



**A YEAR OF
AMBITIOUS
ACTION FOR LIFE
ON EARTH**

THE
OVERWHELMING
CASE FOR

action

The devastating impacts of climate change and nature loss all around us are a crisis humanity cannot ignore. Nature is our life-support system, and yet we are on the brink of ‘tipping points’ that will be catastrophic and irreversible, while global action has been too little and too slow. A thriving future for life on Earth is still possible but, together, we must act faster and at a much greater scale than ever before.

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The climate crisis is causing the world's oceans to warm at an unprecedented rate, leading to widespread bleaching (pictured) and loss of corals. We lead the Coral Reef Rescue Initiative – aiming to protect and regenerate climate-resilient coral reefs, and safeguard the food security, livelihoods and other benefits they provide to millions of people. Thank you to our philanthropic partners for supporting this and other vital work (see page 52).

coralreefrescueinitiative.org

BUILDING A SUSTAINABLE FUTURE TOGETHER

WWF is working with others to deliver the

Many much-needed global commitments on nature, climate and sustainable development are due for delivery by 2030 – from reversing nature loss to delivering meaningful cuts in global greenhouse gas emissions. WWF is striving with others to turn ambition into reality – tackling the most urgent global conservation challenges through the combined efforts of our diverse worldwide network, active through local leadership in over 100 countries and backed by the global secretariat WWF International.

change so desperately needed for all life on Earth.

More than 60 years of conservation action has taught us that we all benefit from building a sustainable future for life on Earth – but almost nothing can be achieved alone. Success is therefore the result of building strong working relationships with others – from local communities and Indigenous Peoples to business and government decision-makers. We look forward to strengthening and broadening our collaborations and partnerships in 2026.

Acacia wood growers taking part in a WWF and IKEA project, which helped them to implement responsible management practices in this biodiversity-rich forested area of Viet Nam.

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Turtle monitoring around Dravuni Island, Fiji. WWF has long backed the efforts of the local community to increase local sea turtle populations, which have been hard hit by threats such as fishing bycatch, poaching and climate change.



INTRODUCTION BY
WWF INTERNATIONAL
DIRECTOR GENERAL
KIRSTEN SCHUIJT

DRIVING IMPACT IN A DECISIVE DECADE

The world is at a crossroads. 2025 marked the midpoint in a decade that will determine the future of life on Earth. The science is clear: if we fail to act now, the accelerating crises of nature loss and climate change will bring irreversible, potentially catastrophic consequences. But this is not a story of despair, it is one of hopeful determination. The path we now take

toward 2030 must be driven by ambition, urgency and action at scale. The pressures on people and nature remain immense. Global temperatures continue to rise, nature loss persists and communities everywhere grapple with the daily realities of environmental change. Yet, 2025 offered something vital – proof that progress is possible. From breakthroughs in global

finance to species recovery and community-led conservation, the past months have shown what happens when ambition meets action.

PEOPLE FOCUSED

In 2025, WWF sharpened its focus through Roadmap 2030, an important new alignment of our global network across more than 100 countries around efforts to reverse nature loss

and stabilize the climate. Roadmap 2030 is more than a plan for the coming five years; it is a commitment to deliver measurable outcomes and to drive systemic change that lasts.

This change begins where durable conservation always begins – with people. At the heart of Roadmap 2030 is a commitment to inclusive, locally-led conservation. Indigenous Peoples and local communities hold deep knowledge of

our natural world, and have the greatest stake in safeguarding it. When their rights are upheld and their voices shape decisions, conservation becomes more equitable, more effective and more enduring. This principle guided one of WWF's most important initiatives of 2025: People Powering Biodiversity. This CHF15 million programme places communities

and Indigenous Peoples at the centre of conservation, strengthening governance, securing land rights and ensuring communities have a voice in decisions that affect their lands and waters. By embedding this approach into conservation action, we are creating solutions that restore ecosystems and build resilient communities (find out more about work to amplify locally-led conservation on page 24). >

Sowing Change is a CARE-WWF Alliance initiative that supports Maasai women in Kenya to develop skills in nature-based enterprises, like bee keeping and dairy goat rearing, that will contribute directly to increased economic, ecological and climate resilience for their communities.

“When we invest in nature and stay the course together, life returns even where it was once thought lost.”

LOCAL TO GLOBAL

Local action is essential but must also be matched by global ambition, and we have seen important examples of governments coming together for the greater good in 2025. In particular, the launch of the Tropical Forest Forever Facility (see page 22) signalled a new era in conservation finance, rewarding countries for keeping forests standing and channelling resources directly to Indigenous Peoples and local communities. Backed by contributions from traditional donor and funding recipient nations alike, this groundbreaking fund recognizes forests as life-support systems and is mobilizing billions in public and private capital to safeguard them – a powerful example of how shared responsibility and partnership can reshape the future.

That same spirit of cooperation is driving conservation progress on the ground. Across landscapes, the long arc of species recovery is bending toward hope. For example, the return of tigers to Kazakhstan after an absence of 70 years reflects years of habitat restoration, prey reintroduction and community partnership to support coexistence. It is a reminder that when we invest in nature and stay the course together, life returns even where it was once thought lost. >



Tigers' survival depends on large, connected habitats and healthy prey populations. Our work to stabilize and increase wild tiger populations, which still face threats such as hunting and habitat loss, is taking place across over 20 landscapes.

“I believe deeply that the world can, and will, rise to this moment. Let’s make this midpoint to 2030 a turning point for nature.”

COLLABORATION IS KEY

What connects these and so many other achievements in 2025 is collaboration. From global coordination to local action, progress happens when solutions are rooted in a shared vision across borders, regions and sectors. The road ahead will be challenging, but this is precisely why WWF will continue to stand as a steadfast source of clarity, courage and determination. With Roadmap 2030 as our shared compass, the next steps in our long journey toward a sustainable future for people and nature are clear: accelerating proven solutions, embedding nature in the decisions that shape economies and keeping people at the centre of every action we take.

I believe deeply that the world can, and will, rise to this moment. Let’s make this midpoint to 2030 a turning point for nature.

Kirsten Schuijt is Director General of WWF International, which both supports the work of independently incorporated national WWF operations and directly runs country-level conservation programmes. Kirsten was CEO of WWF-Netherlands for over six years before becoming Director General in 2023.

In an inspiring display of unity, millions of people from 118 countries, including here in India, came together on 22 March 2025 for WWF’s Earth Hour – the world’s largest grassroots environmental movement. Find out more on page 56.

NOW MORE THAN EVER, THE WORLD NEEDS WWF

WWF International President Dr Adil Najam is a globally renowned academic and policy expert.

Our mission is a hugely challenging one – and in today’s world, it has become even more urgent. We are seeing a worrying retreat from the multilateral cooperation and respect for science that is so critical to tackling global challenges, and without which the risk of fragmented, short-term solutions grows. No nation, however committed to sustainable thinking, is immune from the fallout. Individuals and communities are also feeling the effects of this faltering sense of purpose,

with a clampdown on their courageous actions for a sustainable future in many countries. At the same time, NGOs like WWF are operating in an increasingly uncertain financial environment.

The timing could not be worse, as the mounting climate and nature crises push the planet ever closer to cataclysmic tipping points. We need to stride forward and deliver urgent global action, not stumble backwards in disarray. At this pivotal moment, the world needs committed people from varied

backgrounds and roles to make a positive difference. And many are doing just that – from the communities and Indigenous Peoples leading local conservation change to the political and business leaders who still believe in doing the right thing. But all of these efforts need coordination and shaping so that individual actions ladder up to ground-breaking global change.

This is where WWF, more than ever before in its long history, can make a difference: using the experience we’ve gained over more than

60 years as a trusted facilitator and convenor on conservation issues to help bring people together. And together, we have amazing powers. The passion of the young. The wisdom of Indigenous leaders. The insight of scientists. The practical experience of farmers, fishers and foresters around the world. The innovation of entrepreneurs. The energy and commitment of millions of supporters. By nurturing and harnessing these diverse powers, we can become an unstoppable global movement that secures a sustainable future for all life on Earth.



“TOGETHER, WE HAVE AMAZING POWERS. BY NURTURING AND HARNESSING THESE DIVERSE POWERS, WE CAN BECOME AN UNSTOPPABLE GLOBAL MOVEMENT.”

Dr Adil Najam



Young people have a crucial role to play in building a sustainable future.

Our ambition 2030

WWF-Peru staff and volunteers taking part in a reforestation activity.

The *Living Planet Report 2024* – the latest edition of WWF’s globally recognized analysis of global biodiversity – was unambiguous: with an average decline of monitored wildlife populations of 73 per cent in just 50 years, and key places like the Amazon, Arctic and the world’s coral reefs approaching dangerous and irreversible tipping points, our system is in peril. What happens over the next five years will be crucial to reversing this loss of biodiversity. WWF is determined to respond with purpose and ambition. >

The world needs us – all of us – to deliver on the many promises of the UN Kunming-Montreal Global Biodiversity Framework, signed by 196 countries. Here at WWF, we know what needs to be done – and that we have a crucial role to play in mobilizing action and driving conservation impact.

That's why we are now coming together as a global network around our ambition – called Roadmap 2030 – to focus on where we can deliver the greatest impact.

We will deepen our commitment to:

- Ensure biodiversity thrives by conserving and restoring ecosystems and wildlife populations;
- Amplify locally led conservation across the entire conservation sector and beyond;
- Transform food and agricultural systems so losing nature for food is not acceptable;
- Build climate resilience and reduce greenhouse gas emissions through nature-based solutions;
- Mobilize the finance sector in support of financing green and greening finance;
- Elevate nature on agendas across governments, industries and with the general public.

At the heart of this ambition is the paradigm shift toward locally led conservation, placing people at the centre of our work and supporting local communities and Indigenous Peoples to protect their lands and biodiversity. Many groups are often marginalized in decision-making processes, including young people and women, but they must be central to conservation decisions that impact their futures. This is not just the right thing to do – it is essential for the success of Roadmap 2030.

30%

**THE GLOBAL
BIODIVERSITY
FRAMEWORK
TARGETS
CONSERVING AT
LEAST 30 PER CENT
OF TERRESTRIAL,
FRESHWATER,
COASTAL AND MARINE
AREAS BY 2030**

*A barrel cactus
longhorn bee in
the USA.*



THRIVING BIODIVERSITY

By 2030, maintain and improve the integrity and connectivity of key ecosystems in 1.1 billion hectares, as well as the status of threatened species, through an inclusive approach.

HOW WE ARE TAKING ACTION

Resilient and connected ecosystems and thriving populations of species are the foundation for a healthy planet. They provide essential services that support human life, including regulating climate, purifying water, pollinating crops, providing protection from flooding and natural disasters, and enhancing the quality of life for billions. However, the unsustainable human demands on the natural world – from rampant deforestation to the overharvesting of ocean and river species – across many countries are resulting in a global crisis of biodiversity loss. Short-sighted approaches to using natural resources must be replaced by considered responses that solve critical challenges for humanity without destroying the natural world we depend on.

Our objective is clear: by 2030, we will address the key drivers of species decline and habitat loss, degradation and fragmentation – thereby restoring ecosystem resilience and rebuilding the vital services that ensure billions of people enjoy a healthy life.

Our efforts will focus on conserving and restoring the most critical habitats, maintaining or improving the status of threatened species populations and scaling sustainable management practices across the globe. There is hope – we have global agreements, innovative solutions and over 60 years of experience. Our actions will directly contribute to the ambitious UN Global Biodiversity Framework's mission of halting and reversing biodiversity loss to put nature on the path to recovery by 2030. However, in order to succeed we will need to significantly upscale biodiversity finance, engage non-traditional partners and drive more effective approaches to ensure impact at scale.

All of our activities must also be inclusive, recognizing the conservation leadership of communities who live closest to nature, and deliver equitable outcomes that reduce social, economic and political disparities.

The Discovery National Park in Bahia, Brazil. We supported the launch of the Tropical Forest Forever Facility (TFFF) in 2025 (see page 22).

“THRIVING BIODIVERSITY
KEEPS OUR PLANET STABLE,
OUR ECOSYSTEMS HEALTHY
AND OUR COMMUNITIES
WELL. OUR EVERYDAY
CHOICES MATTER.
TOGETHER, WE CAN TURN
THE TIDE FOR NATURE,
FOR US AND FOR THE NEXT
GENERATIONS. IT IS SIMPLY
THE RIGHT THING TO DO.”

CARLOS DREWS
PRACTICE LEADER,
BIODIVERSITY

The high seas
treaty provides
much needed hope
for the future of ocean
species such as
these Atlantic
spotted dolphins.

THRIVING BIODIVERSITY 2025 UPDATE

FOREST FUNDING BOOST

The game-changing Tropical Forest Forever Facility (TFFF) launched at the UN COP30 climate conference with US\$6.7 billion in initial investments. The TFFF signals a paradigm shift in nature and climate finance, where countries with tropical forests are increasingly leading the way in innovation and ambition – and governments that historically have been aid recipients are taking the lead as investors. Under the model, countries that maintain their tropical forests will receive annual

performance-based payments, which they can reinvest into forest conservation. At least 20 per cent of these payments will go directly to Indigenous Peoples and local communities – potentially making the TFFF by far the largest source of international finance for these communities.

WWF strongly supports the TFFF and has been a committed partner in the development of the facility, providing technical, policy and advocacy support. We also remain fully engaged in ensuring the facility now delivers on its promise of equity, transparency and impact.

OCEAN PROTECTION

WWF’s efforts, together with partners, helped secure commitments at the UN Ocean Conference to create over 500 million hectares of marine protected areas, meaning that, once implemented, more than 10 per cent of the ocean will be protected. The event also saw €8.7 billion committed to ocean conservation and progress on the ratification of the WWF-backed high seas treaty, which will provide a legally binding mechanism for creating marine protected areas and regulating harmful

activities in areas beyond national jurisdiction. In September 2025, the treaty was ratified by the 60 countries needed to ensure it comes into force in January 2026.

GREAT APE CENSUS

With our partners in the Greater Virunga landscape, we’ve begun a new census of mountain gorillas and, for the first time, chimpanzees in Bwindi, Uganda. Thanks to concerted conservation and community development efforts in recent years, the

endangered mountain gorilla population in the region has increased from around 600 to over 1,000.

DAM REMOVALS

In Europe, we helped remove 26 barriers in Belgium, Croatia, Finland, Germany, Italy and Latvia, reconnecting 773km of rivers – vital steps forward in restoring freshwater species and benefiting local communities. To date, WWF offices have reconnected 2,923km of rivers – 12 per cent of the EU target of 25,000km by 2030.

AMPLIFYING LOCALLY LED CONSERVATION

By 2030, 4.5 billion people – particularly Indigenous and local communities – are benefiting from and shaping decisions on climate change, sustainable development and nature, for future generations.

© Jacqueline Lisboa / WWF-Brazil



We seek to promote the leadership of local communities and Indigenous Peoples in conservation initiatives. Pictured is Crisanto Rudzô Tseremey'wá, President of the Xavante Noro Tsurãê Indigenous Association.

HOW WE ARE TAKING ACTION

People are at the heart of WWF – from our vision to build a future in which humanity lives in harmony with nature to the inclusive approaches to conservation that are central to how we operate. Our commitment is not only to restore nature but also to support the delivery of equitable outcomes for people.

Our ambition recognizes that people have legitimate aspirations for, and the right to, a good quality of life and that nature is a critical component of sustainable development and human well-being. By appropriately supporting people to act for and influence decisions for environmental protection that enhances their well-being and equitably shares resulting costs and benefits, we believe this will lead to more effective conservation, more just decisions and more popular support and engagement for conservation and climate action.

Our work in this area starts with a recognition that we must confront the structures and power dynamics that inhibit conservation, shifting decisions based on the narrow interests of people often living far away from the places that are most impacted to a whole-of-society approach that enables people everywhere to help restore a healthy balance with nature. Our ambition for 2030 involves working for those who live closest to nature – at the heart of the places we seek to secure – to guide and lead conservation and sustainable development initiatives; in particular, recognizing the rights of local communities and Indigenous Peoples to their lands and resources and promoting their agency and leadership.

We also believe that the voices of other citizens of this one shared planet must be heard, and we will catalyse, support and amplify movements and collective actions that contribute to a sustainable future.

“CHAMPIONING THE LEADERSHIP OF INDIGENOUS PEOPLES AND LOCAL COMMUNITIES IN CONSERVATION AND SUSTAINABLE DEVELOPMENT DECISION-MAKING BENEFITS ALL LIFE ON EARTH. WWF IS COMMITTED TO SUPPORTING THIS PARADIGM SHIFT THROUGH OUR WORK.”

DAUDI SUMBA
CHIEF CONSERVATION OFFICER

Indigenous anti-poaching patrol team in the Belum-Temengor Forest Complex, Malaysia.

AMPLIFYING LOCALLY LED CONSERVATION 2025 UPDATE

SUPPORTING CONSERVATION OUTSIDE PROTECTED AREAS

In 2025, we worked with communities in Viet Nam’s Central Annamites landscape to set up their own conservation areas – part of our wider effort to ensure that countries support sites outside of government-approved protected areas to help meet UN targets to protect 30 per cent of land and water by 2030.

The region is home to species such as the critically endangered Delacour’s langur, but also to sacred sites of the Vân Kiều ethnic group where traditional rules forbid logging or hunting. These are critical intersection points between the needs of local wildlife and people, and WWF is supporting community efforts to safeguard their lands. This includes the installation of camera traps, the first time such monitoring has been done outside a protected area in their region.

INDIGENOUS DECLARATION

Ahead of the first Global Congress of Indigenous Peoples and Local Communities of the Forest Basins, representatives from around the world called for Indigenous contributions to be recognized, their rights upheld and their leadership embraced. WWF strongly supports the Brazzaville Declaration, which emphasizes the crucial role of Indigenous Peoples in managing and preserving the rich biodiversity of the world’s three largest forest basins.

TACKLING UNSUSTAINABLE LOGGING

In Madagascar’s Northern Highlands, the Andrafaikona community has created its own organization to tackle the uncontrolled logging that threatens both wildlife and its vanilla and coffee production. WWF and partners are providing technical support to improve the quality of community products and link producers with buyers who will pay a better price.

SUPPORTING YOUNG LEADERS

WWF started to implement our new International Youth Engagement Programme, investing in young environmental leaders – especially women – from Indigenous, rural and urban communities across Africa and Asia-Pacific. The programme has already supported over 80 young people aged 18-30 in 12 countries with the skills, networks and platforms to lead community-based conservation efforts – with plans to extend this to other regions.

NEW WAY FOR COMMUNITIES

WWF's Office of the Ombudsperson became fully operational in 2025, a major boost

TO RAISE CONCERNS

to our commitment to accountability on every continent.

“Resolve complaints in a neutral space.”

The Office is WWF's independent grievance mechanism through which individuals and communities from around the world can raise concerns about social or environmental impacts related to our work. It offers neutral and independent spaces to resolve complaints, identify improvements in how WWF works and build stronger relationships with our stakeholders. Through its collaborative approach, the Office enables communities to have a voice on the issues that affect them and to shape WWF's conservation efforts. The Ombudsperson is Susana Rodriguez, who brings a wealth of experience in accountability, mediation and grievance mechanisms.

This crucial step forward is part of the Environmental and Social Safeguards Framework, WWF's overall approach to managing the environmental and social risks of our work – aiming to deliver better conservation outcomes and enhance the well-being of communities in the places where we operate.

wwfombudsoffice.org

“Improve the well-being of communities where we work.”

“How do I raise concerns about the impacts of WWF's work?”

“Have a voice on issues that affect communities.”

“Help shape WWF's conservation efforts.”

OUR AMBITION

2030

TRANSITIONING FOOD AND AGRICULTURAL SYSTEMS

By 2030, food and agricultural systems are improved through just transitions, securing nature from further conversion, overfishing and degradation, with the adoption of nature-positive production practices in key areas across 800 million hectares.

HOW WE ARE TAKING ACTION

Recognizing that unsustainable food and agricultural systems are the single biggest threat to nature and a significant contributor to climate change, WWF will work to increase the adoption of production practices that are positive for nature, climate and people, focusing primarily on tackling unsustainable food and agricultural production in areas with some of the greatest reservoirs of biodiversity, carbon and water. At the same time, we will support shifts to healthier and more sustainable diets and major reductions in food loss and waste.

Underpinned by the latest science, our goal will be delivered by following four interlinked action pathways (4Ps) that deliver solutions for planet, places, people and prosperity.

Planet-based actions will influence changes in three scaling mechanisms – policy, markets and finance – to ensure that food and agricultural systems operate within planetary boundaries, avoiding negative tipping points and promoting positive ones. Place-based solutions will protect natural habitats from further degradation and conversion for food and feed production in key geographies; sustainably manage agricultural land and water, and wild fisheries; and restore soil and ecosystem health in degraded areas, while also tackling food waste and improving diets. People-based solutions will see all people – particularly Indigenous Peoples, local communities, smallholder farmers and fishers, women, youth and other underrepresented groups – meaningfully included in decision-making processes and equitably benefitting from their participation, while meeting everyone's right to sustainable, healthy and nutritious food. Prosperity-based actions will provide a definitive economic narrative that places nature-positive food and agricultural systems as a vehicle for growth and development.

Harvesting guarana in the Brazilian state of Amazonas.

“WWF IS UNIQUELY POSITIONED TO DELIVER GLOBAL AND LOCAL SOLUTIONS FOR A NATURE-POSITIVE AND PEOPLE-POSITIVE FOOD FUTURE, HELPING TO DEVELOP RESILIENCE IN AGRIFOOD SYSTEMS EVERYWHERE.”

JOÃO CAMPARI
PRACTICE LEADER,
FOOD & AGRICULTURE

WWF's support for sustainable agricultural practices in Madagascar's Amoron'i Onilahy protected area has improved living standards and reduced dependence on fragile natural resources.

TRANSITIONING FOOD AND AGRICULTURAL SYSTEMS

2025

UPDATE

SUPPORTING COMMUNITIES IN EAST AFRICA

In the Maasai heartlands of Kenya and Tanzania, livestock husbandry is closely linked to the people's culture, identity and sustenance. But there are many threats to this way of life – from land fragmentation and expanding agriculture to human-wildlife conflict and climate change. Our Land for Life project is supporting communities to restore degraded landscapes, build nature-positive food systems and coexist alongside wildlife. Solutions include planting living

fences that protect livestock from predators at night, improving grazing practices to regenerate grasslands and developing sustainable food enterprises to diversify incomes. We've also trained human-wildlife coexistence officers who respond to conflict events, recover livestock and warn of nearby predators. So far, we've planted 30,000 native trees, cleared invasive shrubs and saved at least US\$3.4 million worth of livestock from predators. Thousands of people are benefiting economically and are safer as a result of reduced human-wildlife conflict.

COSTING THE TRANSITION

Switching to nature-positive food production is critical – but it's important to understand the costs and benefits. We piloted a 'transition costing' tool in the Tonle Sap wetlands of Cambodia – a critical agricultural landscape but also a UNESCO Biosphere Reserve. It showed how the transition could play out financially and environmentally over 10 years, with intercropping mung beans and rice delivering environmental benefits while also boosting incomes and profitability.

PROMOTING SUSTAINABLE FOOD

We work with leading retailers to make sustainable and healthier food choices accessible to everyone. A key example is our international partnership with Lidl, focused on transforming its value chain. Across 30 countries, Lidl uses WWF's Planet-Based Diets methodology to set ambitious sustainable diets targets, such as increasing the sales of plant-based protein options.

STRENGTHENING GOVERNMENT COMMITMENTS

In the Greater Mekong, Madagascar, Pakistan and South Africa, we conducted multi-stakeholder dialogues to prioritize ambitious food and agriculture actions in countries' updated climate plans (NDCs 3.0). Similarly, we're working with governments to strengthen agroecology in national biodiversity strategies and action plans, including in Colombia where we supported the launch of the National Agroecology Policy.

REDUCING EMISSIONS AND BUILDING RESILIENCE TO CLIMATE CHANGE

By 2030, build greater resilience for people and ecosystems vulnerable to climate risk and mitigate greenhouse gas emissions by 5.9 GtCO₂-eq*, through nature-based solutions, sectoral transformations and just energy transitions.

We urgently need faster, greener and fairer energy transitions away from fossil fuels toward renewables and energy efficiency.

HOW WE ARE TAKING ACTION

Decades-long investments by WWF in nature conservation risk being undermined or undone by current and looming climate-change-related hazards, such as heatwaves, drought and intense storms.

While climate targets have been agreed upon under frameworks such as the groundbreaking UN Paris Agreement, implementation remains insufficient, slow and unequal. Systems such as energy, industry, food and agriculture, and finance continue to drive emissions and environmental degradation. At the same time, many of the communities most vulnerable to climate change remain excluded from climate decision-making.

Political inertia, fossil-fuel interests, fragmented governance and short-term priorities continue to slow the transformation. However, there are opportunities between now and 2030. These include climate-finance reforms, growing public and private sector awareness of climate risks, and accelerating clean energy transitions and economic benefits.

WWF will leverage its global network, scientific credibility and partnerships to shift political, economic and social will in favour of transformative climate action. We will:

- Elevate the urgency of limiting global warming to 1.5°C and manage any temperature overshoot to minimize catastrophic climate hazards;
- Demonstrate the benefits of nature-based solutions for climate mitigation and adaptation to improve resilience to climate change;
- Centre justice, inclusion and equity as non-negotiable conditions of effective climate strategy;
- Engage and partner with sectors driving emissions to shift incentives and practices – including energy, industry, food and agriculture, and finance;
- Connect public support with institutional change to maintain pressure.

* 5.9 GtCO₂-eq (billion tonnes of carbon dioxide equivalent) is about a tenth the size of 2024 global greenhouse gas emissions

“EVEN IN A TURBULENT WORLD, THE SHIFT TOWARD CLIMATE SOLUTIONS IS GATHERING REAL MOMENTUM. THE GROWING MATURITY OF THE CLIMATE ECONOMY, INCREASING PUBLIC AWARENESS AND COMMITMENT TO SUSTAINABILITY, AND WWF’S OWN EFFORTS ARE DRIVING PROGRESS THAT CANNOT BE REVERSED.”

MANUEL PULGAR-VIDAL
PRACTICE LEADER,
CLIMATE & ENERGY

WWF and partners retrieve mangrove data from sensors in Mexico’s Rio Lagartos Biosphere Reserve – part of the ManglarLA initiative to help mangroves better survive the climate crisis using AI.



© WWF-US / Alejandro Prieto

REDUCING EMISSIONS AND BUILDING RESILIENCE TO CLIMATE CHANGE

2025

UPDATE

HOPEFUL SIGNS AMID INTRANSIGENCE AT COP30
Ten years after the Paris Agreement, the UN COP30 climate summit in the Brazilian city of Belém failed to deliver the breakthroughs the world so urgently needs – but there were signs of hope away from the formal negotiations. After a year when the global temperature rise crossed the 1.5°C threshold for the first time, negotiators couldn’t agree on a transition away from fossil fuels or a plan to end deforestation.

But while vested interests blocked any mention of fossil fuels in the formal text, dozens of countries backed the idea of roadmaps to transition away from fossil fuels and to halt and reverse deforestation and ecosystem degradation by 2030. Brazil will lead efforts to produce the two roadmaps and present them at COP31 in Türkiye, while Colombia and the Netherlands announced plans to host the first ever global conference on phasing out fossil fuels. WWF will support

these efforts and continue to push for a formal agreement at COP31.

COURT RULES ON CLIMATE DUTY

States have a duty to protect the Earth’s climate system and the people and ecosystems affected by climate change, according to a landmark advisory opinion from the International Court of Justice in July. While not legally binding, this will have far-reaching implications for national decisions and future legal actions –

including potentially obliging states to restore ecosystems or compensate communities.

IUCN VOTES AGAINST FOSSIL FUELS

At the World Conservation Congress, members of the International Union for Conservation of Nature (IUCN) passed a historic WWF-sponsored motion to tackle fossil fuel production as a threat to nature. Motion 42 calls for international cooperation toward a Fossil Fuel Non-Proliferation Treaty and a just transition away from coal, oil and gas.

IFRC PARTNERSHIP EXTENDED

We’ve renewed our partnership with the International Federation of Red Cross and Red Crescent Societies (IFRC) for another five years from August 2026. Together with the world’s largest humanitarian network, WWF is working in at least 25 countries to support climate resilience and adaptation through nature-based solutions. These efforts were also boosted this year with a US\$10 million grant from the UAE Aid Agency.

OUR AMBITION

2030

MOBILIZING FINANCE

By 2030, US\$1 trillion is equitably invested or redirected into nature and climate action.

© Shutterstock / Olga Kashubin / WWF

WWF INTERNATIONAL 2025

HOW WE ARE TAKING ACTION

Finance is one of the most powerful forces shaping our planet's future. It influences not only the health of economies but also the well-being of nature and people. That's why we are strongly supporting the redirection of finance away from harmful activities and toward business models and activities that contribute to global goals on nature, climate and sustainable development.

Money currently pours into activities that fuel the nature and climate crises at an estimated US\$7 trillion per year. The positive financial flows for nature-based solutions, in comparison, are a paltry US\$200 billion. We need to address this funding gap, and deliver nature, climate and human well-being benefits from the protection, restoration and sustainable management of our lands and waters. Massive investment is also required in the sustainable transition of our energy, food and agricultural systems.

WWF is helping to shift financial flows, with a 2030 target of US\$1 trillion equitably invested or redirected into nature and climate action, by deploying two main levers: financing green and greening finance. Through financing green, we will support green finance solutions involving the public and private sector that can be replicated and scaled. We aim to channel capital toward sustainable activities that can bridge critical funding gaps, driving private-sector investments to protect and restore nature across the landscapes where we work.

In greening finance, we seek to ensure that financial systems integrate environmental considerations into their core decision-making processes. By influencing financial institutions, regulators and policymakers, we can realign financial portfolios and establish high standards for sustainability disclosures, embedding climate and nature in economic decisions and public policies.

We need to channel finance to sustainable activities, including green urban development.

“THE LANDSCAPE FINANCE INITIATIVE MARKS A NEW FRONTIER FOR WWF’S CONSERVATION EFFORTS. COLLABORATING ACROSS KEY NATURESCAPES, WE SEEK TO UNLOCK US\$20 BILLION IN CONSERVATION FINANCE BY 2030.”

AARON VERMEULEN
PRACTICE LEADER,
FINANCE

A WWF-backed DFCD project with STP is piloting sustainable seaweed and shellfish farming in Viet Nam to enhance biodiversity, climate resilience and local livelihoods.



© STP/Vietnam

MOBILIZING FINANCE 2025 UPDATE

GREENING FINANCE

Net-zero assets: Major asset owners are decarbonizing their portfolios in line with the global 1.5°C ambition, with average annual emissions reductions of 6 per cent, according to the latest progress report from the WWF-backed Net-Zero Asset Owner Alliance. The Alliance, which was convened by the UN, has 87 members with a combined US\$9.5 trillion of assets under management.

Nature data: We’ve partnered with MSCI, one of the world’s largest financial data providers, to integrate data from the WWF Biodiversity Risk Filter into its products – providing information on nature-related risks and impacts for 2 million economic assets like farms, mines and production units in its database. Thousands of financial institutions depend on MSCI data and analysis to guide investment decisions.

Banking risks: Commercial banks in Africa and Latin America need to step up

efforts to address environmental risks like climate change and nature loss, according to new WWF Sustainable Banking Assessment (SUSBA) reports. Despite growing awareness and pockets of progress, the 47 banks assessed are currently trailing their Asian counterparts.

FINANCING GREEN

European partnership: Our new collaboration with the European Investment Bank, announced at the UN Biodiversity Conference in Cali, Colombia, will mobilize

€500 million in early-stage funding for nature-based solutions in Europe to protect biodiversity and enhance climate resilience.

Mobilizing investment: Our ongoing work with the €1.3 billion Dutch Fund for Climate and Development (DFCD) is mobilizing finance for climate and nature initiatives, with US\$130 million committed to 13 WWF-supported projects. Notable investments in 2025 include US\$10 million from DFCD consortium partner FMO for deforestation and conversion-free soy production in the Cerrado and a US\$14 million

equity investment from seafood producer Minh-Phu to expand its own DFCD-piloted nature-friendly rice-and-shrimp production model in the Mekong Delta.

Landscape-level financing: We launched our new Landscape Finance Initiative, a tested and scalable solution for financial institutions and investors to shift from short-term, fragmented transactions to long-term, landscape-wide investment in nature – achieved by integrating public and private finance around shared environmental and development goals.

ELEVATING NATURE

By 2030, all countries have new implementable decisions, policies and commitments made at the highest national and international levels that prioritize biodiversity for its importance to human health and security, economies and climate resilience.

HOW WE ARE TAKING ACTION

While existing global environmental frameworks, such as the Paris Agreement and the Kunming-Montreal Global Biodiversity Framework, could help address the climate and biodiversity crises, they are not being adequately implemented. Numerous opportunities are available for new policy directions to be agreed up to 2030 and beyond. However, there are also obstacles, including decreasing trust in multilateralism and growing support for narrow nationalist agendas; weak governance; geopolitical shifts; shrinking space for civil society; polarized societies; and misinformation.

WWF will use its brand, expertise and credibility to elevate nature by influencing decision-makers and powerful economic actors to acknowledge that humans are dependent on healthy ecosystems and a stable climate, and that there is a moral and economic imperative to change; and to reflect these recognitions and narratives in new decisions and agreements made at all levels. Parallel efforts will connect the public with nature and mobilize them to call for change.

The next step will be for these actors to implement sustainable policies; provide space, opportunities and resources to create the required transformation; and involve rights-holders and stakeholders in decision-making processes. Elevating nature will take place in several ways – from the value of nature being fully considered in conservation decisions taken at the highest level to underpinning actions on the ground for the benefit of people and nature. There must also be an increasing focus on incorporating nature into decisions beyond the conservation sector, particularly in the sectors that benefit from resilient ecosystems or drive biodiversity loss, such as the health, energy, food and development sectors, and on issues such as peace and security, disaster preparedness and response, and rural livelihoods.

WWF is supporting Sunbay Claire and others in Uganda's Rubirizi community to shift to livelihoods that don't harm local forests.

“NATURE MUST BE RECOGNIZED AS A GLOBAL PRIORITY. IN 2025, OUR RELENTLESS EFFORTS CONTINUED DRIVING DECISION-MAKERS TOWARD ELEVATING NATURE IN KEY GLOBAL AND NATIONAL AGENDAS.”

EFRAIM GOMEZ
GLOBAL DIRECTOR, GLOBAL
POLICY IMPACT

A plastic recycling facility. WWF is striving for a global treaty to end plastic pollution.

ELEVATING NATURE 2025 UPDATE

DRIVING GLOBAL POLICY AMBITION

The current international landscape is fast shifting, undergoing tremendous changes and reconfigurations. The rule-based order, established in the aftermath of the Second World War, saw a strong emphasis on multilateral cooperation through institutions such as the UN. With the current order now crumbling and the new order yet to form, it is critical that the progress already made to secure a stable climate and healthy, resilient ecosystems

is built on, and not allowed to wither away. Nature must be universally recognized as a global priority, fully integrated into policies, economies and governance systems of critical areas such as security, diplomacy, trade, finance and health.

In 2025, we have responded to this challenge, leveraging our influencing capacities – a traditional strength of our great institution – to drive decision-makers toward elevating nature in key global and national agendas across varied sectors while also remaining

focused on supporting change on the ground. The future of people and nature depends on the action taken right now, and we are determined to fully play our part.

BIODIVERSITY ADVOCACY

The UN Kunming-Montreal Global Biodiversity Framework (GBF), supported by 196 countries, provides a clear plan to halt and reverse the loss of nature this decade – but must be put into practice. During the COP16 biodiversity conference, we helped coordinate an 18-country

Champions Group to drive progress on mainstreaming GBF targets across all sectors of the global economy and pushed for a stronger biodiversity finance system – and have continued to press for action throughout 2025.

PUTTING NATURE ON THE AGENDA

Whether discussing security, international diplomacy, trade or health, nature needs to be part of the conversation. Our engagement this year included a side event at the UN General Assembly on peace, security and

the environment and a World Trade Organization public forum on how trade policy can promote progress on climate, nature and sustainable development.

ENDING PLASTIC POLLUTION

Deeply concerned at the extremely harmful impacts of plastic pollution on people and nature, we continued to strive for a legally binding global treaty that addresses this. After the failure of the latest round of negotiations, we are calling on states to urgently shift away from a consensus-at-all-costs mindset.

Together

WITH OUR
PARTNERS &
SUPPORTERS

WWF staff joined thousands of people on the streets of Belém, Brazil, calling for urgent action to be agreed at the COP30 climate conference.

© Jacqueline Lisboa / WWF-Brazil



BUILDING A FUTURE WHERE PEOPLE AND NATURE THRIVE CAN ONLY HAPPEN IF WE WORK TOGETHER.

OUR PARTNERS AND SUPPORTERS ARE ESSENTIAL TO EVERY WWF SUCCESS.



[Together with]

In a water-stressed Pakistan, climate change is making it harder for farmers to access the water they need – putting farms, food security and livelihoods at risk.

400,000
OUR WATER RESOURCE MANAGEMENT AND CLIMATE RESILIENCE PROJECT HAS BENEFITED OVER 400,000 PEOPLE

© Khaula Jamil / WWF-US

THE PUBLIC SECTOR

THROUGH OUR STRATEGIC PARTNERSHIPS WITH PUBLIC SECTOR ORGANIZATIONS, WE'RE HELPING DELIVER NATURE, CLIMATE AND SUSTAINABLE DEVELOPMENT IMPACTS.

WATER STEWARDSHIP IN PAKISTAN

Our Water Resource Accountability in Pakistan (WRAP) project, funded by the UK government, is supporting water resource management and climate resilience across three provinces. More sustainable land management across 1,530 hectares is directly benefiting almost 190,000 people and indirectly helping another 230,000. We've also trained over 200 government personnel to integrate nature-based solutions into policy, developed eight district-level climate adaptation plans, strengthened coordination between institutions, and formed strategic academic and media partnerships.

PLASTIC-SMART LAOS

In partnership with Plan International and Swisscontact, WWF-Laos is tackling plastic pollution and supporting the shift toward a circular economy. The Plastic-SMART Laos project, funded by the Global Environment Facility and the French Global Environment Facility (FFEM), aims to reduce the use of single-use plastics in the hospitality and tourism sectors by making sustainable alternatives available and encouraging their use by businesses and their customers. It also helps draft supportive regulations and introduce better waste collection systems at a community level in Vientiane, Vang Vieng and Luang Prabang.

ONE HEALTH IN VIRUNGA

Through the Greater Virunga Transboundary Collaboration, we're leading a new initiative to enhance human, animal and environmental health security – known as the “One Health” approach. The Greater Virunga landscape is a hotspot for biodiversity, but increased interactions between humans, livestock and wildlife raise the risk of zoonotic diseases emerging and spreading. The three-year project, funded by the World Bank's Pandemic Fund, will strengthen early detection of zoonotic threats, cross-border preparedness and institutional response capacities.

NATURE-POSITIVE FINANCE

WWF took part in the Fourth International Conference on Financing for Development (FfD4) in Seville, which sought to help reshape the global finance system and unlock investment in the UN Sustainable Development Goals. We pushed for nature-positive finance and emphasized the need to scale up climate and biodiversity finance, including through mechanisms like debt-for-nature swaps. The resulting “Sevilla Platform for Action” offers opportunities to mobilize international alliances to deliver finance for conservation, ecosystem restoration and climate action.

5,000

LOCAL COMMUNITIES
ARE LEADING
THE NATURAL
REGENERATION OF
OVER 5,000 HECTARES
OF FLOODPLAIN
IN ZAMBIA'S
KAFUE FLATS

[Together with]

BUSINESS

WE'RE WORKING WITH COMPANIES AROUND THE WORLD TO TRANSFORM BUSINESS PRACTICES, INFLUENCE POLICY AND INCREASE OUR CONSERVATION IMPACT.

DRIVING BENEFITS FOR FORESTS

WWF's global Forests Forward programme is inspiring leading companies and organizations – 26 to date – to take action toward a sustainable future for forests. This has led to conservation projects supporting 1.3 million hectares of the world's most vital and vulnerable forests landscapes, with an additional 2.7 million hectares of tropical forest benefiting from improved management measures.

PEOPLE AND NATURE BENEFIT

WWF-UK has expanded its longstanding partnership with health and hygiene company Reckitt. Highlights from around the world include 277,000 people benefiting from improved agricultural practices, access to clean water and more; and projects leading to forest, wetland and other nature restoration across 12,500 hectares, and the replenishment of 2.1 billion litres of water in Brazil, India, Pakistan and South Africa.

KICKING PLASTICS OUT OF FOOTBALL

WWF-Ecuador's new partnership with the Ecuadorian Football Federation aims to reduce single-use plastic waste, in and outside football stadiums. With support from footballers, influencers and TV broadcasters, the "Match of Our Lives" campaign is raising awareness and pushing changes among previously unexplored audiences, while encouraging a highly influential industry to take a lead on more sustainable plastic use.

SUPPORTING NATURE-POSITIVE FINANCE

WWF-Netherlands' partnership with asset manager Robeco is supporting the finance sector to integrate biodiversity in its investments. This year, Robeco launched the Biodiversity Traffic Light: a data-driven tool, developed with our support, that enables investors to measure, compare and act on companies' biodiversity performance. We've also been working together to influence the pension sector through a series of roundtables.

DISRUPTING ILLEGAL WILDLIFE TRADE

WWF-Korea is working with Hanjin Logistics to tackle illegal wildlife trade within the transport and logistics sector. As well as running employee awareness training and developing internal protocols to reduce the risk of illegal trade, the partnership supports investment in technological solutions to detect possible illegal wildlife products in cargo documentation.

RESTORING ZAMBIAN WETLANDS

We've been working with local communities to strengthen water security and conservation in Zambia's Kafue Flats through our partnership, led by WWF-UK and delivered by WWF-Zambia, with AB In Bev. Farmers are leading the natural regeneration of over 5,000 hectares of this wildlife-rich floodplain, including planting over 100,000 indigenous and fruit tree saplings. We also support local community leadership in activities ranging from strengthening climate change resilience to improving people's livelihoods.

[Together with]

OUR PHILANTHROPIC PARTNERS

WWF IS DEEPLY GRATEFUL TO OUR PHILANTHROPIC PARTNERS FOR THEIR GENEROSITY THROUGHOUT 2025. THESE PARTNERSHIPS HAVE CONTINUED TO BRING SUPPORTERS CLOSER TO THE CAUSES THEY CARE ABOUT, CONNECTING LOCAL CONSERVATION EFFORTS TO GLOBAL IMPACT.

Philanthropic support has helped drive innovation and unlock opportunities across the landscapes and seascapes where WWF works, strengthening outcomes

for both communities and nature. In Kenya, solar-powered ice plants installed in coastal communities are helping reduce post-harvest fish loss, improving incomes and food security for small-scale fishers. In Mongolia, WWF also supported expanding protected areas in core snow leopard habitats, eliminated poaching and retaliatory killing, and established wildlife rescue units, strengthening community-led protection across this critical snow leopard landscape. Meanwhile, the release of the *Africa's Forgotten Fishes* report has brought new urgency to freshwater conservation, revealing that one in four assessed species is threatened with extinction and helping shape national and regional policy responses.

The stories below show how local actions are contributing to global change, and how these partnerships are helping chart a course toward a more sustainable future. Our philanthropic partners engage with WWF International through the Honorary Circle, Conservation Leaders, Conservation Champions and Conservation Partners.

HONORARY CIRCLE

Thanks to **AIEP's** generous support, WWF made key advances across four conservation priorities in 2025. We supported the launch of [BlueCorridors.org](https://www.bluecorridors.org) to map whale migration routes and threats; continued to advocate for a global moratorium on deep seabed mining, now backed by 40 countries; and strengthened coral reef protection including monitoring in Cuba and Madagascar and helping to achieve a new international commitment endorsed by 11 governments. And we strengthened Araguaia dolphin conservation through improved local reporting, targeted river surveys and expanded research partnerships.

Thanks to continued support from the **Stelios Philanthropic Foundation**, WWF is protecting vital seagrass meadows in the Mediterranean – a nursery for countless fish species and a sanctuary for marine life. This past year, the foundation also graciously hosted a side event during the Blue Economy Finance Forum ahead of the third UN Ocean Conference in Nice, and the 13th annual charity dinner in Monaco, raising an incredible €570,000. The dinner, attended by HSH Prince Albert II of Monaco, brought together over 60 philanthropists to champion the protection of the Mediterranean Sea and its iconic marine wildlife.

Over the past year, WWF accelerated project delivery across the Mediterranean >



"Right now, we have an incredible opportunity to take what we know and act decisively for the future of life on Earth. Nowhere

needs this more than our ocean, which holds a special place in my heart. Over several years on the boards of WWF-Brazil and WWF International, and as a donor to WWF, I've shared my business experience, built connections and helped spark growth through seed funding. The projects supported over the years, relating to coral reefs, the deep sea, marine protected areas, blue corridors for whales and the protection of dolphins, show how WWF's global reach and expertise have a tremendous impact. Strong policy advocacy, science-based actions and work with local communities do make a difference. WWF demonstrates this time and again. Hence, I'm proud to keep supporting WWF's mission to protect and provide hope for the blue heart of our planet."

Philippe Prufer,
Founder and Chairman of AIEP

Soft coral surrounded by scissortail fusiliers, near Nacula Island, Fiji. Thanks to our philanthropic partners for supporting the WWF-led Coral Reef Rescue Initiative.

thanks to critical support from the **Ocean Foundation**. Our blue forests work now protects seagrass storing an estimated 13.5 million tonnes of carbon in France, supported by a regional eco-mooring toolkit, anchoring bans in France and Greece, and anti-trawling infrastructure preparation in Tunisia. In small-scale fisheries, we created a no-take zone in Croatia's Vis Archipelago, launched solar-electric motor pilots for the Tunisia fleet (100+ vessels) and established the first regional women in fisheries network.

WWF is honoured to welcome **Alexander Tynkovan** as a new philanthropic partner in 2025. His support for our work in Romania will help scale up sustainable forest management, protect iconic wildlife like bears, sturgeon and bison, and boost public engagement, policy reform and funding for long-term conservation.

WWF is proud to begin a new partnership with **Rob Thielen** to address global challenges facing rangers. This five-year initiative will diversify and expand ranger financing, enable supportive policies and pilot regional insurance schemes in Asia,

securing lasting support for those protecting nature on the ground. It will also strengthen ranger welfare and capacity in WWF priority landscapes in Cambodia, Viet Nam and the Central African Republic.

Oak Foundation continued to collaborate with WWF International and partners to support the development of sustainable fisheries in China.

In 2025, **F. Hoffmann-La Roche Ltd** continued supporting WWF's global conservation efforts, including a community disaster rescue centre in Pakistan that strengthened resilience along the Indus River. In Viet Nam, our partnership restored 110 hectares of peatland and scaled aquaculture models that increased household income by 20 per cent in U Minh Thuong National Park. We also advanced blue forest protection, improving community well-being in northeast Palawan, the Philippines, and assessing seagrass health with local partners in Türkiye's Datça-Bozburun peninsula.

WWF deeply values **Fondation Esse Quam Videri's** support of our global conservation efforts, which enables rapid, strategic action across our conservation priorities. Over the past year, this flexibility helped WWF advance the high seas treaty, strengthen the calls for a moratorium on deep seabed mining and support tiger reintroduction in Kazakhstan. It also powered climate advocacy, freshwater restoration and forest recovery. As we enter a decisive run-up to 2030, continued unrestricted support will be vital to protect nature, empower communities and drive systemic change.

In 2025, **Fondation Segré** supported 176 eco-guard patrols across 15,000km² in Salonga National Park, Africa's largest protected rainforest, in the Democratic Republic of the Congo. Together, we also established end-of-life fishing gear recycling systems in Croatia and Italy, recycling over 65 tonnes, which is more than double the project's original target. Nearly 4,000kg of ghost gear and marine litter has also been retrieved in the Mediterranean.



A humpback whale in Andvord Bay, Antarctica. Philanthropic support contributed to a new global platform mapping whale migration routes and threats.

BlueCorridors.org

CONSERVATION LEADERS

Fondation Audemars-Watkins Contributing toward the projects "Adopt a Beach" and "Community-led conservation of wetlands and migratory birds in Narayani, Nepal".

Pictet Group Foundation Advancing the use of eDNA to highlight freshwater biodiversity's role in health, nutrition and food security across Asia and Africa.

Prince Albert II of Monaco Foundation Supporting the recovery of iconic large pelagic species in the Mediterranean and protecting southern hemisphere marine blue corridors.

Monk Seal Alliance Enhancing the sustainability of the Gyaros Marine Protected Area in Greece.

ALIPH Foundation Contributing to the restoration of Kenya's Sacred Kaya Forests.

CONSERVATION CHAMPIONS CONSERVATION PARTNERS

Fondation Philanthropia **Adil Najam**

ProTechno Foundation **Focused on Nature,**
Prince Hussain Aga Khan

Sophie Firmenich **Hansruedi Spillmann**

The Rada Zocco Foundation

THANK YOU

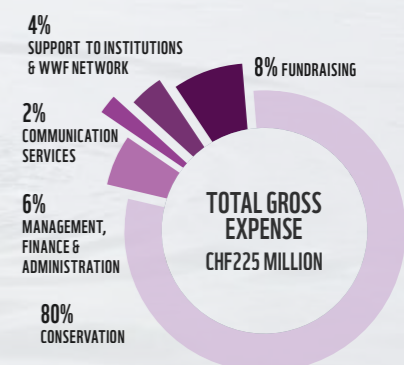
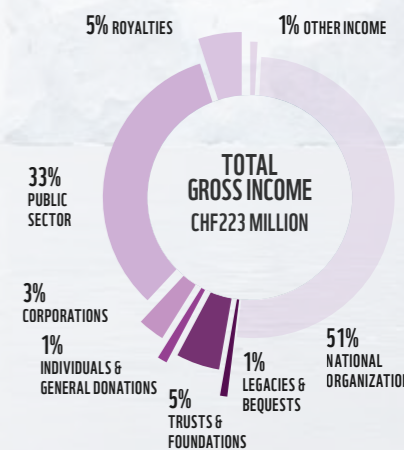
A special thank you to **The 1001: A Nature Trust** members and the partners who have chosen to remain anonymous.

We are also incredibly grateful for 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 in this review support our vitally important work throughout the world. Our grateful thanks also go to other philanthropic partners, who support our activities in other ways.

An overview of WWF International's income and expense is provided here, with audited statements available on request at commsmarketing@wwfint.org



EARTH HOUR 2025 SEES RECORD-BREAKING COMMITMENT TO ACT FOR THE PLANET



Born in Sydney in 2007, WWF's Earth Hour has become the world's largest grassroots environmental movement, inspiring individuals, communities, businesses and other organizations in countries and territories around the world to take action for the planet.

Millions came together for Earth Hour on Saturday, 22 March, in an

inspiring show of unity and commitment – reminding us all that we need to work together against the climate and nature loss crises. At 8.30pm local time, individuals, communities and organizations in almost 120 countries and territories joined the symbolic switch-off. Earth Hour also trended on major search engines in 31 countries as iconic landmarks, including the Burj

Khalifa, the Christ the Redeemer statue, the Eiffel Tower and the Sydney Opera House, dimmed their lights.

WWF's efforts to widen participation in Earth Hour helped lead to people committing a record-breaking three million hours of their time to take action for the planet – whether reconnecting with nature, restoring the environment, learning about the

planet or inspiring others to care for it. We also supported a variety of activities around the world. These included amazing musical events and festivals in celebration of the planet – from the performance of a new orchestral composition in Chile to an Earth Hour festival in Singapore that brought sustainability to life through interactive exhibits, workshops and

performances. There was also direct conservation action, with some of it linked to World Water Day – from communities across Africa taking part in water conservation, wetlands restoration and waste management activities to water-saving actions and community clean-ups in the US and the #BeWaterWise campaign in India that saw influencers urge

people to adopt water-conscious habits in their everyday lives.

Kirsten Schuijt, Director General of WWF International, said: "In times when the world feels increasingly divided, Earth Hour reminds us that we can unite for a common cause, something greater: our shared home, the planet."

3M
INDIVIDUALS
COMMITTED
3 MILLION HOURS
TO ACTION FOR
THE PLANET

Lights dim on Sydney Harbour Bridge in Sydney, Australia.



Earth Hour 2025



50

WE SUPPORT
EDUCATION
AND YOUTH
PROGRAMMES
IN OVER 50
COUNTRIES

EDUCATION AND YOUTH ENGAGEMENT

WE'RE INSPIRING ACTIVE CITIZENS OF ALL AGES TO CONTRIBUTE TO GLOBAL GOALS ON CLIMATE, NATURE AND SUSTAINABLE DEVELOPMENT.

By working with governments, Indigenous and local communities, institutions, educators and a diversity of partners on education and youth programmes in over 50 countries, we aim to support millions of people to connect with nature, develop their own solutions to environmental challenges and take action from local to global levels. Here are four unique examples of how our programmes are making a difference.

GRASSROOTS ACTION IN NEPAL

WWF-Nepal's youth engagement programme has trained more than 500 youth champions from Indigenous and marginalized groups in 2025. These young leaders have led 596 grassroots actions, from street theatre to door-to-door campaigns, engaging over 143,000 people directly or digitally on issues such as human-wildlife conflicts, wetlands destruction and river pollution. These efforts included 402 community events and the "We for Rivers" initiative, which helped shape local policies including Bharatpur city's waste management plan.

EDUCATION IN THE EMIRATES

In 2025, Emirates Nature-WWF continued to create pathways for young conservationists in the UAE. Through citizen science school trips, students aged 9-16 take part in fieldwork, such as monitoring mangrove restoration. Older students can apply for work experience at a cutting-edge government seed bank, while passionate change-makers get opportunities to advance through internships and our community mobilization programme "Leaders of

Change". We also offer teachers free training to lead conservation trips – nurturing lifelong commitments to environmental stewardship.

ECUADOR'S YOUTH COMMUNITY

WWF-Ecuador's Youth Community initiative empowers people aged 18-35 to design and lead environmental projects ranging from awareness campaigns to policy engagement. They volunteered more than 500 hours of their time this year – co-leading 14 initiatives with us to tackle issues like food waste, fast fashion, upcycling, plastic collection and urban ecosystem restoration. These advocacy efforts, working alongside 37 partners, have reached national and local decision-makers, contributing to policies such as Ecuador's National Food Waste Law.

POLISH SCHOOLS CREATE WILD CORNERS

To celebrate WWF-Poland's 25th anniversary, we ran a contest to create 25 biodiversity-rich "Wild Corners" in schools and kindergartens around the country. A total of 310 institutions participated, involving over 5,800 children. They examined the soil and environmental conditions within their school grounds, identified plants and animals, and used drawings, models and artworks to design their own Wild Corners. We provided the 25 winning entries with packages containing plants, soil, gardening tools and insect hotels to help establish their sites.

Pictured: at this school eco-club in Florida, we helped students learn to grow and cook their own food – part of WWF-US's Food Waste Warrior programme.

WWF NETWORK FINANCIALS

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. FY25 saw the WWF Network relatively stable at €1.11 billion in donated income, growing 2 per cent from €1.08 billion in FY24. After adjusting for movement in the value of investments, total available income was €1.17 billion. Main drivers of the growth in donated income were increased contributions from individuals (up 6 per cent) and the public sector (up 2 per cent).



WWF-Sweden species expert Therese Wätz at an Arctic fox feeding station. WWF-backed monitoring and conservation work over decades in Fennoscandia has helped rebuild populations threatened by climate change and more.

ABOUT WWF'S GLOBAL NETWORK

WWF is an independent global conservation organization, formed in 1961 and committed to building a future where people and nature thrive. Our mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature by:

- Conserving the world's biological diversity;
- Ensuring that the use of renewable natural resources is sustainable;
- Promoting the reduction of pollution and wasteful consumption.

Active through local leadership in more than 100 countries, we are a worldwide network with a shared mission and ambition for change. In every place we work, WWF strives to create and implement innovative solutions – scientific, technological, economic and financial.

We do this by collaborating with businesses, governments, Indigenous Peoples, local communities and scientists, ensuring that priorities are shared and knowledge is integrated. Together, we can ensure conservation has a lasting impact.

wwf.panda.org



“You cannot get through a single day without having an impact on the world around you.” Dr Jane Goodall

What you do makes a difference, and you have to decide what kind of difference you want to make.” Dr Jane Goodall

WWF wishes to express our condolences on the passing in October 2025 of the pioneering primatologist and conservationist Dr Jane Goodall. Jane dedicated her life to furthering our understanding of the natural world and leaves an extraordinary legacy. Kirsten Schuijt, WWF International Director General, said: “Jane Goodall was a global icon in conservation and a profound personal inspiration. She had an unwavering belief in the power of real action – passionately advocating against apathy and believing that every individual has the power to make a difference.”

In 2025, WWF and partners began a new census of mountain gorillas and, for the first time, chimpanzees in Bwindi, Uganda. Our work continues to conserve great apes around the world.

WWF INTERNATIONAL BOARD OF TRUSTEES

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This includes the
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and the following
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Climate & Energy

Laurent Somé
Interim Regional
Director, Congo Basin
Sub-Region

Karianne Sturms
General Counsel

Aaron Vermeulen
Practice Leader,
Finance

Jeff Worden
Global Director,
People & Places

The board and team
lists reflect the
current membership
on 31 December 2025.

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Maasai women in Kenya have developed skills in nature-based enterprises with support from WWF and CARE. See page 9.

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