

NATURE-POSITIVE PATHWAYS: PROJECT MANAGEMENT AND GLOBAL ADVOCACY PUSH

Requirements & Objectives

WWF-UK is seeking a consultant to support with the Nature-Positive Pathways (NPPs) workstream during the period Feb-Nov 2026. The consultant is expected to support with project management, stakeholder engagement, and advocacy.

WWF-UK, together with partners, is working to develop NPPs for key sectors of the UK economy, as well as to advocate for NPPs globally. The consultant will work with WWF-UK's Economics Unit to support the delivery of the following aims of the project:

- Developing a pilot NPP for the agrifood sector in the UK.
- Convincing three countries to commit to developing NPPs, by CBD COP17.
- Socialising the concept of NPPs and embed it in CBD negotiations and in the G20 agenda.

Deliverables and Outcome Material

National-level advocacy

- Support engagement with national governments.
- Help organise roundtables and workshops with national governments and stakeholders, including disseminating reading material and outcomes of the roundtable.

Project management

- Assist with the project management of the UK part of the project, which focuses on the development of NPPs.
- Coordinate the group of five NGOs collaborating on NPPs: Set agendas for biweekly meetings, track progress against the timeline, set targets and next steps.
- Event planning: Help organise the launch webinar for the discussion paper, as well as events at LCAW and COP17.

Global-level advocacy

- Support the implementation of the advocacy strategy that has been agreed by the partner NGOs.
- Help identify key contacts for the dissemination of the discussion paper, which has been drafted and finalised already. This would include contacts at Ministries of Finance and Environment, UN Agencies, CBD negotiators, and members of the CBD Secretariat.
- Draft briefing notes for the Coalition of Finance Ministers for Climate Action, the G20, and the CBD Secretariat.



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The successful consultant/consultancy are expected to have:

- Proven experience in project management, international advocacy, and communications.
- Familiarity with nature and climate policy frameworks, both at a national and international level.
- Capacity to communicate clearly and effectively and to develop briefing notes and comms material.

All materials. Briefing notes, and reports delivered in this project will :

- Written in English
- Presented in Microsoft Word, PowerPoint and programs that can support your infographics, giving us access to the information and database used for any exercise included in this process.
- The report will be proofread, to ensure that it is free of spelling mistakes and typos and is formatted correctly.
- Follow the WWF-UK brand guidelines should be followed. N.B. download and share the brand guidelines

Context

In December 2025, the UK government published the [Environmental Improvement Plan](#) (EIP) – the national strategy for restoring nature and meeting environmental targets in England. The EIP positions nature-positive pathways (NPPs) at the front and centre of its plan to mobilize private finance, and it mentions WWF as a delivery partner – it is the first action mentioned in the EIP. It also confirms WWF-UK, the Green Finance Institute, and the UK Centre for Ecology and Hydrology as delivery partners for the development of NPPs for key sectors of the UK economy – agrifood, water utilities, and built environment.

The goals for 2026 are to put together a methodology for producing NPPs and to develop a pilot NPP for the agrifood system in the UK. The work in the UK includes two primary workstreams:

- technical work (modelling, analysis, framework development)
- Stakeholder engagement (testing the technical work working groups including representatives from private sector, government, civil society, academia).

Beyond the UK, WWF is collaborating with Business for Nature, Finance for Biodiversity, the Green Finance Institute, and The Nature Conservancy to advocate for NPPs globally and to encourage other countries, beyond the UK, to develop NPPs. The partners have drafted a discussion paper making the case for NPPs and it will be published in Q1 2026.

RELEVANT READING MATERIAL

[Nature-Positive Pathways Report](#)

[Developing Nature-Positive Pathways in the UK](#)



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Submitting a Proposal

Proposals should be submitted to WWF-UK through an internal portal by 06 February 2026 at 16:00 GMT and they should include:

- A brief proposal outlining methodology and approach.
- A summary relevant experience and team composition.

To receive access to the portal, consultants need to email Vassilis Gkoumas (vgkoumas@wwf.org.uk) and express interest in responding to this call for proposals.

Budget - Up to £20,000



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Deliverable due date - Some of these activities will be carried out by WWF or its partners. The consultant is not expected to lead on all these tasks.

DATE	OBJECTIVE	TARGETS	HOW
Feb 2026	Launch joint discussion paper	1. Socialise advocacy ask and concept of NPPs	1. Host webinar with partners 2. Publish paper on website 3. Email outreach to key contacts
Feb-April 2026	Socialise and test advocacy ask	1. Test the advocacy ask in 6 priority governments /regions 2. Collect feedback from external stakeholders	1. Host introductory roundtable meetings with business and government representatives in key regions: SE Asia, Africa, LATAM, Netherlands, Australia, Ecuador 2. Invite key stakeholders to provide feedback 3. Organise informal bilateral meetings with priority governments.
Feb 2025-Jun 2026	Provide targeted support to priority governments: UK and Ecuador	1. Support governments establish a process and methodology to develop NPPs.	1. Share technical annex 2. Host workshops and bilateral meetings 3. Exchange knowledge between two countries
May 2026	Reassess advocacy strategy based on feedback	1. Update the advocacy ask and strategy according to feedback.	1. Compile feedback from roundtables and bilateral meetings. 2. Re-evaluate advocacy ask and approach for engaging governments.
Jun-Sep 26	Build support for advocacy ask	1. Convince 5 priority governments to support the advocacy ask 2. Develop a targeted advocacy strategy for each priority country.	1. Develop a targeted approach to build support for the advocacy strategy in each country. Where relevant, leverage support from private sector, civil society, government agencies and ministries. 2. Schedule bilateral meetings with government representatives to present to them the advocacy ask. Key events: IMF/WBG, Nature Action Dialogues
Nov 26	Announce early adopters at CBD COP17	1. Convince at least 3 governments to become early adopters.	1. Announce early-adopters at CBD COP17