The EU "green taxonomy" will guide public and private investment decisions, and will be a powerful tool for making the European economy more sustainable. Green investments will have to demonstrate that they're making a substantial contribution to at least one of the EU's environmental goals – like mitigating and adapting to climate change, preventing pollution, preserving and restoring biodiversity, and building a circular economy – and doing no significant harm toward any of them.

## ECONOMIC LOSSES COUNTED

New WWF-backed research revealed the economic impacts on 140 countries if the world fails to tackle the nature loss crisis. The Global Futures study showed that global GDP could lose nearly US\$10 trillion by 2050 if we fail to protect key ecosystem services such as the provision of fresh water, timber, pollination, flood protection and carbon storage. The study, which offers economic policymakers a new tool to take account of the value of nature when making decisions, is now being used by the World Bank and the UK Treasury.

## MEASURING NATURE-RELATED RISKS

While the finance sector increasingly recognizes the risks of climate change, financial decisions rarely take full account of other environmental risks. To fix this, we're supporting an initiative that will make it easier for companies and financial institutions to measure, disclose and manage their nature-related risks and impacts. Over 60 private financial institutions, industry organizations and technical experts are shaping the foundations of the Task Force for Nature-related Financial Disclosures, which has already gained support from the Peruvian, Swiss and UK governments and from the Dutch, French and UK central banks.

*Investment in renewable energy is central in transitioning to a low-carbon economy, with solar panel power generation delivering the highest employment per unit of energy produced.*



# GOVERNANCE

WE NEED TO SUPPORT INCLUSIVE DECISION-MAKING AND RECOGNIZE COMMUNITIES' ROLE IN CONSERVATION - TOGETHER WITH ADDRESSING CORRUPTION, WEAK ENFORCEMENT OF LAWS AND POOR PLANNING AND DECISIONS.

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



## INCLUSIVE CONSERVATION

As part of our work to support Indigenous Peoples and Local Communities (IPLCs) to protect their territories, we're developing a learning initiative with the global ICCA Consortium and Tribal Link, who promote the recognition of Indigenous and community conserved areas and empowerment of Indigenous peoples. The Inclusive Conservation Academy aims to help WWF and other conservation organizations, government and the private sector to engage with IPLCs, and to change power imbalances and inequalities in conservation. Ahead of the full launch, we set up an e-learning platform on human rights in conservation, reaching 1,700 WWF and TRAFFIC staff.

## SUPPORTING SUSTAINABLE DEVELOPMENT

Tackling the climate and nature crises depends on people also thriving, so we push for progress on the UN Sustainable Development Goals (SDGs). WWF-Malaysia together with the Jeffrey Sachs Center launched an innovative project to advance understanding of what sustainable development looks like from the perspective of Indigenous peoples. We also launched a new framework that will help us assess and monitor the contributions our work makes to the SDGs, and released a publication, *Nature in All Goals*, showcasing how nature contributes to achieving all of the goals.

## ANTI-CORRUPTION

Corruption is a key contributor to the destruction of nature. In Brazil, we completed a project focused on how various control mechanisms can help combat corruption and improve governance around government decision-making. With multi-million dollar support through the USAID-funded Targeting Natural Resources Corruption project, we've begun various major anti-corruption projects – including in Colombia, to analyse corruption drivers; in Ecuador, on corruption in logging and fishing; and in the Mekong, on governance and corruption issues.

*Fishing in the Barotse floodplain, Zambia. Inclusive approaches that support local stewardship of resources are essential for a just, sustainable future.*



*An area of forest  
next to a palm oil  
clearing in Borneo,  
Malaysia. Palm  
oil production has  
caused widespread  
rainforest  
destruction.*

# MARKETS

**WE NEED TO RADICALLY CHANGE THE  
WAY WE PRODUCE AND CONSUME IF WE'RE  
GOING TO PREVENT FURTHER HARM TO  
THE NATURAL WORLD.**

[WWW.PANDA.ORG/MARKETS](https://www.panda.org/markets)

© Aaron Gekoski / WWF-US



## **BUSINESS ACTION**

More than 560 companies with revenues of US\$4 trillion joined the call for governments to reverse the loss of nature this decade through the WWF-backed Business for Nature coalition. Signatories included WWF partners like Coca-Cola, Carrefour, H&M, IKEA, Unilever and many others. We're also encouraging private sector partners to take action to operate within planetary limits as part of the Science-Based Targets Network. This year, the network released initial guidance to help business take a scientific approach to defining their role in restoring nature.

## **PROGRESS ON PLASTICS**

As part of our global efforts to tackle plastic pollution, we helped launch the South Africa Plastics Pact – the first of its kind in Africa. Members have committed to ambitious targets for 2025, including making all plastic packaging 100% reusable, recyclable or compostable and using at least 30% recycled content. We're involved in similar initiatives in other countries, and are campaigning for governments to reach a global agreement to end plastic pollution. So far, 2 million people have signed our petition calling for a UN treaty on plastic pollution, now supported by over 65 countries.

## **TRAVEL IVORY FREE**

Demand for ivory kills 20,000 elephants a year – and though sales have been banned in China, WWF research shows some Chinese people travelling abroad continue to buy ivory. Our #TravelIvoryFree campaign targeted Chinese travellers visiting destinations across South-east Asia over Chinese New Year. The campaign, supported by Chinese actor and WWF Ambassador Zhu Yilong, has been viewed 260 million times on social media and in outdoor ads in China and other countries in the region, resulting in 3.4 million people pledging not to buy ivory on their travels.

TOGETHER POSSIBLE

**“ THE DEEPENING  
CRISIS OF NATURE LOSS  
REQUIRES CONSERVATION  
ORGANIZATIONS LIKE  
WWF TO THINK AND ACT  
BIGGER AND FASTER –  
AND TO WORK TOGETHER  
AS NEVER BEFORE. ”**

PAVAN SUKHDEV  
PRESIDENT  
WWF INTERNATIONAL



© WWF-Indonesia

Earth Hour 2020,  
Indonesia





**A VISION WHERE PEOPLE  
LIVE IN HARMONY WITH NATURE  
CAN ONLY BE DELIVERED BY  
WORKING TOGETHER.**

**TOGETHER POSSIBLE!**





**OUR STRONG COMMITMENT TO COLLABORATION –  
SOMETHING WE CALL “TOGETHER POSSIBLE” –  
SHAPES ALL OUR WORK, LEADING TO MANY POWERFUL  
COLLABORATIONS AND PARTNERSHIPS AROUND THE WORLD.**

Underlying all our successful relationships is our strong global expertise in conservation policy and practice, built over many decades by generations of staff who are passionate and knowledgeable about nature conservation and sustainability. This was confirmed in the 2020 Globescan-SustainAbility sustainability leadership survey, which consults with experts around the world in sectors ranging from academia to government. The survey showed that WWF is the most recognized NGO for advancing sustainable development, with a sharp increase in positive perceptions since last year.

 **FIND OUT  
MORE ABOUT OUR  
BELIEF IN TOGETHER  
POSSIBLE**

*Members of a  
women's cooperative in  
the Copalita-Zimatán-  
Huatuleo landscape in  
Oaxaca, Mexico.*

© WWF-Mexico

## 14% INCREASE

With nature conservation and development challenges increasingly being seen as interconnected, we are delighted to announce that in the financial year 2020 we had a 14% increase in public sector grants to the WWF Network for our conservation work.

A close-up photograph of a pangolin clinging to a tree branch. The pangolin's body is covered in dark, overlapping scales, and its head is turned towards the camera, showing its eyes and snout. The background is a lush, green forest with out-of-focus foliage.

# TOGETHER WITH THE PUBLIC SECTOR

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



*Pangolins are threatened by poaching across South-east Asia. A USAID-funded project aims to tackle illegal wildlife trade in Viet Nam.*

© Suzi Eszterhas / Wild Wonders of China / naturepl.com

## TOGETHER POSSIBLE

We work closely with governments to promote strong international commitments on climate and nature action, and to ensure this translates into conservation work on the ground. In 2020, we advocated for the new EU budget for international development cooperation, worth €79.5 billion in the period 2021 to 2027, to support sustainable development and deliver on its environmental ambitions. We also continued our engagement with international financial institutions to help mobilize public and private sector financing for nature and climate positive investments – from cooperating with the Inter-American Development Bank over efforts to develop a sustainable investment promotion facility for the Amazon to supporting innovative project development and private sector engagement with the Global Environment Facility.

Many new funding initiatives for WWF were agreed in 2020, including:

### VOICES FOR DIVERSITY

An initiative, funded by the Swedish International Development Cooperation Agency, aims to strengthen inclusive approaches that recognize the vital role played by Indigenous Peoples and Local Communities (IPLCs) in conservation policy and practice. This will be implemented in a number of countries including Kenya, Madagascar, Mozambique, Myanmar, Tanzania and Viet Nam. Civil society organizations representing IPLCs will be key partners in the programme – helping to increase appreciation from local to global levels of the importance of IPLC rights in conserving and sustainably using the natural world.

### BIODIVERSITY CONSERVATION IN VIET NAM

A five-year project, funded by USAID, aims to tackle illegal wildlife trade and illegal logging in protected areas of five high-biodiversity provinces in Viet Nam. This will engage local communities with law enforcement operations to safeguard forests and wildlife while supporting their guardianship and ownership of these resources. It will promote conservation-friendly enterprises in forest-dependent communities, strengthen community involvement in forest management, improve how forest and wildlife crimes are tackled, and support community members to end illegal hunting activities.

## TOGETHER POSSIBLE

In the financial year 2020, we registered over 400 new corporate partnerships worldwide and saw a 5% increase in funding from the corporate sector – supporting nature and sustainability projects, and targeting ambitious footprint reductions.

### CORPORATE CLIMATE ACTION AND FOREST CONSERVATION

We launched an ambitious new partnership with the VELUX Group, the world's leading window manufacturer. The company has committed to reduce its greenhouse gas emissions in line with climate science and also, through working with WWF, capture its historical emissions through forest conservation. This forms part of the VELUX Group's Lifetime Carbon Neutral vision and commitment, which the company has set out to achieve by its 100th anniversary in 2041.

### AFRICAN FRESHWATER CHALLENGES

Brewing giant ABInBev is supporting our efforts to protect freshwater supplies in Africa. Our groundbreaking research into how nature-based solutions can help tackle water risks linked to climate change and restore freshwater biodiversity will be used to influence policymakers and investors to scale up support for these solutions across Africa. In South Africa, we've brought together groundwater users and borehole owners in Cape Town to improve the way the city manages its scarce water resources.

### URBAN WETLANDS IN INDIA

Since 2016, we've been working in partnership with Nokia to conserve two urban wetlands in the state of Karnataka in India. Thanks to our restoration work, Bashettihalli wetland has held water for the first time in 25 years. That's good news for freshwater wildlife and for local people, who've reported a rise in groundwater supplies nearby. Involving local communities and other stakeholders has been a key part of the partnership.

*Central Okavango, Botswana. Our partnership with ABInBev is tackling freshwater challenges in Africa.*



# TOGETHER WITH BUSINESS

**WE WORK WITH BUSINESSES THAT WANT TO PLAY THEIR PART IN PROTECTING AND RESTORING THE PLANET.**

© Martin Harvey / WWF



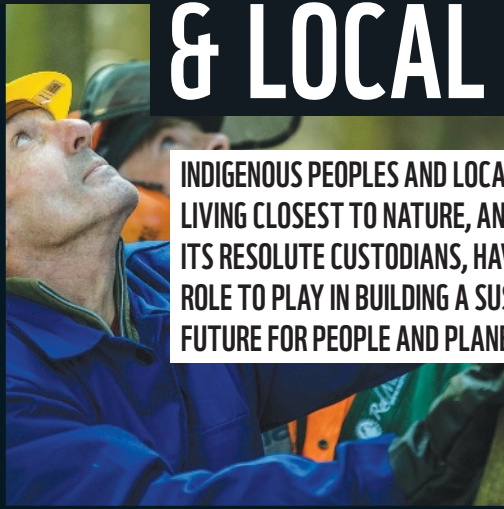
## **BUSINESS FOR NATURE**

The WWF-backed global coalition is helping to convene a united business voice for nature that contributes to efforts for a New Deal for Nature and People.

[WWW.BUSINESSFORNATURE.ORG](http://WWW.BUSINESSFORNATURE.ORG)



# TOGETHER WITH INDIGENOUS PEOPLES & LOCAL COMMUNITIES



INDIGENOUS PEOPLES AND LOCAL COMMUNITIES  
LIVING CLOSEST TO NATURE, AND FOR GENERATIONS  
ITS RESOLUTE CUSTODIANS, HAVE A UNIQUE  
ROLE TO PLAY IN BUILDING A SUSTAINABLE  
FUTURE FOR PEOPLE AND PLANET.





Through our conservation work, we support the efforts of Indigenous peoples and local communities to challenge the frequent lack of recognition of their rights, to protect and restore their ancestral lands and waters, and to sustainably improve their well-being. Recognition of their vital role is a key pillar of our call for a New Deal for Nature and People. There are many challenges to overcome and we are committed to doing more, better. In the past year, our work alongside communities, peoples and other partners included:

### BOLIVIA

Our forest fire response programme helped support 147 Indigenous communities affected by widespread forest fires, by distributing food, water and medicines as well as backing the efforts of fire fighters. Read about our global wildfire response on page 18.

### MADAGASCAR

Around the richly biodiverse Nosy Hara National Park, we installed a drinking water system in local villages to build resilience against rising sea levels that increase salinity of water resources – an essential prerequisite for successful community conservation.

### MYANMAR

We're assisting efforts to achieve recognition of customary rights for the ancestral territories and areas of Indigenous peoples and communities – helping to document traditional practices, governance structures and boundary maps.

### NAMIBIA

A WWF-backed conservation fund was launched to support communities who are managing their own natural resources in the country – welcome news as external funding has declined in recent years.

### PARAGUAY

We backed a project for 11 Indigenous and rural communities in the Chaco-Pantanal – strengthening their response to the health emergency caused by COVID-19 by providing equipment ranging from digital thermometers to face masks. See page 8 for our global pandemic response.

### ZIMBABWE

We supported communities in and around Chizarira and Hwange national parks to introduce better farming methods that increase crop yields and safeguard local biodiversity – part of broader efforts to sustainably manage the Kavango-Zambezi ecosystem across five southern African countries.

### EMBEDDING HUMAN RIGHTS IN CONSERVATION

In 2019, WWF commissioned an independent panel of experts to review how we were responding to reports of human rights abuses by some government rangers in challenging and remote landscapes in Central Africa, India and Nepal. *Embedding Human Rights in Nature Conservation – from Intent to Action* is the resulting report. We wanted a tough and unbiased evaluation of our efforts in order to continue to learn and improve our programmes.

Importantly, the panel found no evidence that WWF staff directed, participated in, or encouraged any abuses. When concerns were raised, our staff took actions to respond. The panel was also unsparing in its conclusion that we need to do more. We embrace the panel's recommendations, and we are addressing all of them, in addition to actions we've already taken to better meet our commitments to communities. We will report on progress made against these actions.

The reported abuses committed by some government rangers horrify us, and go against all the values we stand for. We feel deep and unreserved sorrow for those who have suffered. We are determined to do more to make communities' voices heard, to have their rights respected, and to consistently advocate for governments to uphold their human rights obligations. Our conviction is that the steps we are taking will help safeguard communities and the nature upon which they depend, and that we and our partners will deliver more lasting conservation as a result.

Read the report and the steps we are taking in response to its recommendations at [www.panda.org/independentreview](https://www.panda.org/independentreview)

*A white-tip reef shark over a coral reef in Fiji. Associação IEP is supporting WWF's work to conserve coral reefs.*







## TOGETHER POSSIBLE

**WE COULD NOT DO WHAT WE DO WITHOUT THE GENEROSITY OF OUR DONORS AND PARTNERS. THROUGH THEIR SUPPORT, WWF HAS BEEN ABLE TO PROMOTE, PROTECT AND RESTORE NATURE ALL AROUND THE WORLD.**

WWF International has four ways of engaging: the Honorary Circle, Conservation Leaders, Conservation Champions and Conservation Partners. We would like to sincerely thank and recognize all of our donors and partners who have provided leadership and passion for nature in 2020. Globally, in the financial year 2020, grants from foundations grew by 16%. We are grateful for this expression of trust from our partners – a testament to your passion for nature and sustainability.

Longstanding and generous support from the **Hoffmann Family** and the **MAVA Foundation** has contributed to many global priorities, such as our ocean plastics work and the improvement of fishing practices in the Mediterranean and through our Coral Reef Rescue Initiative, whilst continuing their support for the Luc Hoffmann Institute. MAVA has also been a pivotal supporter of the New Deal for Nature and People – an ambitious pathway to 2030 that seeks a reversal of nature loss and the securing of a nature-positive economy.

**Associação IEP** is supporting WWF's work to conserve the world's rapidly deteriorating coral reefs. Our rescue strategy involves identifying the least exposed and most climate-resilient coral reefs in the world – and supporting local communities, who rely on them for their food and livelihoods, to save these key regenerative reefs. Support also continues towards building momentum on halting deep seabed mining, which aims 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.

**Stiftung Usine** has generously donated to our global conservation priorities and our work to slow the extent and pace of nature loss in the Brazilian Cerrado, which is driven by the conversion of savannah to farmland for cattle and soy production. As a result of our work, 2020 has seen the lowest recorded deforestation and conversion rate in the Cerrado, whilst a map of the priority areas for restoration in 2021 and beyond has been completed.

Critical funding from **Oak Foundation** has enabled renewable energy pilots in Myanmar, the Philippines and Viet Nam, supporting our Greening the Belt and Road Initiative. Oak's grant has also backed work to reduce plastic pollution and with the fishing industry in Korea to support government policy development, industry practices and public awareness to promote sustainable fishing methods. We also want to recognize the launch in 2020 of a new Oak-backed project – Accelerating Coastal Community Led Conservation – whilst also thanking Oak for their longstanding commitment to supporting our youth volunteer programme Explore!.

The **Ocean Foundation** is generously helping us to restore the health of the Mediterranean small-scale fisheries (SSF) for 140,000 people across Croatia, Greece, Italy and Turkey, and the rest of the region. In these countries small-scale fishers are beginning to adopt a progressive way of governing their resources by working collaboratively with scientists, civil society and administrators to build co-management systems. Key successes are the inclusion of SSF priorities in the formal work plan of the General Fisheries Commission for the Mediterranean, successful sustainable fishing tourism operating in Croatia and Italy, and a new partnership with a processor in Italy to develop a product for undervalued species.

Dedicated support from an **anonymous donor** has been helping to shape and implement WWF's strategic conservation priorities over the past decade.

Additionally, their support in Kenya has been empowering local communities in communal conservancies in the Maasai Mara, through ecotourism and more sustainable and profitable livestock management. They also funded a global youth engagement and education project that has been inspiring young people to learn about their natural environment and then actively engage in a sustainable movement for change. Finally, their emergency support for WWF's actions against the catastrophic fires in the Amazon provided immediate aid for firefighting efforts, long-term support to local advocacy, and strengthened forest surveillance against illegal deforestation in Brazil and Bolivia.

Thanks to continued support from the **Prince Albert II of Monaco Foundation**, WWF has been able to boost conservation efforts in the challenges facing the Eastern Atlantic and Mediterranean bluefin tuna, whilst also conserving the 30 Hills rainforest in Sumatra, Indonesia. Their support is also critical in protecting the Serrania del Chiribiquete National Park from deforestation in the Colombian Amazon and improving the natural habitats for the Amur tiger in China. Finally, their long-term support has secured the future of the island of Gyaros in Greece, which officially became a marine protected area, and they began a new project supporting the expansion of WWF's work on reducing the demand for shark fins in Asian markets.

<b>Fondation Philanthropia Lombard Odier</b>	An international ranger coalition and the closing down of ivory markets in the Greater Mekong
<b>Fondation Audemars Piguet</b>	Safeguarding the Kikori river basin, Papua New Guinea
<b>Renaud de Planta</b>	Supporting WWF's strategic and conservation priorities
<b>F. Hoffmann-La Roche Ltd</b>	Community resilience to flood events in Kenya and Zimbabwe, and global support of WWF's strategic and conservation priorities
<b>Montagu Foundation</b>	Reducing turtle and dolphin bycatch in Peru
<b>Nomis Foundation</b>	Enabling a new interdisciplinary research agenda for biodiversity through innovative approaches
<b>Persephone Charitable &amp; Environmental Trust</b>	Reducing turtle and dolphin bycatch in Peru
<b>Fondation Segré</b>	Protecting wildlife populations in the Congo Basin and professionalizing government ranger training in India and Bhutan
<b>UEFA</b>	Supporting the global climate action agenda
<b>IF International Foundation</b>	Supporting co-management of small-scale fisheries in France

## CONSERVATION CHAMPIONS

**Sophie Firmenich**

**Chris James**

**Fondation Philanthropique Famille Firmenich**

**Stelios Philanthropic Foundation**

**Fondation de bienfaisance du Groupe Pictet**

**Richard M. Ivey**

## CONSERVATION PARTNERS

**Family of J. Quincy Hunsicker**

**Family and friends of Karine Blatter**

**Ursula Streit**

**Elizabeth Walker**

**Guillaume Taylor & Quadia**

**Ardehir Zahedi**

**Elisa Claessen Ten Ambergen**

## 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.

2020 saw WWF working alongside people around the world to urge global action in the run-up to September's UN biodiversity summit attended by world leaders. Amid the chaotic opening stages of the COVID-19 pandemic, people came together in March for the first-ever purely digital Earth Hour, one of the world's largest grassroots environmental movements. Our calls for action on the climate and nature crises reached a record-breaking 190 countries and territories, generating over 4.7 billion social media impressions and leading to related hashtags trending across 37 countries on Twitter and Google search. Another spike of activity was the publication of our globally respected *Living Planet Report (LPR)*, with its vitally important evidence of accelerating wildlife population decline. We released it in over 90 countries, reaching a worldwide audience through more than 11,750 media mentions, over 290 million social media views and our first ever dedicated LPR website – and the headline statistics were referenced at the UN biodiversity summit.

All of these activities highlighted the importance of individuals around the world in urging for nature loss to be reversed by the end of the coming decade, and how their calls can be amplified through our online mobilization platform Voice for the Planet. Alongside our calls for urgent action, our partnership with the UN Convention on Biological Diversity continued to support their target of increasing awareness of the value of the natural world and how to conserve it and use it sustainably. Our #Connect2Earth open-source campaign, backed by the International Climate Initiative (IKI), supports this ambition. Its publicly available toolkits cover key international dates and events including Earth Hour, helping to generate nearly 1 billion social media impressions with nature-related messages over the past three years.

For the first time in several years, the number of financial supporters and partners grew significantly – by 13% to 5.81 million – with the overwhelming majority coming from individual donors. This impressive growth was in part due to the incredible public response to the Amazon and Australia wildfire emergencies, orchestrated by offices across the WWF Network. We are hopeful that these new supporters will continue to back our work in the coming crucial years for the future of people and nature.

# TOGETHER WITH YOU

**INDIVIDUALS AROUND THE WORLD HAVE A MASSIVE ROLE TO PLAY IN EFFORTS TO RESTORE NATURE AND TACKLE THE CLIMATE CRISIS.**



**680,000 PEOPLE**

**BECOME INDIVIDUAL FINANCIAL SUPPORTERS**



**1 MILLION+ PEOPLE:**

**CALL FOR NEW EU LAW AGAINST DEFORESTATION**

TOGETHER POSSIBLE



**2 MILLION  
PEOPLE**

**ASK FOR A GLOBAL  
PLASTIC POLLUTION  
TREATY**

*Celebrating  
Earth Hour  
in Finland.*

A young boy with brown hair, wearing a blue hoodie, is looking down intently at a cluster of bright yellow mushrooms growing on a mossy log in a forest. The background is a soft-focus forest scene with green foliage and brown tree trunks.

TOGETHER POSSIBLE

# EDUCATION AND YOUTH ENGAGEMENT

THROUGH GLOBAL COLLABORATION AND LOCAL PROGRAMMES, WE HELP YOUNGER GENERATIONS GROW THEIR INFLUENCE AND TAKE ACTION FOR A SUSTAINABLE FUTURE.

## YOUTH CALL FOR NATURE RESTORATION

The WWF-backed Youth for Our Planet network joined young people from around the world on International Youth Day to call for action to restore nature. Youth voices strongly contributed to efforts that culminated in the Leaders' Pledge for Nature.



Despite the tragic disruption caused by the COVID-19 pandemic, global education efforts to make nature matter to humanity continued by switching the emphasis to outdoor and digital learning. WWF educators played their part by using new and different educational interventions to support learning and teaching remotely and provide virtual training to young people and communities.

Key highlights:

- We helped bring an immersive learning experience about nature, biodiversity and sustainable consumption to 1 million children, parents and teachers through the Earth School initiative. WWF was part of the unprecedented coalition of environmental and education experts from 30 institutions and organizations, initiated by UNEP and TED-Ed, who made this happen.
- Our local and global youth programmes, offering empowerment, leadership and advocacy training, stayed active through virtual tools and offline resources. We engaged and empowered thousands of young advocates – and a group of 12 young people, nominated by WWF offices across the globe, formed the Global Youth Action Team to amplify youth voices at important conservation events.
- We launched the first ever open-access online course on sustainable development. The *Education for a sustainable planet* course, which we developed, equips teachers with a wide range of strategies, activities and ideas to make sustainability become an integral part of their teaching and school life. It is provided in multiple languages, with local adaptations and case studies from around the world to inspire practitioners.

*Examining  
wild mushrooms,  
Sweden.*

© Ola Jämnersten / WWF-Sweden

## WWF NETWORK

Total WWF Network donated income increased by 16%, mainly driven by higher income from individuals (up 16%), public sector (up 14%) and trusts & foundations (up 16%), offset by a decrease in investment income with a total income growth of 14%. Expenditure increased by 4%.

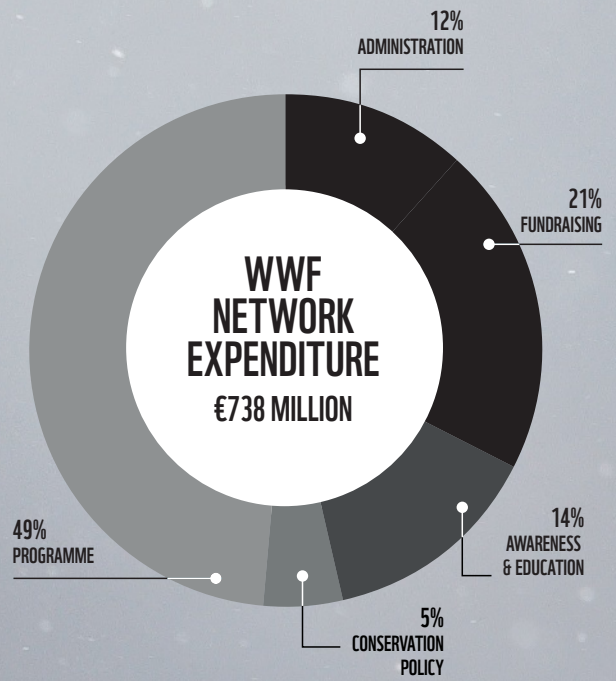
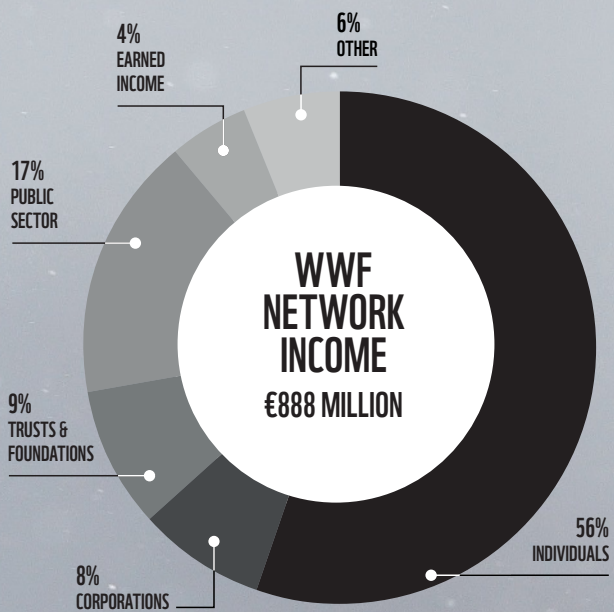
The figures given show WWF Network income and expenditure but do not represent consolidated accounts. The WWF Network includes WWF International, programme offices and national organizations.

Financial years cover the period 1 July to 30 June. WWF International's audited statements are available on request at [commsmarketing@wwfint.org](mailto:commsmarketing@wwfint.org)



# FINANCIALS







“ YOU CAN ALWAYS  
EXPERIENCE LIFE IN THE  
COUNTRYSIDE IN A NEW WAY.  
WHEN YOU GO OUT INTO  
THE FIELDS AND YOU SEE  
ALL YOUR LAND, IT IS JUST  
A BEAUTIFUL SIGHT.”

*Ewa speaks of life in her community at Tavapy, Paraguay. Women there have joined together there to grow, harvest and sell mate tea, supported by a WWF project to create sustainable sources of income for communities while restoring the Atlantic rainforest.*

Image credits from p46-47

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WWF is an independent conservation organization, with over 30 million followers and a global network active through local leadership in nearly 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](http://wwf.panda.org).

A WWF International production

Editor: Martin O'Halloran

Design: Louise Clements  
Design Ltd

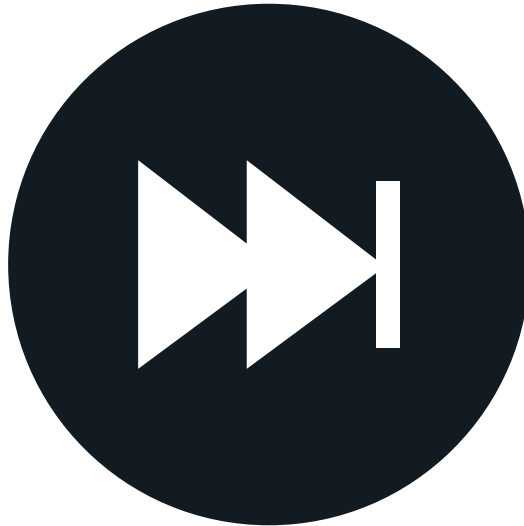
Printed by Echo Brand  
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Published in February 2021 by WWF – World Wide Fund For Nature (Formerly World Wildlife Fund), Gland, Switzerland. Any reproduction in full or in part must mention the title and credit the above-mentioned publisher as the copyright owner.

ISBN 978 - 2 - 88085 - 310 - 5

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