

# Partnering for a future in harmony with nature

We are living in a time of unprecedented risk but also unparalleled opportunity for the future of our planet and our society. A time where the world's wildlife has halved in less than a generation; oceans, rivers and forests are struggling to cope with our growing pressure upon them; and where we are still on a path toward catastrophic climate change impacts.

But it's also a time when the science is clearer than ever before, awareness is at an all-time high, commitments are more ambitious and innovation more impactful. A growing number of corporations are committing to address climate change, assuming responsibility for using natural resources sustainably and greening their supply chains.

Hundreds of millions of people are also making their voices heard about the future they want. The world is more conscious of the problems and solutions and more committed to addressing them than ever before.



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## Time for bold and collective action

These massive opportunities are why WWF, together with existing and new partners, is transforming the way we work. We will drive powerful and influential partnerships, innovative solutions, sustainable financing, in-depth monitoring and large-scale mobilization of people.

From numerous initiatives, priority areas and priority species, the entire WWF Network will focus on six major goals - [forests](#), [oceans](#), [wildlife](#), [food](#), [climate & energy](#), and [freshwater](#) – and three key drivers of environmental problems – [markets](#), [finance](#) and [governance](#).

As a Network, we will organize ourselves around communities of practice with one for each goal and driver. We are becoming more focused and more targeted in our efforts, while building on the interconnectedness of each of these issues within the global agenda. WWF will bring the weight of its unique local-to-global Network to bear and drive these issues forward cohesively.



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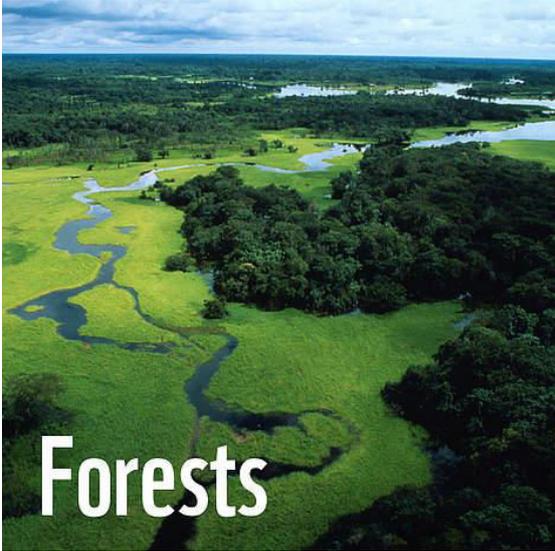
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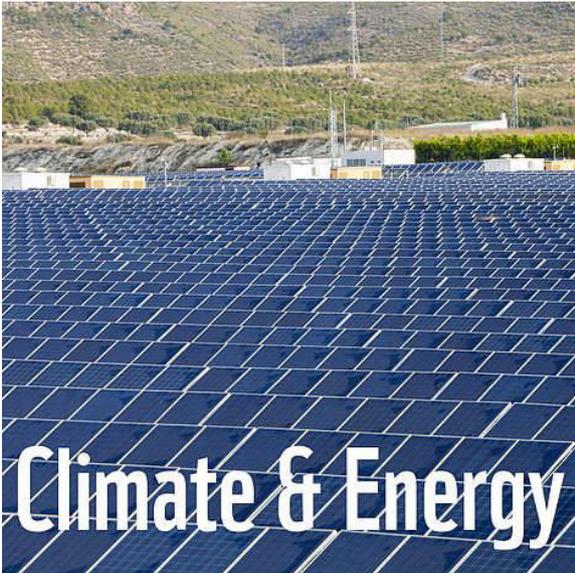
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## Six global goals...

We want to ensure that the world's most important fisheries and ocean ecosystems are productive and resilient and improve livelihoods and biodiversity; the most iconic and endangered species are secured and recovering in the wild; the integrity of our most important forests, including their benefits to human well-being, is enhanced and maintained; freshwater ecosystems and flow regimes provide water for people and nature; a global shift toward a

low carbon and climate resilient future is achieved; and that sustainable food systems conserve nature and maintain food security.





## ...across 3 cross-cutting drivers

At the same time, we'll be concentrating on three key drivers of environmental problems: transforming international markets so goods and services are produced and consumed more sustainably to cope with the entry of 2-3 billion new middle-class consumers over the next 30 years; moving away from financial systems that favour short-term returns over long-term wealth creation that supports inclusive development and protection of natural assets; and tackling the inequitable global governance system where the vast majority of people affected by environmental change remain voiceless and unable to influence change.





## Collaborations and partnerships are key to success

We know that one organization alone can't affect the change needed. That's why we will rely on our partnership with local and global institutions and corporations. The changes we want to see in the world can only come about through the efforts of many actors: local communities and multinational corporations, governments and NGOs, finance institutions and development agencies, consumers and researchers.

Together with our partners we need to influence others, to scale up our solutions and to convene big partnerships – catalyzing transformational change on a global scale. And that includes galvanizing a global community that is more aware than ever before of the threats to their way of life and how it will disproportionately affect those most vulnerable. We must mobilize hundreds of millions of people, offering new opportunities for them to drive forward in support of our goals.

This generation and WWF have a huge opportunity to build a sustainable future for all and momentum is on our side. The situation could go either way, and we – WWF, civil society, governments and corporates – must be at our best to ensure we move toward a society that is less destructive and more equal.

Our redefined goals and structure will enable us to convene the key players and the best minds within WWF and in government, business and civil society to devise the most innovative ways of addressing the mega-challenges facing the planet and our society, making large-scale and truly transformational impacts.

WWF is defining new ways of working to make a difference at a scale that matters, because we know we can – and must – redefine humanity's relationship with the planet. And we passionately believe we will.

Together, anything is possible.

[http://wwf.panda.org/what\\_we\\_do/footprint/](http://wwf.panda.org/what_we_do/footprint/)

## Reducing humanity's impact

**WWF is working to reduce humanity's ecological footprint – the amount of land and natural resources needed to supply our food, water, fibre and timber, and to absorb our CO<sub>2</sub> emissions.**

We are specifically focusing on 5 priority footprint areas that we believe need addressing most urgently:

- **Carbon, Energy & Climate**  
(energy use, impact of forest loss, and the need for a new global policy on climate change)
- **Sustainable cities**  
(transition of cities for sustainable development)
- **Farming**  
(food, fibre, grazing, aquaculture, and biofuels)
- **Fishing**  
(over-fishing, illegal & unregulated fishing, bycatch, poor management and procurement)
- **Forestry**  
(timber, paper, pulp, and fuel wood)
- **Water**  
(dams, irrigation, and drinking supplies)

To reduce humanity's footprint in these areas, we are developing and implementing new ways of growing crops, managing fisheries, forests and wetlands, generating energy, and dealing with waste.

We are also looking at ways to **transform markets**: where and how companies and their supply chains obtain and process these vital commodities.

The aim is that everyone lives within the Earth's capacity to sustain people and nature, and has equitable access to, and use of, natural resources.