WWF-UK's Better Practice Principles (BPP)

Background & Vision

WWF’s mission is to see people and nature thriving. To achieve justice for people and nature we need to place a stronger emphasis on the social aspects of our work.

The BPP are designed to help WWF transform its ways of working, from an organisation which does conservation work **for** people and nature, to an organisation which supports environmental and conservation work that is shaped **by** people.

Our vision is an effective, sustainable and inclusive conservation enacted on the basis of social equity, human rights and good governance principles, for people and nature to thrive. We aim to achieve this through recognising and transforming power relations and adapting WWF positioning and roles.

Summary & Scope of the Principles

1. **Communities & Society:** Our goal is for people-centered conservation. We will work to build meaningful partnerships and mutually supportive relationships with all those we work with.
2. **Nature & Climate:** WWF commits to urgent action on the nature and climate emergency. Our goal is to reverse the biodiversity decline and advocate for climate justice, keeping warming to 1.5-degrees.
3. **Scale and Impact:** WWF works collaboratively to achieve the above impact. Our goal is to maximise community ownership and participation. We will work at a scale appropriate to the problem.

The Better Practice Principles

1. Communities and Society

WWF will engage communities and society by:

* 1. Upholding and promoting human rights, equity and social justice, fully assessing the social impact of all our work.
  2. Focusing on people’s agency, amplifying their voices, networks, power, democratic ownership and participation to lead and deliver solutions to the nature and climate emergency.
  3. Actively seeking to include rights holders and other stakeholders with diverse views and beliefs, ensuring their access and participation, while recognising our own power and ensuring equality in our relationships with people, communities and partners.
  4. Ensuring WWF-UK is fully transparent and accountable, minimising harm and providing access to prompt and effective remedies for any negative impacts caused, through clear, trusted and accessible grievance mechanisms.

1. Climate and Nature Emergency

WWF will protect and restore nature and tackle climate change whilst upholding and promoting the rights of people by:

* 1. Understanding and addressing the potential challenges and opportunities for people who are:
     + Most vulnerable to impacts of the nature and climate crisis
     + Impacted by conservation practices and human-wildlife conflict

2.2 Understanding and addressing the root causes/drivers of nature loss and climate change.

2.3 Protecting and restoring ecosystem functions at scale.

2.4 Ensuring all our work is informed by the need to keep warming to 1.5-degrees.

1. Scale and Impact

WWF is committed to making sure we work in the right way, whilst maximising the scale and impact of our work, by:

* 1. Working at a scale that’s appropriate to the problem, with resources (people and finance) and approaches (including social, partnership and community engagement) appropriate to the scale of intervention and the time frame needed to deliver long-term change.
  2. Incorporating all of the relevant WWF Network guidance and policies, including the [Environmental and Social Safeguards Framework (ESSF)](https://www.worldwildlife.org/publications/environmental-and-social-safeguards-framework) and the [Inclusive Conservation Guidelines](https://wwf.panda.org/discover/our_focus/governance/inclusive_conservation/), ensuring we’re engaging with rights-holders and delivery partners to help them to fulfil their environmental, conservation and human rights priorities.
  3. Ensuring that we plan and implement, monitor and evaluate the social and environmental elements of our programmes in ways that allow us to adapt as we go, including applying lessons from ongoing analysis of the way the world changes.
  4. Investing in institutions that will ultimately be responsible for good governance over the areas and resources we wish to see protected and managed.
  5. Ensuring that our programmes are designed for sustainable long-term impact in ways that promote equity and do not rely on WWF for implementation.
  6. Using evidence and stories from our work to leverage much greater impact and encouraging others to help create systemic change.