

A close-up photograph of a lizard's head, showing its eye and the intricate, multi-colored scales (green, blue, yellow, and brown) surrounding it. The background is a soft-focus green, suggesting a natural habitat. The image is partially obscured by a dark green vertical bar on the left and a black text box on the right.

Our 2025 strategy in focus

November 2021

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Our Vision

A future in which people and nature thrive.



Our Impact

Lasting positive outcomes for people and nature in the places where we work and from priority challenges we focus on.

Six strategic outcomes



OUTCOME 1

Mechanisms for **sustainable, inclusive and regenerative production and consumption** value chains in key economic sectors implemented



OUTCOME 4

South Africa's network of **conservation areas** in priority landscapes and seascapes are **expanded and sustainably managed**



OUTCOME 2

Freshwater quantity and quality **improved** in strategic water source areas for ecological systems and downstream communities



OUTCOME 5

Key practices in the **financial and corporate sectors transformed** and environmental, social and economic performance are demonstrably improved.



OUTCOME 3

A **critical mass** is built among stakeholders who have a key role to play in supporting **an equitable transition** towards a carbon neutral and climate resilient economy



OUTCOME 6

Local governance and capacity in support of sustainable natural resource management are strengthened.



Mechanisms for sustainable, inclusive and regenerative production and consumption value chains in key economic sectors implemented

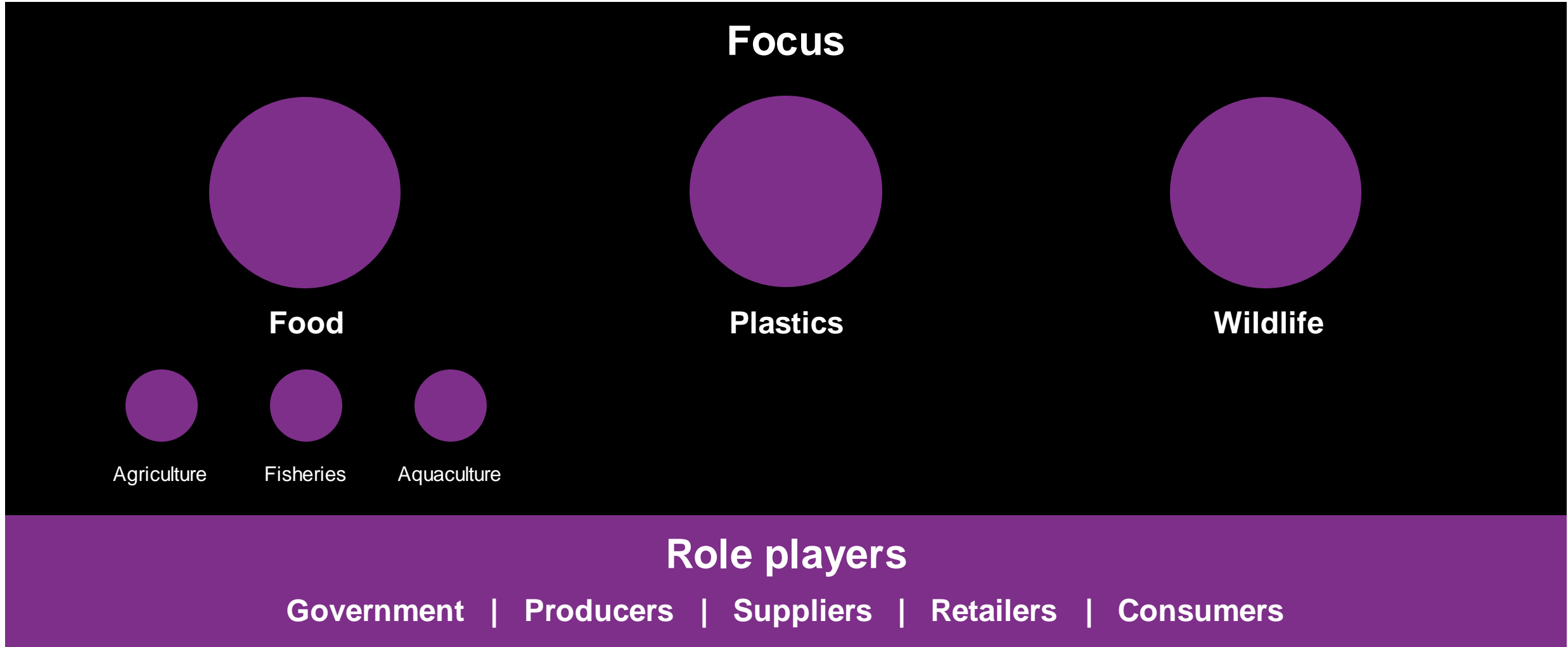


Responding to the biggest drivers of environmental degradation requires transformative change to disrupt traditional economic practices and drive inclusive and regenerative practices.

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Regenerative production and consumption



Outcome 1 targets

1

Policy interventions support integrated natural resource management

2

Regenerative actions implemented in 3 value chains

3

10 000 small-scale producers and traders benefit from regenerative practices



© Mark Chipps / WWF



Freshwater quantity and quality improved in strategic water source areas for ecological systems and downstream communities

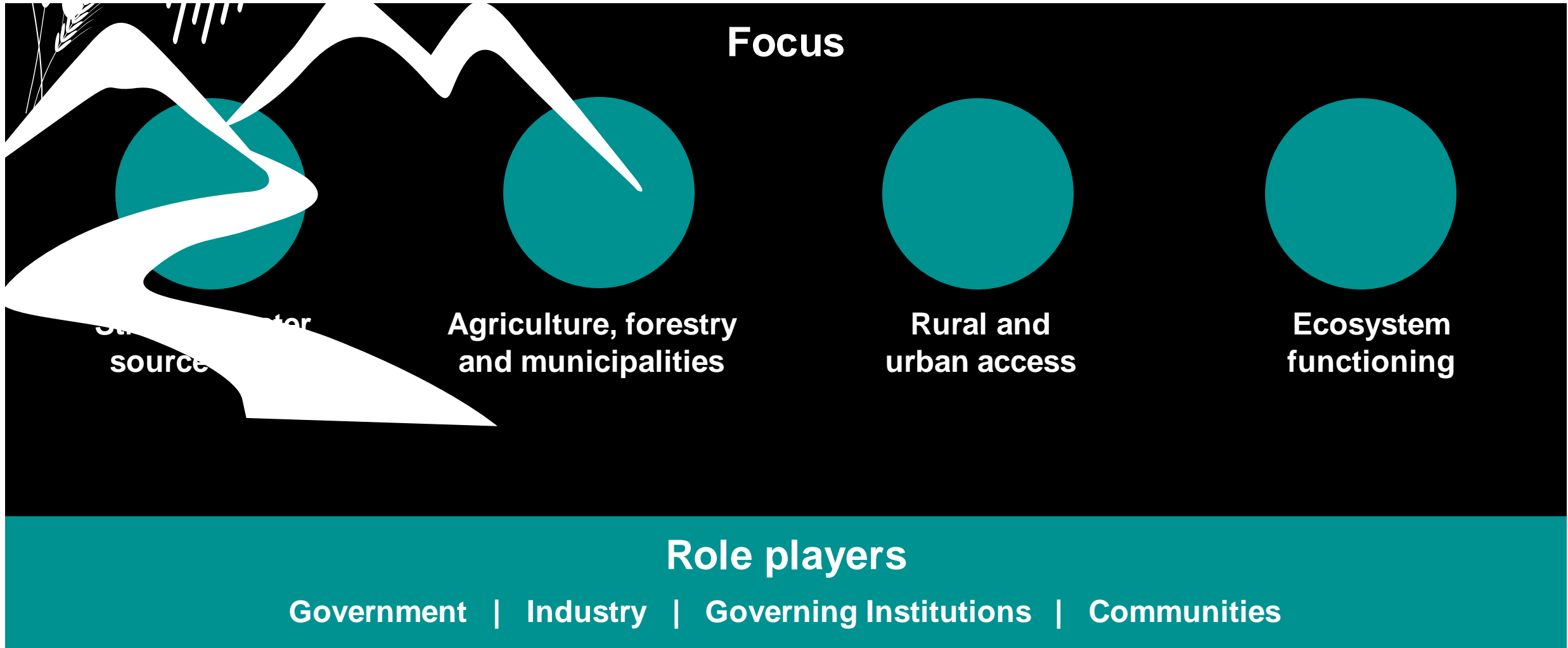
South Africa is a water scarce country, exacerbated by climatic variation. We need to safeguard our strategic water source areas – a small 10% of our land surface that provides 50% of the water in our rivers and dams. These water source areas are of critical importance for water security across our country.



© WWF



improved freshwater quantity and quality



Outcome 2 targets

1

Strengthened integrated water resource management

3

Ecological infrastructure rehabilitated and managed through community-private-public partnerships in at least 10 water source areas

2

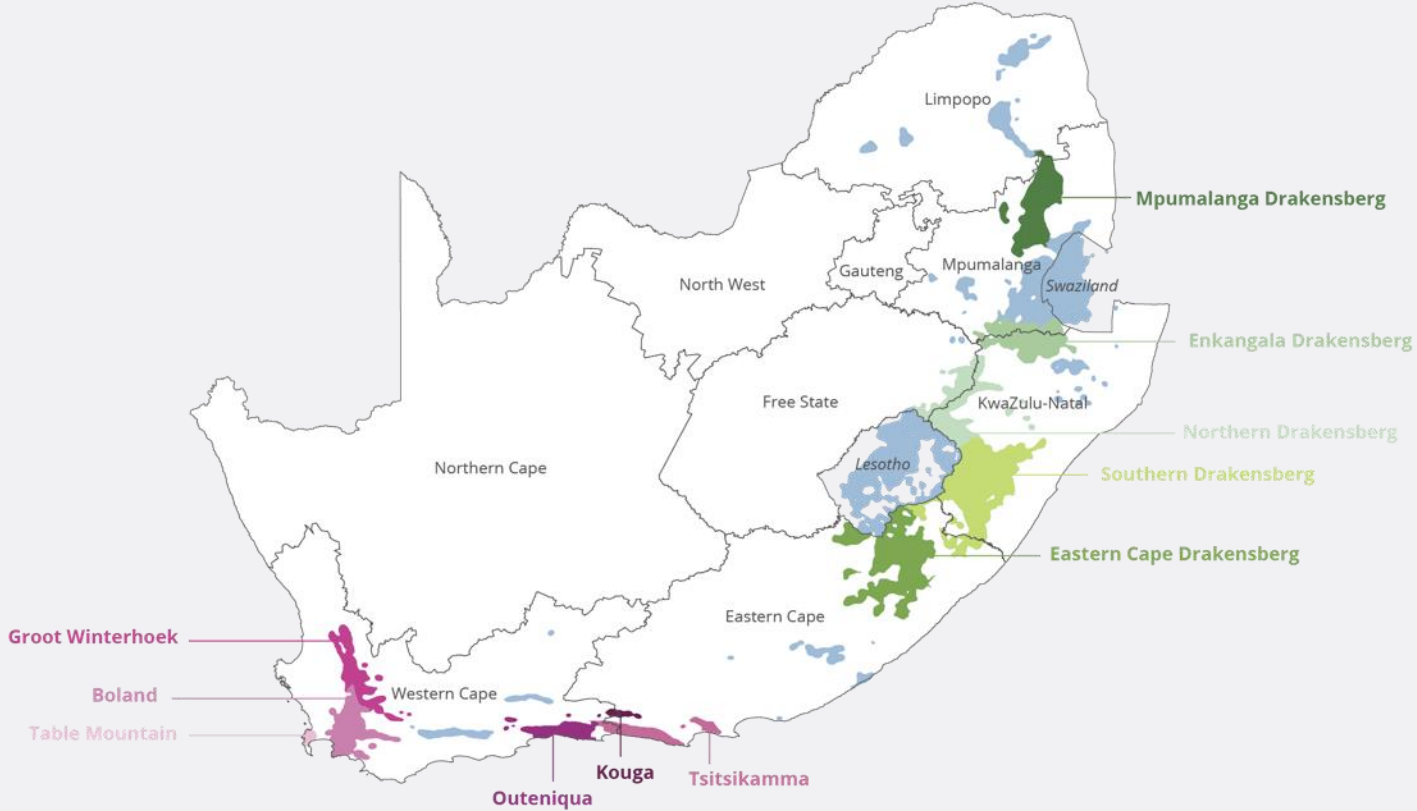
2 key industries – agriculture and forestry – adopt water stewardship best practice

4

10 collaborative and inclusive catchment management strategies developed

© Simon Rawles / WWF

Strategic water source areas





A critical mass is built among stakeholders who have a key role to play in supporting an equitable transition towards a carbon neutral and climate resilient economy



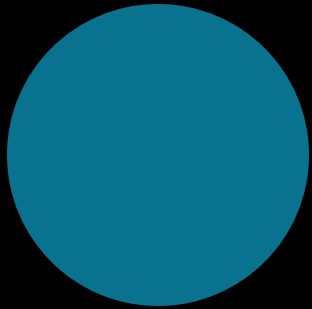
Addressing climate change requires a just and equitable transition towards a resilient, inclusive and carbon-neutral South Africa. To achieve a low-carbon transition in South Africa will require multiple system transitions.

© Ruan Wolfaardt / WWF South Africa

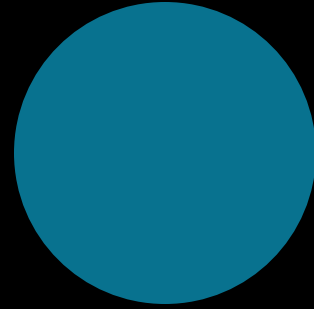


Equitable transition to a climate-resilient future

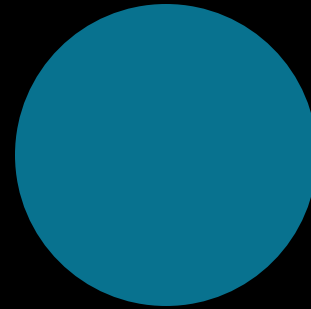
Focus



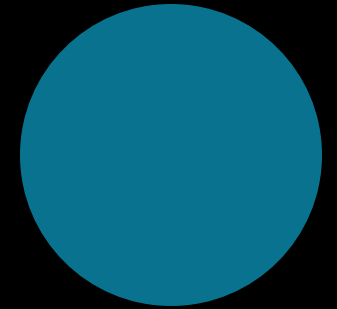
**Paris Agreement
1.5 °C**



**Energy, transport
and agriculture**



Municipalities



**Vulnerable
communities**

Role players

Government | Business | Labour | Civil Society

Outcome 3 targets

1

Net zero GHG emissions by 2050 adopted in policy

2

Inclusive adaptation, mitigation and resilience plans and implementation pathways actioned

3

No new coal

4

10% decrease in fossil fuel subsidies

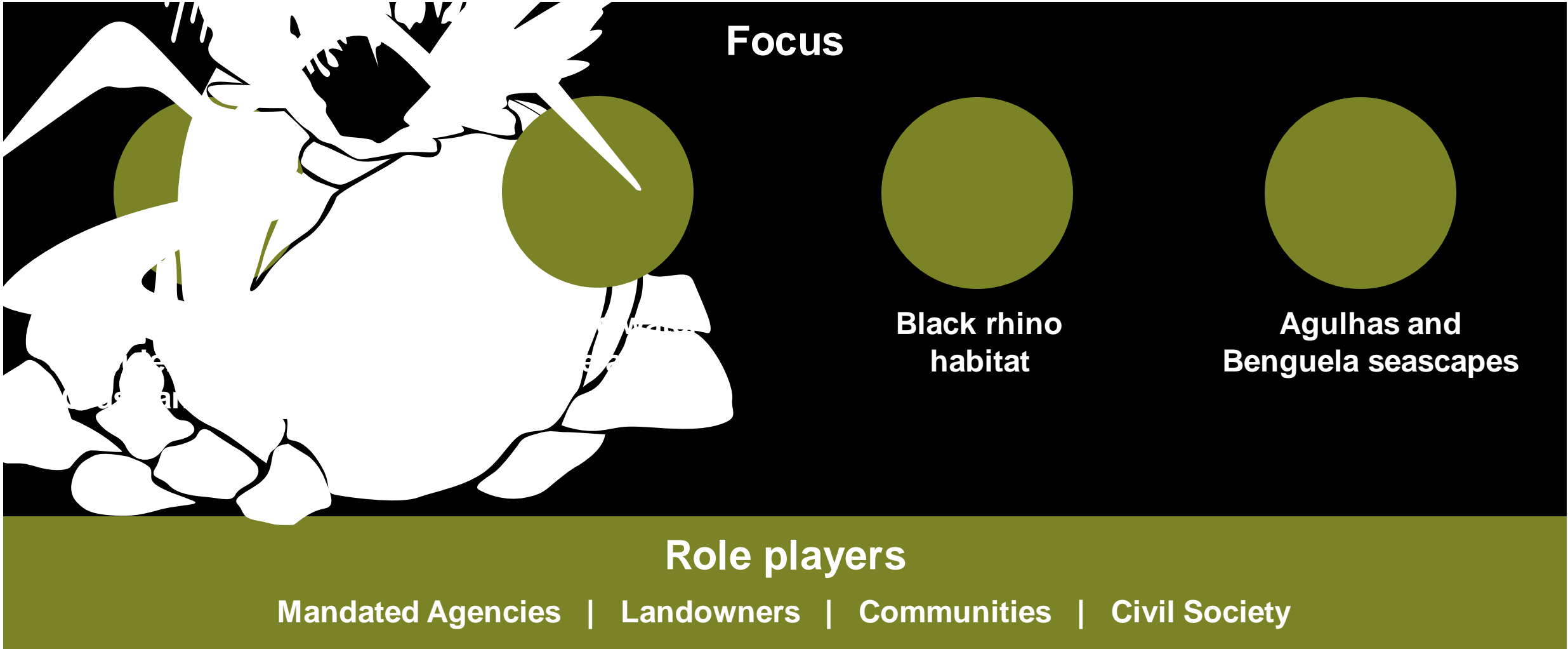
© Matthew Henry / Unsplash



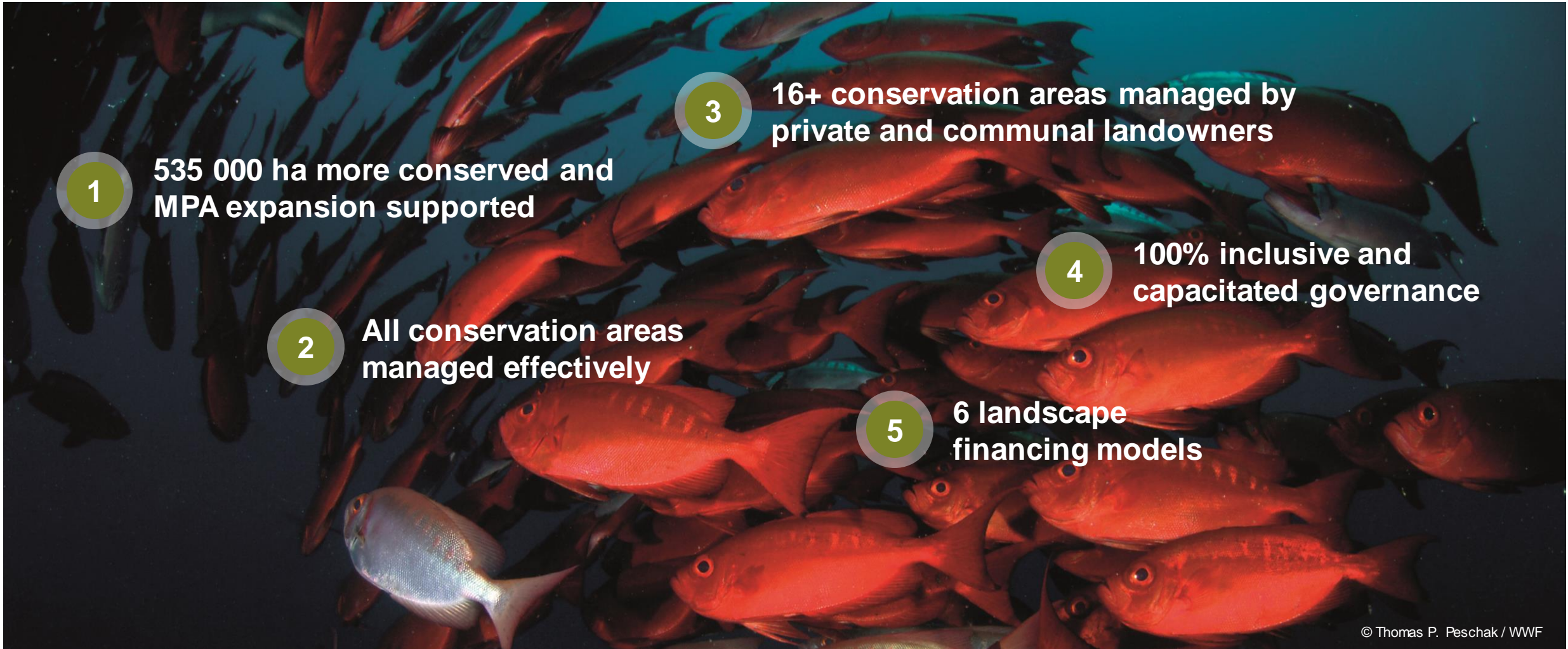
South Africa's network of **conservation areas** in priority landscapes and seascapes are **expanded and sustainably managed**

It is vital that as we pursue our goals of conservation, we are cognizant of the unequal and limited land ownership and its implication for access to natural resources, livelihoods and social well-being.

© Thomas P. Peschak / WWF



Outcome 4 targets



1

535 000 ha more conserved and MPA expansion supported

2

All conservation areas managed effectively

3

16+ conservation areas managed by private and communal landowners

4

100% inclusive and capacitated governance

5

6 landscape financing models

© Thomas P. Peschak / WWF



Key practices in the **financial and corporate sectors** transformed and environmental, social and economic performance are demonstrably improved.

We need transformative, science-based and lasting creative solutions to respond to the complex challenge of decoupling environmental resources from economic growth, reducing the intensity of natural resource consumption and shifting away from fossil fuels.

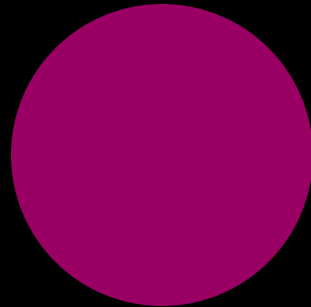


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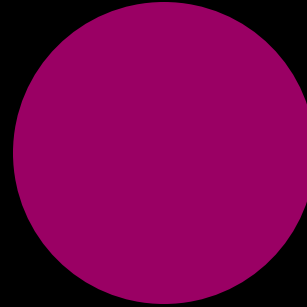


Transforming the finance and corporate sectors

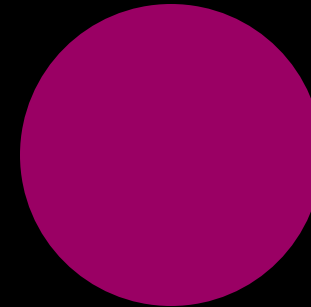
Focus



**Innovative financial
mechanisms**



**Moving
the money**



**Global
best practice**

Role players

Government | Corporates | Financial Institutions | Regulatory Associations

Outcome 5 targets

1

Policy interventions support green investment and sustainable finance

2

1 financial institution commits to no investment in high impact initiatives and 8 shift assets to sustainable investments

3

25 SA corporates perform well against global best practice

© Nicolene Olckers / Unsplash



Local governance and capacity in support of sustainable natural resource management are strengthened.



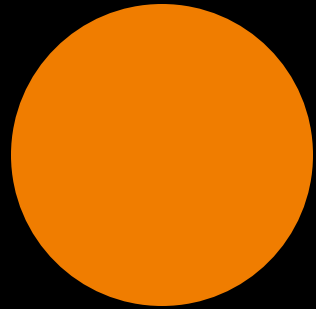
Ensuring that all people enjoy equal access to the natural environment and its resources through which it is possible to sustainably grow our local economy, sustain livelihoods and create jobs.

© Nick Aldridge / WWF South Africa

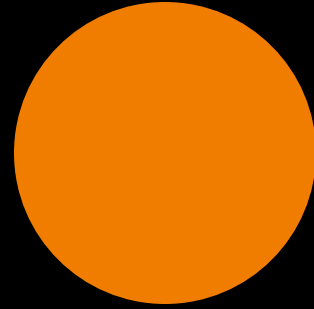


Local governance of natural resources

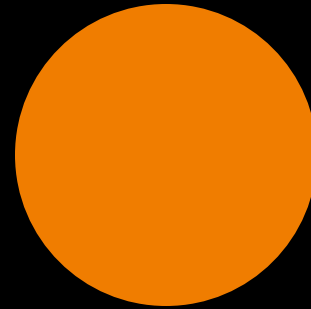
Focus



Rights & access



Power imbalance



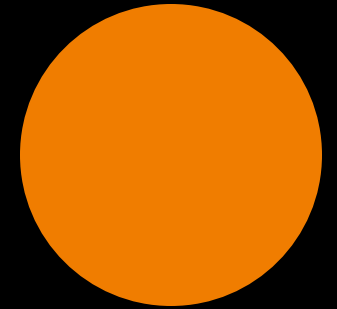
**Marginalised and
vulnerable people**



Women



Youth



Traditional wisdom

Role players

Government | Communities

Outcome 6 targets



1

National policy framework for community rights tenure and access

2

Inclusive and capacitated community-based organisations governing resources

3

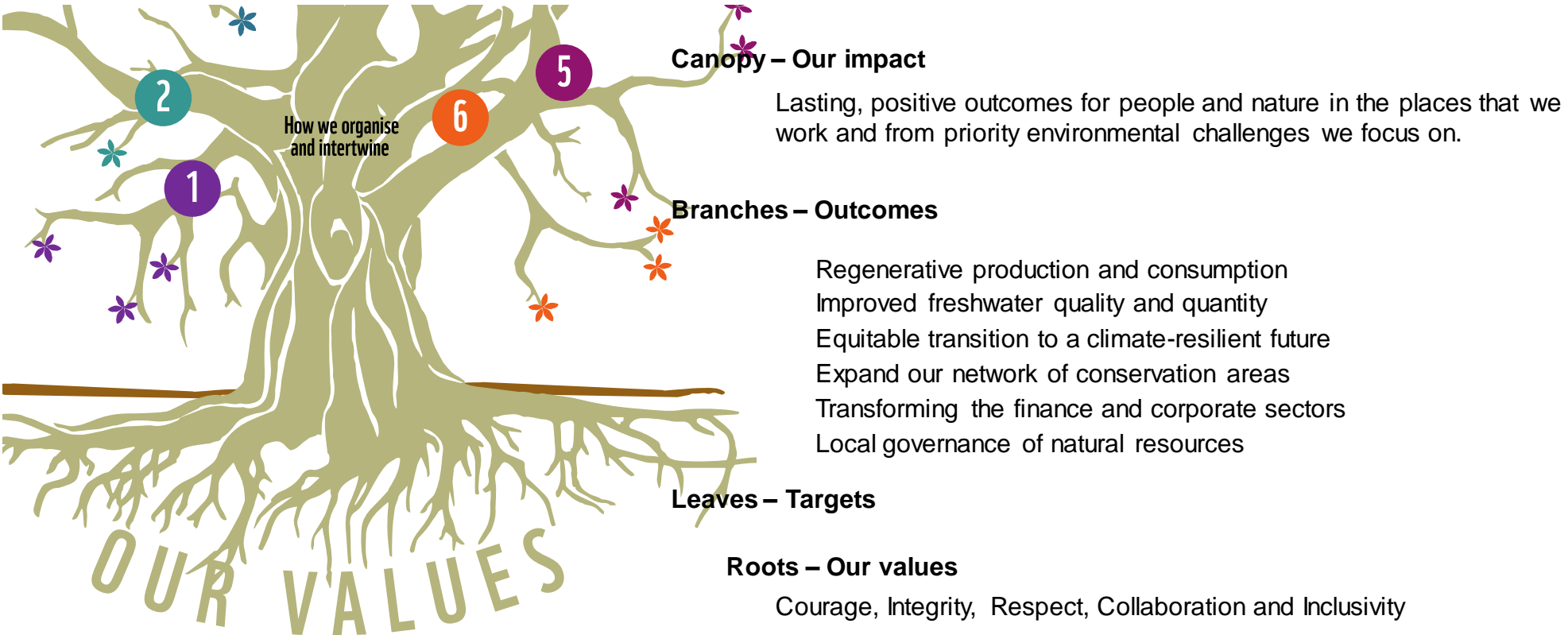
Capacitated community groups participate in collaborative governance

© Sue Northam-Ras / WWF



Summary: 2025 strategy

Our vision: A future in which people and nature thrive





Working to value us as in position
outcomes for people in nature in the

A FUTURE IN WHICH PEOPLE AND NATURE THRIVE

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