



# WWF-NL STRATEGY 2025 - 2030

REGENERATE THE PLANET, TOGETHER



**INTRODUCTION TO**

**OUR STRATEGY**

A close-up photograph of a smiling man with a beard, wearing a blue patterned shirt. A small chameleon is perched on his hand. The background is a blurred natural setting with green and yellow foliage.

# OUR PURPOSE

**TO BUILD A FUTURE WHERE  
PEOPLE AND NATURE  
LIVE IN HARMONY**

An aerial photograph showing a sharp boundary between a lush green forest on the left and a cleared, brown landscape on the right. In the cleared area, a large fire is burning, with thick white smoke rising into the air. A blue bulldozer is visible in the lower center of the cleared area, surrounded by piles of debris and logs. The ground is marked with numerous tire tracks and tracks from heavy machinery.

**NATURE IS DISAPPEARING.**



**Wildlife populations have declined  
by an average of 73% in just 50 years!**

**Forests are approaching irreversible tipping points.  
Coral reefs are dying.  
Rivers are running dry.**

**This is not a distant future. It's happening now.**

**But nature's collapse is not inevitable.  
We are still within reach of a different outcome.**

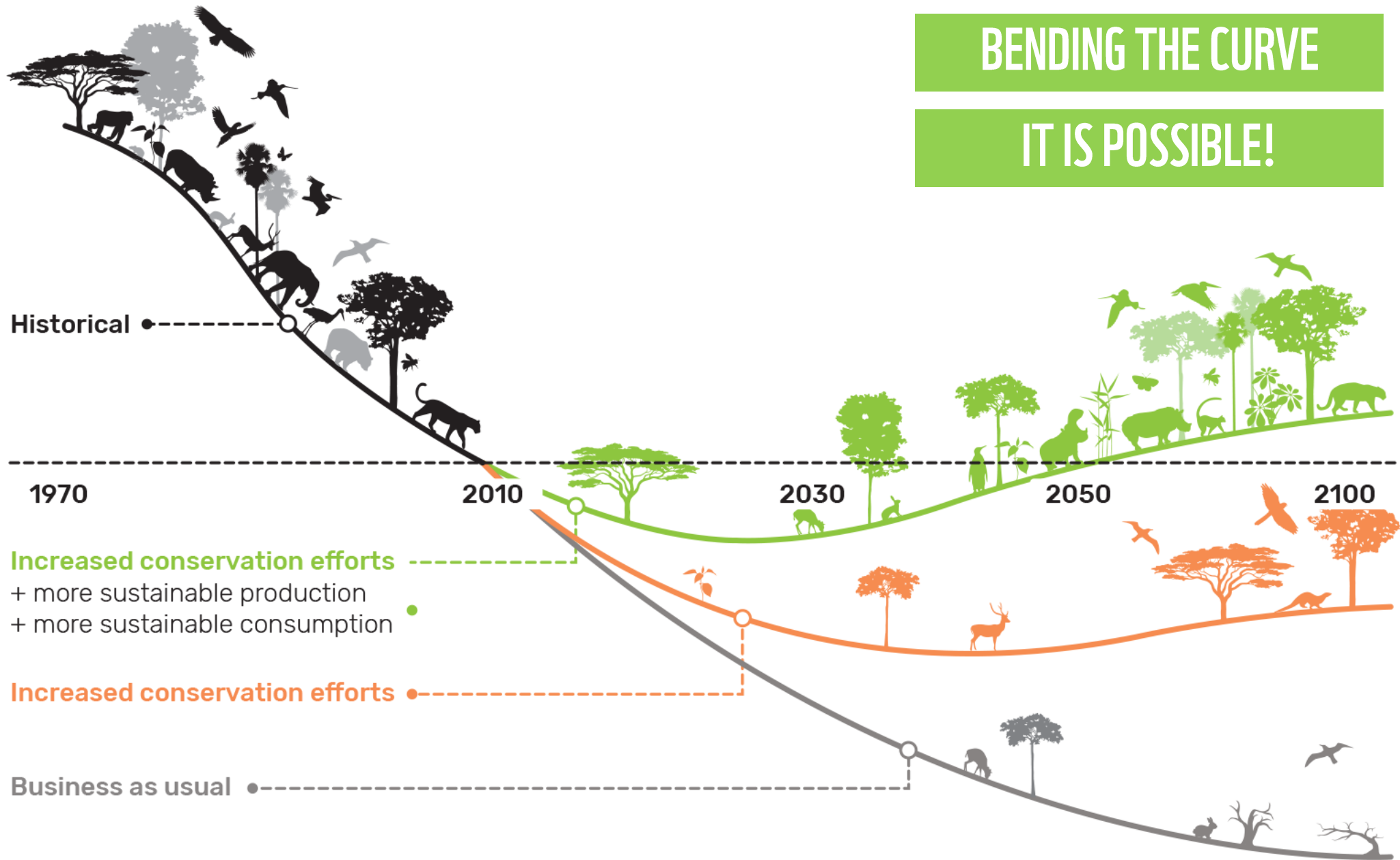
**One where ecosystems recover, communities thrive, and nature  
becomes an ally in facing climate change, rather than its victim.**



The next five years  
will decide which  
path we take.

**BENDING THE CURVE**

**IT IS POSSIBLE!**



A close-up photograph of a gorilla's face, looking slightly to the left. The gorilla has dark, shaggy fur and a prominent orange-brown eye. The background is a lush green forest with out-of-focus leaves and branches.

## WE FIGHT FOR A WORLD WHERE...

- **Wildlife returns to forests, grasslands, rivers and oceans**
- **Nature protects people from floods, droughts and food insecurity**
- **Indigenous peoples and local communities lead the stewardship of their lands**
- **Economic systems reward nature regeneration instead of destruction**

# BIOMES AT THE HEART OF OUR STRATEGY



## OCEANS

Protect the oceans, and defend and restore marine breeding grounds and coastal ecosystems, so that sea life can recover and local communities are made more climate resilient.



## FORESTS

Stop deforestation and avoid the tropical forest tipping points to help prevent further global warming, and to provide a safe and healthy environment for people and animals.



## GRASSLANDS

Protect and revive grasslands and savannas - ecosystems which hold immense biodiversity, store carbon, absorb water and sustain millions of people.



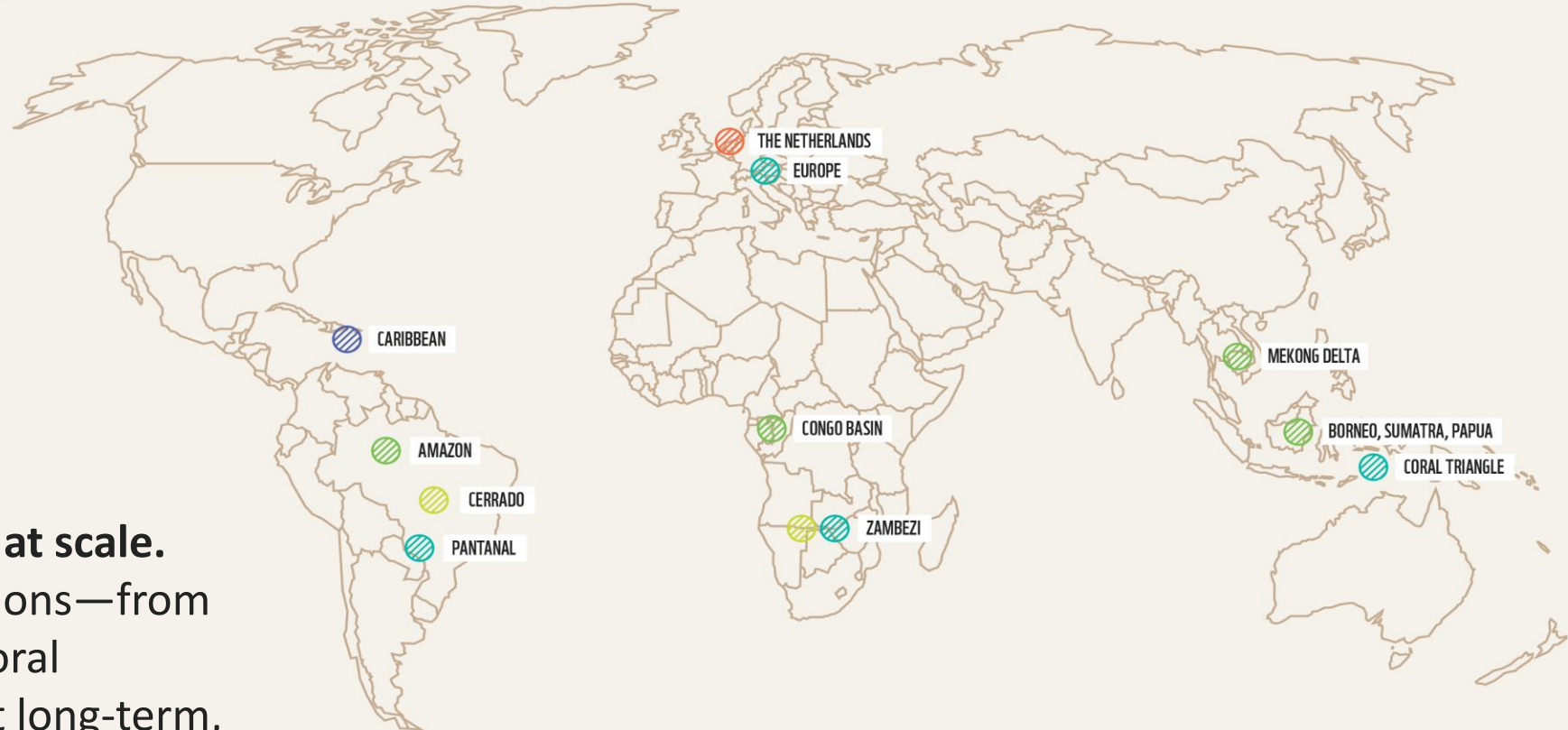
## RIVERS

Restore free-flowing rivers and wetlands and promote sustainable water-use, to rebuild natural flows that reduce climate risk and secure water for people and nature.



WWF-NL / NATURE CONSERVATION PROJECTS

# WHERE DOES WWF-NL OPERATE?



## Regenerating nature at scale.

In eleven priority regions—from the Amazon to the Coral Triangle—we support long-term, locally led conservation that restores ecosystems and strengthens communities.

- Forests
- Savannas
- Freshwater
- Oceans



**TO CREATE TRUE IMPACT, WE NEED TO TRANSFORM THE SYSTEMS THAT DESTROY NATURE.**

**Nature loss is not accidental: it is built into how food is produced, how money moves, and how land is valued.**

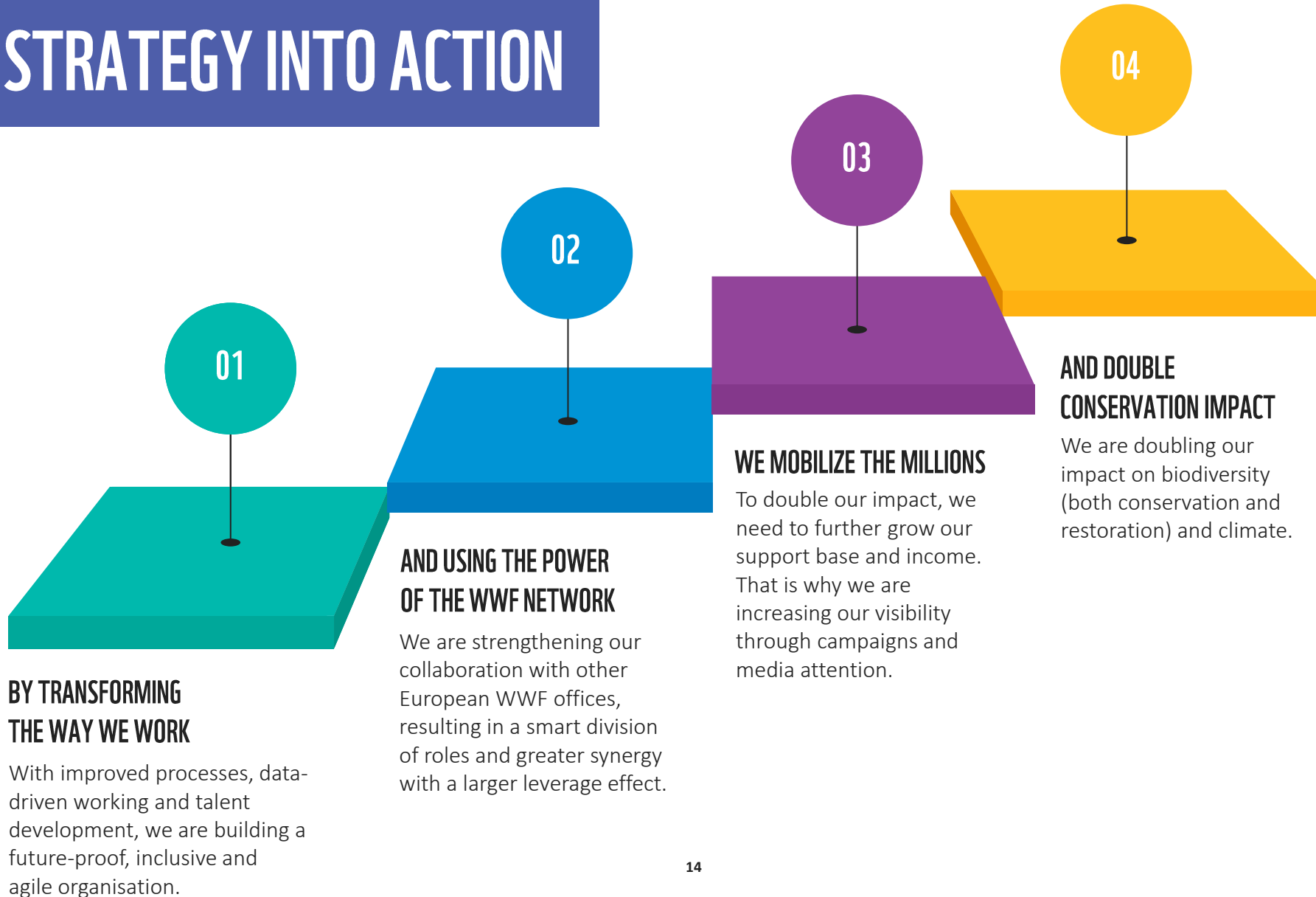
**We work to redesign these systems: shifting food production to restore soils and water, redirecting finance to support nature, increasing resilience through nature-based solutions, and reshaping conservation by centering Indigenous leadership and coexistence with wildlife.**



**OUR STRATEGY**

**INTO ACTION**

# OUR STRATEGY INTO ACTION



# TRANSFORMING

# THE WAY WE WORK

We are guided by a simple but powerful principle: Care to Dare.

When people feel safe and have real clarity, they dare to think differently, to innovate, and to lead with courage.

That's why we invest in our people, our data, and our ways of working. Not to chase efficiency for its own sake, but to strengthen our ability to act boldly and defend nature where it matters most.

01





02

# USING THE POWER

# OF THE WWF NETWORK

By strengthening our organisational support for partners in the Global South, we make it possible to achieve impact at scale and to make that impact last. Together, we are transforming entire landscapes, not in isolation, but through true partnership.

At the same time, we are helping shape the global Panda Impact Framework; a shared standard that enables the WWF network to better measure, understand, and clearly communicate the results we deliver for people and nature.





03

# MOBILISE

# THE MILLIONS

Real change doesn't succeed with projects alone: it starts with people. Nature recovers when millions choose to act through how they live, what they support, and what they demand.

We bring people together around a shared purpose, turning care for nature into collective action. Changing everyday behaviour, shifting broken systems, and building a movement strong enough to regenerate the planet.

# DOUBLE CONSERVATION

## IMPACT

Nature can recover, but only if we act at the right scale, in the right places. We double our impact by concentrating our efforts where ecosystems are under the greatest pressure and where restoration can unlock the largest benefits for people, climate and biodiversity.

We show that healthy nature is not a luxury, but a solution; strengthening food security, protecting communities and reducing climate risk.

By scaling nature-based solutions, we help redirect resources toward regeneration and prove that protecting nature is one of the most effective investments we can make.

04

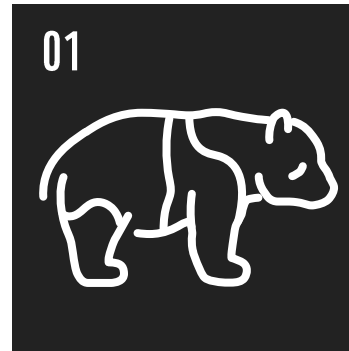




**WHY WE CAN DO IT:  
WE BUILD ON OUR STRENGTHS.**

## POWERFUL WWF NETWORK

We are part of a highly professional and collaborative global WWF network, working across nearly 100 countries to tackle the planet's most pressing challenges

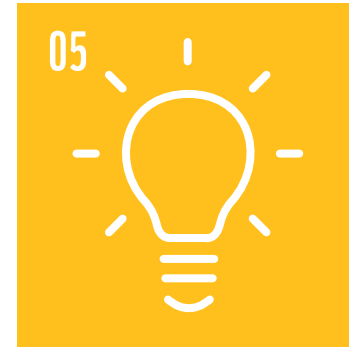


## TALENTED AND DRIVEN COLLEAGUES

We are a committed and talented team, with enormous amount of knowledge, drive and passion for our mission

## STRONG PARTNERHIPS

We cherish equal partnerships with our WWF partner offices all over the world and excel in cooperating with partners outside our own bubble



## ABILITY TO INNOVATE

WWF-NL is known for bold, out-of-the-box thinking and the smart use of unrestricted funding to drive impact. We envision an organisation where this innovative spirit continues to grow, unlocking ideas and approaches that can reshape the future of nature.

## GLOBALLY TRUSTED BRAND

As one of the world's most recognized and trusted brands, we symbolize a deep love for the planet and its wildlife, inspiring hope and action for a better future



## DEDICATED SUPPORT BASE

Hundreds of thousands supporters choose to support our work every day, united by their passion for nature and desire for hope in uncertain times

**WWF-NL exists to regenerate the planet  
by changing the systems that fuel nature loss.**

**We focus on areas where pressure is greatest and where impact  
can reach far beyond one place.**

**We stand with the people who depend on nature,  
because lasting conservation requires justice.**

WWF-NL STRATEGY 2030

# REGENERATE THE PLANET TOGETHER





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**WWF**