



WWF POLICY STATEMENT ON GENDER EQUALITY

Introduction

Gender equality is a fundamental human right, and a necessary foundation for a sustainable, resilient and peaceful world in which people live in harmony with nature. The objective of gender equality is to ensure a society in which women, men, boys, girls and people of other gender minorities, have access to the same opportunities, rights and obligations in all spheres of life. WWF considers gender equality essential to achieve sustainable and inclusive conservation as well as human wellbeing. People's behavior and natural resource management decisions are shaped by complex and interlinked cultural, social and economic structures and processes, including age, race, ethnicity, wealth, religion and gender. Therefore, WWF understands that conservation is about facilitating social change and its work is largely about influencing and changing people's behavior, policies and economic activities towards a just, inclusive, equitable and sustainable use of natural resources. WWF considers gender equality as a critical priority topic in our conservation work and across all parts and levels of the Network.

This Policy is aligned with WWF's commitments and key requirements on [human rights](#) and the associated policies on [Indigenous Peoples](#), [Child Safeguarding](#) as well as [WWF's Environmental & Social Safeguards Framework \(ESSF\)](#) – it forms part of our network's core standards. The Policy is also aligned with international laws and standards including the Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW) (1979), the Declaration on the Elimination of Violence Against Women (1993) and the global agenda set out in the Sustainable Development Goals (SDGs).

Requirements

WWF will engage with right holders, duty bearers, stakeholders and partners to advance gender equality in all aspects of its work and at all levels of the organization based on the following considerations:

1. **Equality as a right:** Gender equality is an essential component of a Human Rights-Based Approach, and of critical importance in the fulfilment of WWF's organizational mandate;
2. **Inclusion and participation:** Promote an enabling environment for individuals and groups to feel safe, respected, engaged, motivated, and valued, for who they are and for their contributions;
3. **Contextualization:** A deep understanding of context and gender issues is required to effectively address gender inequalities and to develop strong partnerships with local counterparts in all WWF activities;
4. **Combating all forms of Gender-Based Violence:** Gender-based violence constitutes a human rights violation. WWF is committed to the elimination of all forms of gender-based violence; and
5. **Collaboration and learning:** Collaboration and continuous learning are key enabling conditions for achieving WWF's desired impact on gender equality, through fostering and participating in communities of practice, collaborating with organizations and stakeholders working on gender equality, supporting adaptive management based on data and insights, and sharing learning widely.

WWF's Required Actions

Gender equality is cross-cutting in all of WWF's work and is ensured through the following steps:

- **Mainstreaming gender** across all WWF offices, strategies, programs and projects to ensure they are gender-responsive at a minimum, striving to achieve gender transformative interventions over time
- Engagement with women, girls, boys and men and people of all genders is considered at every stage of implementation ;
- **Development of appropriate measures** to promote gender equality and diversity in recruitment, orientation, promotion, retention, and duty of care; and
- **Investments in training** on gender sensitivity for all staff and development of opportunities to enhance knowledge on gender mainstreaming.

At global Network level:

- WWF's policy and advocacy efforts influence international frameworks and policies to incorporate the principle of gender equality;
- Promote diversity and inclusion including equal participation of men women, girls and boys in decision-making spaces;

At activity level:

- Ensure WWF's activities do not exacerbate existing inequalities and inequities and where possible meaningful actions are taken towards reducing the gender gaps;
- WWF engages men, women, and people of all genders equally in working toward gender equality, starting from women's and men's own definition of problems, their analysis and strategies.
- Activities shall be based on strong, gender-sensitive contextual analysis (gender analysis), including a power analysis. The analysis should seek to understand gender roles and relations in each specific context relevant to the project.
- Develop strategies/action plans for all place based work, including monitoring, evaluation and learning plans to measure progress in efforts to mainstream gender equality within programs/projects.

Operationalizing WWF Gender Policy:

Application of this Policy is supported by the allocation of financial, human, and organizational resources and a guidance document that provides stepwise approaches and best practices to mainstreaming gender equality in place-based programs/projects, policy advocacy interventions and all other spheres of WWF's work.