



OUR VISION

To create a world where people and nature live in harmony – ensuring nature for everyone, forever.



WWF Global Goals

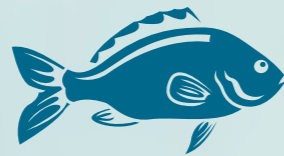
- Zero loss of natural habitat
- Zero extinction
- Halving our environmental footprint



Our Key Enablers

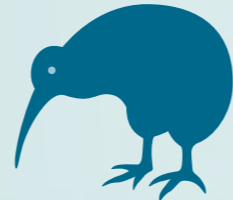
- We are agile and innovative
- We are a trusted convener
- We engage in cutting-edge partnerships
- We build community and inspire action

2025-2035 Strategic Priorities



Safeguard our oceans

- At least 30% of its marine area under high-quality, Treaty-consistent protection
- 100% of fisheries are sustainably managed



Improve the outlook for species and ecosystems

- 400 fewer threatened species and ecosystems
- Reduced human-driven extinction risk



Elevate nature and climate

- All financial institutions and key sectors report on nature and climate impacts
- Government policies prioritise biodiversity and Nature-based Solutions



Amplify Treaty-consistent and Indigenous-led conservation

- Indigenous-led conservation is enabled, funded, and recognised



Build a future-fit organisation

- By 2035, we have strengthened our operational effectiveness and achieved financial stability

2030 Goals



- New MPA legislation and Treaty-consistent approach
- At least 15% of Aotearoa's marine area under high-quality protection
- Fisheries managed for wider ecosystem health



- 150 fewer threatened species and ecosystems
- 100% observer or camera coverage on all deepwater fishing vessels
- Less than 5% bycatch mortality; Aotearoa is global leader in mitigation measures



- 5 major Nature Positive actions taken by key sectors due to our advocacy
- One-third of financial institutions in Aotearoa reporting on nature impacts
- All new government policies consider natural capital and prioritise biodiversity



- At least 65% of our funding supports Indigenous-led conservation
- At least 25% of our storytelling elevates Indigenous knowledge



- WWF Nature Forever Impact Fund is funding the delivery of priority projects
- Strong supporter commitment through our excellent stewardship
- Most economically efficient eNGO in Aotearoa