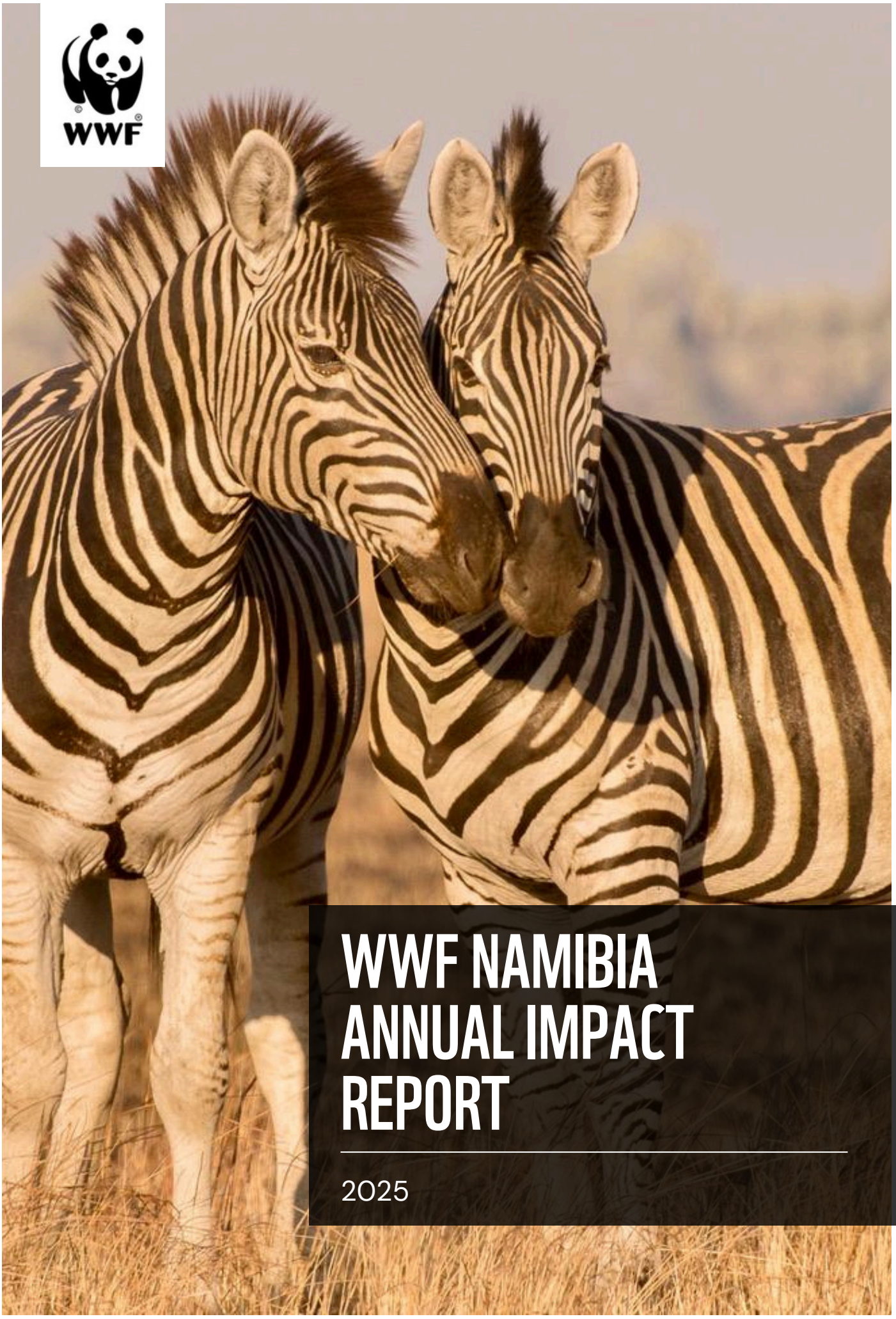


WWF NAMIBIA ANNUAL IMPACT REPORT

2025



2025 was a year when long-held ambitions became reality, and bold new pathways emerged for inclusive, sustainable stewardship. It was also a year of reflection, driven by our determination to create lasting impact.

2025 - A Year of Milestones

Assessing impact has become a global buzz. At WWF Namibia, we treat Impact Monitoring not as lip service. We are thinking deeply about how it can be measured, particularly when dealing with complicated topics such as how do we track people's satisfaction and engagement over a long period of time when so much of the framing conditions change? How to handle issues around attribution, when our role is often that of a broker and not the sole implementer?

How can we set up practical monitoring that remains independent of institutional bias potentially introduced by the partnership model? While it is hard enough to monitor wildlife and habitat well-being, how do you monitor social benefits? And finally - what cost for impact monitoring is justified, given that the focus must be on implementation?

The Greenlight movement is an international community of practice, facilitating self-assessments that track a diversity of social and household indicators in communities. The self-assessment is largely based on a "feeling" in comparison to previous years. The discussions that are sparked are phenomenal, providing insight into access, impact, attribution, and probably stay with the interviewees for a long time.

Guided by our 2022–2026 Conservation Strategy and aligned with WWF's Roadmap 2030, we advanced our six core priorities: protecting wildlife and wild places, unlocking nature-based economic value, strengthening resilience, scaling landscape-level conservation, safeguarding key biodiversity assets, and enabling effective conservation systems.

Our new Strategic Plan 2027-2031 will have an evolved indicator framework and matching investigations on the ground. Namibia For Life Project Finance for Permanence (N4L PFP), which anchors decades of investment in community-led conservation, will provide a useful context to capture and understand what our joint impact really is. Not simple, but truly exciting!



Looking ahead to 2026, our focus is clear: operationalise the N4L PFP through the Community Conservation Fund of Namibia, scale innovative finance solutions, advance large landscape conservation areas, including Other Effective area-based Conservation Measures (OECMs), and grow KAZA-linked green economy initiatives.

Namibia continues to show what's possible —proving that conservation rooted in equity, resilience, and partnership delivers lasting results.

We extend our gratitude to the community leaders, youth champions, field teams, donors, and partners who make this progress possible. Together, we are building a future where conservation is not only effective—but enduring, inclusive, and transformative.

Juliane Zeidler

Dr Juliane Zeidler
Country Director, WWF Namibia



Impact at a Glance

- WWF's impact in Namibia spans 23 terrestrial Protected Areas, 3 State Forest Reserves, 1 Marine Protected Area, plus 86 communal conservancies, 47 community forests, 20 community fisheries reserves, and 3 Trans-frontier Conservation Areas (TFCAs). Proposed OECMs will extend conservation beyond formally protected areas.

- Mobilization of large-scale funding: Namibia For Life (N4L) Project Finance for Permanence, Legacy Landscape Fund, SADC TFCA, EU – KAZA NaturAfrica initiative, and GEF funding.

- Since 2022, a total of USD $24,893,142.25 has been invested in conservation partners, representing 57% of WWF Namibia's overall budget. The N4L target will add USD 63m to this!

- Coordinated efforts to protect rare and endangered species: impact on human-wildlife conflict with establishment of lion-proof kraals and corridor protection, funding to keep specialist rhino, lion and elephant rangers in the field, shift from manual methods to SMART technology, targeted wildlife crime interventions in Etosha National Park, and support for the Environmental Crimes Court.

- Established Water Stewardship Desk, filling a critical need to address the impacts of extreme localized droughts and global climate change, and specifically addressing water scarcity in Windhoek through Nature-based solutions.

2.4

million

USD was invested in conservation partners since 2022

Real-Time Patrols, Real Results: SMART Transforms Field Conservation

WWF Namibia and the Ministry of Environment, Forestry and Tourism are expanding the use of technology in the field by replacing paper-based Event Books with the Spatial Monitoring and Reporting Tool (SMART). This shift enables faster responses, stronger evidence of enforcement, and more effective planning across priority landscapes.

For over 30 years, Event Books have been used to capture valuable local knowledge and built a rich monitoring record. However, the manual system slowed decision-making, requiring transcription, estimated locations, and hand-built trend analysis. SMART replaces this with georeferenced, time-stamped data that moves instantly across devices and institutions. Patrol coverage can be mapped within hours, illegal activity hotspots tracked over time, and wildlife movements better understood—critical improvements in a field where speed and precision matter.

SMART is an open-source platform that supports real-time data collection, mapping and reporting. Rangers log patrols, sightings and threats using GPS-enabled devices, while managers generate insights to guide decisions. Used in more than 80 countries, its adoption marks a significant step in modernising Namibia's conservation efforts.

The rollout followed a phased approach. Initial pilots in Kunene, Zambezi and Erongo refined training and workflows, combining field trials with classroom sessions. Expansion included structured training across all levels: workshops for managers, hands-on field training for rangers and mentorship during live patrols, supported by ongoing check-ins and refresher courses.

Early results are promising. Response times to incidents have dropped from days to hours, patrol coverage has expanded and communities report quicker action on human–wildlife conflict, reducing livestock losses and strengthening trust. These gains also support stronger engagement with donors.

Challenges remain, including limited connectivity, device maintenance and ongoing training needs. They are being addressed through offline functionality, solar charging solutions and regional technical support, alongside efforts to build trust and encourage adoption.

The shift from Event Books to SMART is more than a technical upgrade—it transforms how conservation data is shared and used to build a more responsive and resilient conservation system for both people and wildlife.

Expanded SMART (Spatial Monitoring and Reporting Tool) implementation across 25 conservancies and 14 of Namibia's 20 state protected areas to improve monitoring, patrol planning, and law enforcement.


Spoor
Photos
Species
Number of Age or Sex Unknown
123
Age of Sign
Notes
Audio note



OUTCOME 1:

Responsible stewardship of wildlife and wild places for livelihoods, governance, and conservation

In Namibia, stewardship is expansive, covering communal conservancies, state protected areas, freehold farms, and the government. This multi-pillar approach enhances national governance, mobilises long-term financing, and expands biodiversity protection across landscapes.

Key results in 2025 include:

- Secured USD 6.1 million through the GEF Financing4Future Project to support improved management effectiveness, long-term financial sustainability and resilience of Namibia's protected area network.
- Advanced Namibia's framework for Other Effective Area-based Conservation Measures (OECMs), with three pilot OECM sites identified and entering a formal validation process.
- With support from WWF Sweden's Leading the Change Phase 2, leadership, governance and financial controls were strengthened in 48 CBOs and 7 NGOs.
- 66% of conservancies achieved full compliance with all five MEFT SOPs, following targeted governance and capacity support.
- WWF continued to provide financial and technical support to the Natural Resources Working Group, supporting coordinated wildlife management across 28 conservancies, three concession areas, and one national park, covering a total area of 53,588 km^2.
- The first Management Effectiveness Tracking Tool (METT) assessments were conducted for Zambezi, Kanovlei and Hamweyi State Forest Reserves, bringing State Forest Reserves into the national protected area performance framework.
- Established an IT hub in Tsumkwe serving Nyae-Nyae, N≠a Jaqna, and Ondjou conservancies.
- Upgraded one waterhole to a hybrid solar–diesel system, ensuring reliable water supply for wildlife, including rhinos, in Mangetti National Park.
- Through the Integrated Wildlife Protection Project (IWPP), strengthened wildlife protection by providing new ranger stations, equipment, training, and mentoring—contributing to a >50% reduction in rhino poaching (vs. 2024).
- Equipped operations rooms and deployed EarthRanger systems at Waterberg National Park and Klein Dobe (Buffalo Camp).
- Maintained CCTV systems, and installed water infrastructure for translocated rhinos in Khaudum National Park.

Namibia for Life (N4L)

- Work progressed toward closing the Namibia for Life (N4L) Project Finance for Permanence, focusing on technical, institutional, and stakeholder readiness requirements for a credible long-term sustainable financing mechanism.
- The Community Conservation Fund of Namibia (CCFN) was confirmed as the N4L Fund Manager.
- The Development Bank of Namibia and Impact Tank were appointed as co-managers of the Socio-Economic Development Fund (SEDF).
- Early testing of SEDF-aligned livelihood approaches was undertaken, complementing N4L efforts to unlock sustainable financing for community enterprise development.

Cluster Farming for Green Growth: Growing Hope at Sichikali Cluster Farm

In Namibia's Zambezi Region, where water availability once made farming unreliable, seven households from one extended family struggled to grow food on their ancestral land. Despite its vast size, crops failed repeatedly without consistent water, leaving the families' future uncertain.

In 2025, a community-driven effort supported by WWF Namibia transformed their situation. The family, led by Linda Kachiolwa, joined a cluster farming initiative, funded by the DreamFund under WWF's KAZA programme. With the installation of two 10,000-litre water tanks and a reliable supply of water, farming became possible again.

The cluster farming model uses far less land while increasing productivity. Each household now cultivates just 624 m^2—about 2% of what they previously used—yet produces enough staple crops to feed a six-person family for a year. Solar-powered fencing protects crops from wildlife and helps to preserve natural movement corridors.

A shared facility for storage, hygiene, and processing has improved food quality and opened access to better markets. Today, only 0.5 hectares are actively farmed at Sichikali, producing a wide range of crops. Surplus vegetables and high-value crops like garlic, tomatoes, and cabbage are sold locally, and increased incomes have allowed families to expand into poultry and livestock.

Equally important is the balance between farming and conservation. The family protects nearby forests and maintains wildlife corridors. Elephants that once destroyed crops now pass without conflict. As Linda puts it, "I have learned that farming and conservation must go hand in hand. Nature gives back when we take care of it".

Sichikali is part of a wider shift across the region, with over 20 cluster farms demonstrating that small-scale, efficient farming can strengthen livelihoods while protecting nature. Women lead this change, making up 85.7% of participants and driving both conservation and community resilience.

With reliable water, smart land use, and strong local leadership, Sichikali shows how sustainable farming can restore both land and hope.

"I have learned that farming and conservation must go hand in hand. Nature gives back when we take care of it"

Linda Kachiolwa
Zambezi Region,
Namibia





Outcome 2:

Unlocking the Socio-Economic Value of Natural Resources

FY25 accelerated Namibia's efforts to ensure that natural resources generate real, measurable socio-economic benefits for rural communities. By advancing innovative financing, expanding conservation payments, strengthening climate-smart agriculture, diversifying livelihoods, and centering community empowerment, Namibia is strengthening a socio-economic foundation that supports long-term conservation and resilience.

Key results in 2025 include:

- With the NACSO Business, Enterprise and Livelihoods Working Group:
  * Business Financial Sustainability Plans were revised for three conservancies, strengthening five-year planning for income, expenditure, and benefit distribution in line with MEFT requirements that 50% of conservancy income supports community benefits.

  * Four joint venture compliance, financial oversight, and data management meetings were supported.

  * New joint venture agreements were concluded in Orupupa and Kwandu conservancies, expanding income generating partnerships and improving long-term revenue streams for participating communities.

- Sustainable Banking Assessments were completed with Bank Windhoek, Agribank, and the Development Bank of Namibia.

- An external review confirmed positive impacts on species and habitat conservation, validating Wildlife Credits as a strong model for performance-based payments using philanthropic and public grant funding.

- Secured NAD 1million a year for 4 years from the FNB Namibia Foundation to support communities to protect of 4 million hectares of exclusive wildlife zones in conservancies through Wildlife Credits.

- Twelve conservancies received over NAD 3 million through Wildlife Credits.

- WWF Namibia supported Namibia's sustainable-use position globally, reinforcing the role of regulated offtake and revenue generation in supporting CBNRM and conservation incentives, while supporting scientifically grounded quota settings for sustainable wildlife use in Namibia.

- Support from SADC TFCA Financing Facility and Legacy Landscapes Fund enabled MEFT to convene joint meetings with communities neighbouring Skeleton Coast, Dorob, Mangetti and Khaudum National Parks, focusing on wildlife crime prevention, human–wildlife conflict mitigation, habitat protection, zonation, connectivity, and increasing community benefits linked to protected areas.

- WWF supported awareness around revised human-wildlife conflict offset rates and engaged with MEFT through the GEF8 Sustainable Financing for State Protected Areas project to strengthen long-term financing approaches for HWC management.

- Promoted climate-smart agriculture practices (drip irrigation, intercropping and cluster farm models) to improve productivity while maintaining wildlife corridors.

- Provided support to community fisheries along the Kwando River, enhanced market access for non-timber forest products, increased honey production, and improved livestock management through guided grazing, feedlot pilots and kraals in the Zambezi region.

Turning Crisis into Resilience: Namibia's Drought Response

In May 2024, the headlines in Namibia proclaimed, "drought of the century." Water sources dried up, grazing lands failed, and both wildlife and rural communities came under extreme pressure. In response, WWF Namibia supported a coordinated emergency programme led by the Ministry of Environment, Forestry and Tourism (MEFT) to protect vulnerable species, reduce human-wildlife conflict, and strengthen climate resilience.

Reverberations from the drought were felt through 2025, with the crisis forming part of a wider regional emergency driven by El Niño and long-term climate change. Four of the five Kavango-Zambezi (KAZA) countries declared states of emergency, while Namibia's annual rainfall has dropped by 30% over the past decade—highlighting the need to shift from reactive relief to proactive adaptation.

With funding from the FNB Namibia Foundation and the WWF Network, WWF Namibia and its partners implemented urgent, targeted interventions. Emergency water pumping in Salambala Conservancy saved 200 hippos stranded in shrinking pools along the Chobe River. Borehole upgrades and hybrid systems improved water access for both people and wildlife, including four solar-powered boreholes installed in Nkasa Rupara National Park, and Palmwag, and #Khoadi-//Hõas Conservancy in the Kunene Region.

To address nutritional stress on grazers, the programme distributed 400 hay bales, 10 tonnes of phosphate feed, and 150 salt lick blocks to Mangetti National Park and surrounding conservancies, helping stabilise wildlife and ease pressure on farming systems.

Ecosystem protection efforts also continued. Forty baobab trees in a key elephant migration corridor were reinforced to prevent damage, while a backhoe loader was procured for the Zambezi Region to restore channels, build earth dams, and establish firebreaks—supporting longer-term landscape management.

MEFT led the response, coordinating with regional teams, conservancies, and partners to ensure effective, standards-aligned implementation. WWF Namibia's support enabled rapid, measurable results on the ground.

Importantly, the response aligns with WWF Namibia's strategy to build climate-resilient landscapes, protect wildlife, and empower communities.

Looking ahead, Namibia's approach aligns with WWF's Roadmap 2030. With sustained funding and collaboration, emergency interventions can evolve into lasting resilience for people, wildlife, and ecosystems.

Immediate drought relief responses were reinforced by ongoing efforts to strengthen water systems, safeguard migration routes, and support community conservation, allowing WWF, MEFT and our partners to build a foundation for long-term adaptation to climate change.





Outcome 3:

Increasing Resilience to Shocks and Systemic Change

FY25 was one of Namibia's most challenging climatic years on record. Droughts drained rivers, wildfires consumed vast landscapes, and climate pressures intensified. Yet these shocks revealed a powerful truth: Namibia's resilience grows when crises are transformed into long-term strategies that strengthen ecosystems, institutions, and communities. With new policies, stronger institutions, and growing global leadership, Namibia is better equipped to face the challenges ahead.

Key results in 2025 include:

- Funding mobilized in 2024/2025 from FNB Namibia Foundation and the WWF Network enabled critical actions, including:
    * New boreholes were drilled and equipped and supplemental fodder provided to rescue ~200 stranded hippos in the Chobe River system.
    * Bamunu and Salambala Conservancies, Mangetti National Park and Nyae Nyae Buffalo Camp received 100 fodder bales each to help stabilise grazers, including black and white rhino.
    * Temporary water points supported the management of an overpopulation of elephants in Khaudum-Nyae Nyae area.
    * Two new boreholes were added in Nkasa Rupara National Park to restore natural hydrology and retain wildlife.
- The cluster farm model was successfully piloted in the Zambezi Region, enhancing production while strengthening resilience to climate change.
- Fire management integrated into SADC TFCA frameworks, supported by improved equipment, frontline capacity building and ecosystem-based management approach.
- Implementation of the Nature-Based Solutions for Water Security and Community Resilience (NBS4Res) initiative began. In partnership with the City of Windhoek, Coca-Cola (Africa Unit and Namibia) and the Global Water Challenge, the initiative aims to improve Goreangab Dam recharge and water quality, advance the Swakop Basin Resilience Action Plan, and roll out youth and community-led water-efficiency campaigns.
- WWF Namibia established a Water Stewardship Desk.
- Active engagement in the Climate Resilient Enduring Earth (CREE) Initiative was undertaken, including early scoping, enterprise identification and field-based learning in Ovitoto Conservancy.
- The REDAA project and other long-running programmes generated data that informed climate smart planning, reinforcing the critical need to invest in research, generating information that can be used from application to decision-making.

Turning Corridors into Lifelines: Securing Connected, Transboundary Landscapes

Namibia's wild lands—from the Skeleton Coast through Etosha to the Kavango-Zambezi (KAZA) region— are part of a mosaic of landscapes that supports wildlife, livelihoods, and cultural identity. In 2024–25, WWF Namibia focused on keeping key movement corridors open, with targeted action in priority areas such as Izwi and Sobbe in the Zambezi. These linkages enable seasonal migration, maintain genetic diversity, and reduce drought-related losses, but they are increasingly threatened by land conversion, fencing, and climate change.

WWF Namibia responded with a mix of infrastructure, governance, and community-led solutions. Wildlife-friendly fencing, seasonal water points, and hybrid boreholes helped steer animals away from farms. Reinforced baobab refuges protected key habitats, while rapid response teams reduced livestock losses. Improved kraaling and joint patrols in Izwi and Sobbe eased conflict, and negotiated setback zones and fence realignments reopened critical crossing points.

Human-wildlife conflict remains a major challenge. Farmers lose crops to elephants, pastoralists lose livestock to predators, and uneven costs erode tolerance for conservation—especially where compensation is delayed or absent.

Coordination is further complicated by fragmented governance and differing cross-border policies. Effective corridor management requires long-term investment in monitoring and planning, yet funding is often short-term.

WWF Namibia's goal of climate-resilient landscapes, thriving wildlife, and empowered communities is aligned with national development and biodiversity strategies. By integrating corridor planning into land use, supporting communities with practical tools, and strengthening regional collaboration across KAZA, WWF Namibia is helping keep landscapes connected for both people and nature, commerce and conservation.

Sustaining these corridors will require continued partnership and predictable support—but when infrastructure, incentives, and governance align, they become lifelines.

In the KAZA landscape, 76% of clustered climate-smart farms are functional, food security among the Khwe San community in Bwabwata National Park has improved, and communities received higher incomes from natural products.





OUTCOME 4:

Supporting Landscape-Level Conservation

In FY25, WWF Namibia and WWF in KAZA delivered major progress in landscape-level conservation across Namibia and the wider KAZA region. With our partners, we advanced the protection of intact ecosystems, strengthened wildlife corridors, and improved community resilience across large landscapes.

Key results in 2025 include:

- Support continued to the Iona-Skeleton Coast and Khaudum-Ngamiland TFCAs, while learning exchanges and joint scoping were linked to the AisAis-Richtersveld TFCA and the Augrabies TFCA initiative, respectively.
- Progress was made towards the 19th Latitude Vision, which envisions a continuous ecological corridor from Angola through Namibia into Botswana.
- In the Khaudum–Ngamiland Wildlife Dispersal Area (WDA), support was delivered for fire management vehicles, upgrades to water points and fencing, asset mapping across 36 villages, and the development of a tourism master plan for the Nyae Nyae Conservancy.
- Support to four proposed People's Parks in the Skeleton Coast-Etosha Conservation Bridge Legacy Landscape, serving as vital ecological buffer adjacent to the Skeleton Coast and Dorob National Parks.
- Collaborative platforms delivered joint fire management, coordinated wildlife counts and youth engagement activities, linking Khaudum National Park with neighbouring conservancies.
- Improved Park operations through the provision of three vehicles to Mangetti, Khaudum and Skeleton Coast National Parks.
- Installed 600 regulatory and warning signboards across areas within the Legacy Landscape.
- Three Collaborative Landscape Innovation Platform (CLIP) meetings strengthened joint planning among conservancies, protected areas and private sector partners in the Legacy Landscape.

In KAZA:

- WWF Namibia led implementation of the WWF-in-KAZA strategy, coordinating across the Namibia, Zambia and Zimbabwe offices and completing key governance deliverables including PIA reporting, convening PIA and interim meetings, and on-time submission of the Technical Progress Report.
- Regional coordination improved through the KAZA Refresh initiative and ongoing international NGOs engagement.
- A Strategic Environmental Assessment for the Cuando River was completed and endorsed by ZAMCOM and the KAZA Secretariat, confirming the river as one of Africa's most intact freshwater systems.
- Cross border conservation outcomes include stable to increasing elephant populations across KAZA with minimal poaching, growth in Namibia's KAZA black rhino population, and stable or improving wetland species in the Zambezi Region.
- A KAZA-wide rapid assessment identified Assisted Reforestation Restoration in the Zambezi State Forest as the most promising carbon opportunity for further development.
- A feasibility study on extending KAZA into Namibia's Kavango regions confirmed key ecological connectivity.
- Satellite-collared elephants confirmed restored cross-border movements into Angola and Zambia, while 54% of 35 identified corridors now exceed a 50% security threshold.
- 433 predator-proof bomas in use in Namibia's Zambezi Region have almost eliminating livestock losses.
- Six active Transboundary Natural Resource Management forums were held, supporting joint decision-making and emerging forums.
- Visibility and funding improved, with 79% of the WWF in KAZA Communication Strategy delivered and a USD 5 million EU NaturAfrica grant secured.

Guardians of the Giants: Protecting Baobabs in Nyae Nyae

In Namibia's Nyae Nyae Conservancy, ancient baobab trees—icons of resilience—came under pressure during the 2024 drought, as elephants stripped bark and damaged trunks in search of food and water.

In response, WWF Namibia, with the Ministry of Environment, Forestry and Tourism (MEFT), conducted an aerial survey of 531 baobabs, identifying 69 trees with elephant damage. Trees were classified by the severity of damage to guide targeted protection. Communities then implemented simple, effective solutions.

Four villages each selected key trees to protect, using rock barriers and mesh wire to deter elephants. So far, 40 trees have been safeguarded.

At the centre of this effort is a team of ten local women trained to monitor baobabs using GPS-enabled SMART devices and the EarthRanger app. They measure tree health, track damage, and prioritise fruit-bearing trees, linking conservation directly to household income and wellbeing. By July 2025, they had surveyed 912 trees, with data informing ongoing conservation planning.

In early 2025 rains brought some relief, but it is community leadership—especially by these women—that anchors the initiative's success.

Aligned with WWF Namibia's strategy and national conservation goals, this work strengthens climate resilience, protects biodiversity, and empowers local stewardship. As efforts expand, it offers a practical, community-driven model for safeguarding both ecological and cultural heritage in a changing climate.



Outcome 5:

Protect, Conserve, and Rehabilitate Namibia's Key Biodiversity Assets

Safeguarding priority species and habitats through threat mitigation and ecological restoration is a priority for WWF and our partners. Together, we continue to make significant strides in building a comprehensive system for biodiversity protection. Stronger financing for protected areas, effective species conservation, improved forensic and technological tools, reduced human wildlife conflict, and forward-looking policy reform have led to significant progress toward safeguarding Namibia's biodiversity assets while supporting community and transboundary resilience.

Key results in 2025 include:

- Implementation of the Financing4Future National Action Plan for Target 3 advanced conservation across 23 terrestrial protected areas, 3 State Forest Reserves, 1 Marine Protected Area, 91 conservancies, 47 community forests, 20 community fisheries reserves, and 3 Transfrontier Conservation Areas.
- The REDAA project produced a comprehensive spatial database on habitat condition, wildlife dynamics and climate stressors in the Kunene Region.
- Ecological rehabilitation priorities were identified in Skeleton Coast and Dorob National Parks, enabling MEFT to target restoration interventions in the most impacted areas.
- Rhino poaching declined by over 50% since 2024, while elephant poaching remained low at four recorded cases.
- Approximately 350 rhinos were dehorned, 11 strategic translocations conducted, and anti-poaching infrastructure strengthened in Etosha and Khaudum National Parks.
- The Black Rhino Custodian Programme achieved ~7% population growth, while the newly established Black Rhino Association of Namibia enhanced coordination across custodial sites.
- With INL funding, a workshop for prosecutors strenthened capacity in wildlife crime prosecution.
- A wildlife crime database was developed for the Prosecutor General's office.
- Operational support provided to the Blue Rhino Task Team help cover staffing and core anti-poaching costs.
- Elephant and carnivore conservation actions included solar water point installations in Kunene, infrastructure upgrades in Khaudum, improved ranger mobility for human-elephant conflict response, and collaring of key predator species in the Khaudum–Nyae Nyae Complex.
- Human-carnivore conflict declined, supported by the procurement of 94 rolls of elephant-deterrent fencing, and construction of 7 new lion-proof kraals in Bamunu Conservancy, bringing the total to 27.
- Environmental crime enforcement effectiveness was strengthened through training and mentoring for prosecutors, deployment of EarthRanger and CCTV-enabled control rooms, establishment of the Wildlife Protection Service, and continued rollout of SMART technology.
- With support to MEFT, progress was made in the DNA sampling of confiscated ivory, and in the establishment of a regional elephant DNA library and National Rhino Database.
- A baobab survey in northeast Namibia led to protection measures for 40 trees, and stewardship training for 10 community members.
- WWF supported the National Policy on Prospecting and Mining in Protected Areas, which would expanded safeguards to include ecologically sensitive and high-value biodiversity areas, ecosystem services and cultural heritage beyond formally gazetted parks.



NACSO Training Institute: Building Capacity for Impact

Namibia's globally recognised Community-Based Natural Resource Management (CBNRM) model relies on securing healthy ecosystems and strong, capable leadership. To support this, WWF Namibia helped establish the NACSO Training Institute—a national platform for building conservation capacity.

Hosted by NACSO at the Community Conservation Inspiration Hub, the Institute equips conservancy leaders, civil society, and government partners with the skills and networks needed for inclusive, accountable, and adaptive conservation. Since launching, it has trained 37 conservancy managers across two cohorts through practical, participatory courses covering leadership, governance, finance, communication, ethics, and conflict resolution. A mentorship programme further strengthens learning by linking emerging leaders with experienced practitioners.

This initiative advances WWF Namibia's goal of strengthening conservation systems by investing in people and institutions. It reinforces governance, turns policy into action, and supports civil society in advocating for community rights and biodiversity. WWF Namibia will work with our partners to continue to grow the Institute as part of its long-term vision for resilient, community-led conservation.





Outcome 6:

Building the Enabling Environment for Conservation

In 2025, Namibia strengthened the systems required for long-term conservation success. Through stronger partnerships, clearer national policies, enhanced rights and accountability, and emerging finance solutions, the country continued building a resilient enabling environment that supports biodiversity and community livelihoods. By aligning government, communities, and civil society around shared systems and stronger governance, Namibia is creating a resilient enabling environment for conservation and community wellbeing.

Key results in 2025 include:

- The Community Conservation Inspiration (CCI) Hub delivered training, technical workshops and cross-sector engagements for conservation partners throughout the year.
- A new IRDNC Community Conservation Satellite Hub in Katima Mulilo became operational, offering shared workspace and coordination support across the KAZA landscape.
- The Government-Civil Society Partnership and Engagement Policy (2024-2027) was implemented, enabling civil society coordination through the National Conservancies and Community Forest Alliance.
- The National Action Plan for Target 3 (NAPT3) Technical Working Group was formalized into a permanent, multisector national coordination platform overseeing Target 3 implementation, monitoring, and reporting.
- WWF supported MEFT's national coordination on climate and biodiversity finance, including engagement on TCFP and BIOFIN.
- A national CBNRM Grievance Mechanism was established and hosted by NACSO, creating transparent channels for community feedback.
- Human-rights and ethics training reached 46 frontline conservation actors, including community game guards, conservancy leaders, and MEFT officials.
- National human-wildlife conflict audits were conducted with support from FAO-SWM.
- A national Human-Wildlife Conflict Spatial Data Management System was launched, improving tracking, planning and response coordination.
- WWF supported awareness raising on Cabinet-approved increases to HWC compensation rates in 2025, improving community understanding of livestock and crop damage offsets.
- Sustainable Finance Implementation Plans identified priority instruments such as biodiversity credits, tax incentives and reforms to strengthen the Game Products Trust Fund.

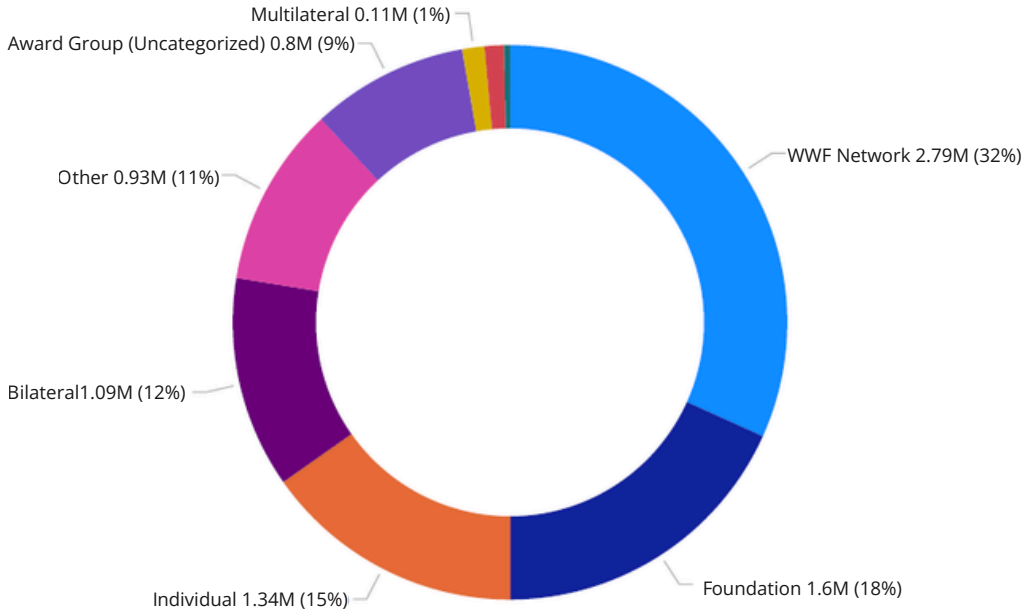
Organisational Excellence

WWF Namibia continues to strengthen the internal systems that support effective conservation delivery. Strengthening internal systems, investing in its people, improving project management, expanding financing, and reinforcing monitoring, we are building a robust organisational foundation, positioning the organisation to deliver sustained conservation impact through 2030 and beyond.

Key results in 2025 include:

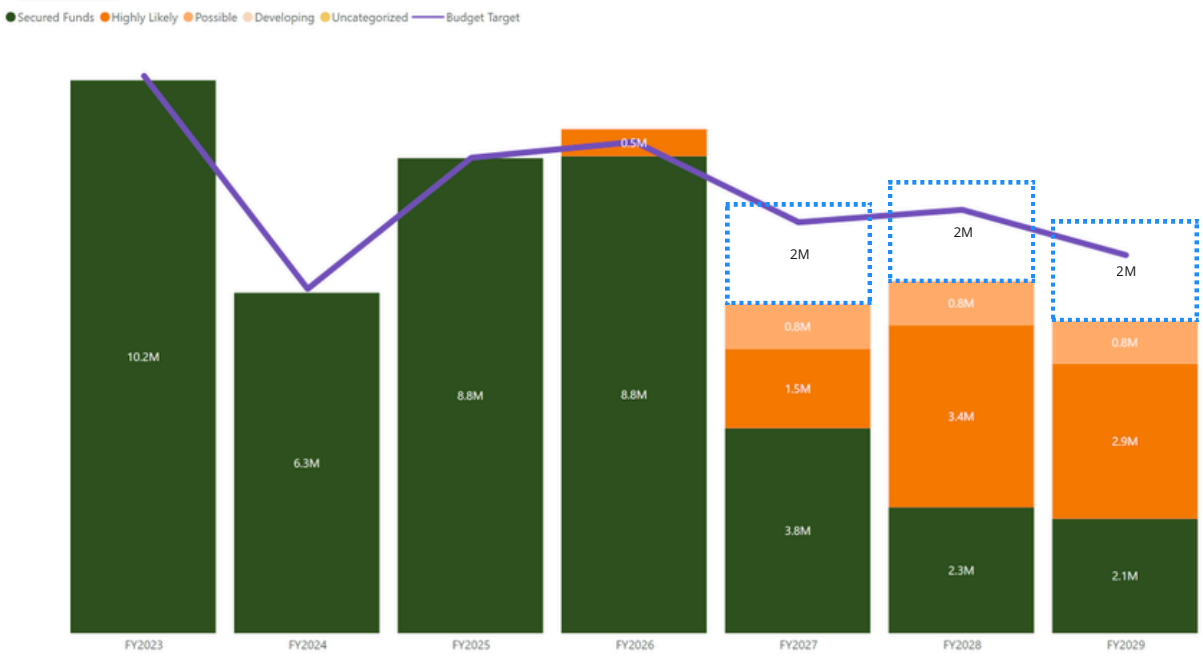
- Strengthened donor deliverable tracking via SmartSimple and improved monitoring using Sage and Workday.
- Enhanced compliance and reporting accuracy through targeted training in International Accounting Standards and US GAAP.
- Executed 404 grant and partnership agreements, channeling USD 4.6 million (52% of total USD 8.9 million expenditure) into programme delivery.
- Expanded capacity with the recruitment of 7 new staff members and 3 interns.
- Introduced the organisation's first pension fund (17 members), delivered 2 wellness days, and provided psychological support sessions.
- Implemented a new People and Culture Manual, upgraded HR systems, and reviewed key service providers.
- Strengthened leadership through coaching for senior managers and middle managers participation in the Go4Gold programme.
- Adopted Monday.com as our central project management platform to track deliverables, timelines and budgets.
- Custom project templates were developed and are being used to manage complex, multi-partner projects more efficiently.
- Maintained long-term financial stability through ongoing multi-year agreements, including with the Legacy Landscapes Fund and multiple WWF Network partners.
- Diversified the funding portfolio to strengthened continuity, enabling strategic investments across priority conservation outcomes.
- Aligned impact monitoring with WWF's Roadmap 2030 to strengthen outcome-level measurement and organisational learning.

FY25 FUNDING DIVERSIFICATION



In FY2025, the funding portfolio was well diversified, reducing financial risk and providing greater flexibility in managing resources. Support from multilateral, bilateral, government, and foundation donors further highlights WWF Namibia's strong institutional credibility and the strength of its donor mix.

PIPELINE FUNDING SUMMARY



From FY27 the annual target of 2mil for CBNRM will now be delivered by CCFN as part of the N4L PFP, sustainable funding mechanism.



Awareness, Communications and Visibility

In 2025, WWF Namibia strengthened its communications to boost public awareness, expand visibility, and engage diverse audiences through storytelling, digital growth, campaigns, and strategic partnerships. Communications efforts expanded reach, strengthened national conservation awareness, and elevated community voices. Through digital growth, campaigns, storytelling, and media engagement, WWF Namibia reinforced its role as a leading communicator of Namibia's conservation imperative.

Key results in 2025 include:

- Conservation storytelling was reframed, with a human-centred narrative approach, highlighting communities, conservancies, and field teams.
- New visual content was produced, including a Wildlife Credits filming mission, translating conservation outcomes into accessible, shareable stories.
- Community-led conservation models were prominently profiled, strengthening the understanding of Namibia's CBNRM approach and amplifying conservation priorities with policymakers, donors and the wider public.
- Digital presence grew significantly, with over 2,425 new followers across Instagram and Facebook, and reach increasing by 228.9% and 159.9% respectively.
- A national CBNRM awareness campaign was codesigned and launched, with NACSO, MEFT and civil society partners.
- Five targeted communications trainings were delivered, along with Fireside Chats, Media Breakfast and the CBNRM Exhibition, improving partner alignment and messaging consistency.
- Key dialogues - including the Ending Plastic Pollution Panel, CBNRM Technical Workshop, the SEC Quiz and participation in the Youth Climate Change Conference - strengthened intergenerational conservation leadership.
- National and international media coverage, including features on CNN and Carbon Pulse, amplified Namibia's conservation work.



WWF Namibia

7 Rossini Street, Windhoek West
P.O. Box 9681 Eros, Windhoek, Namibia
Tel: (+264) 61 239945
Email: reception@wwf.na

For further information, please visit our website at www.wwfnamibia.org