

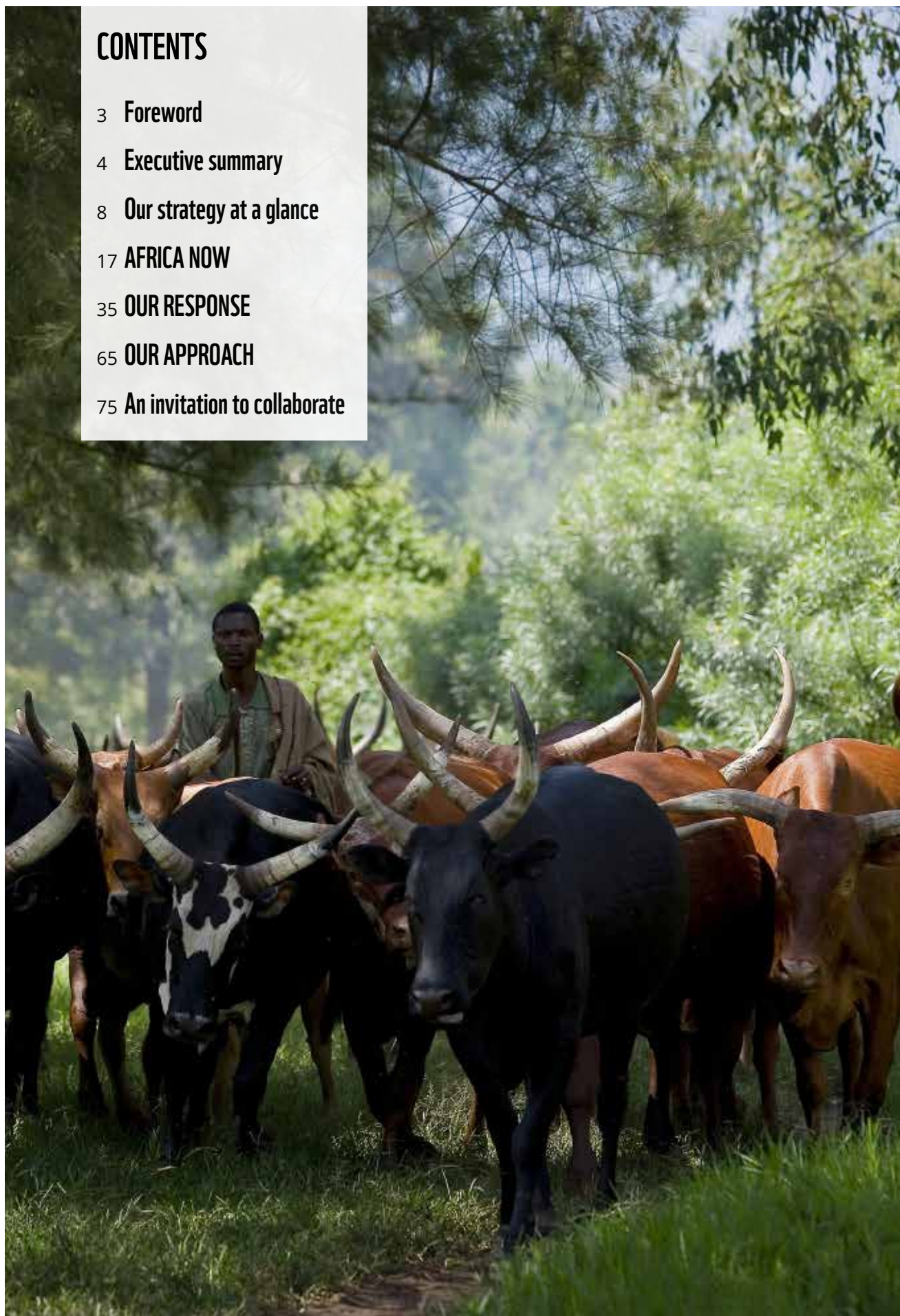
MAKING NATURE EVERYONE'S BUSINESS

Seizing this moment for both
people and planet

A NEW STRATEGIC PLAN FOR AFRICA
2021-2025

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FOREWORD

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Africa has made considerable gains towards achieving the Sustainable Development Goals (SDGs) and the aspirations of the African Union's Agenda 2063: The Africa We Want. African countries have also acknowledged the critical role that natural capital could play in unlocking Africa's potential and pulling millions out of the poverty trap through political initiatives such as the African Ministerial Conference on the Environment (AMCEN), which emphasizes that natural capital underpins the continent's economy and affirms that natural capital should be the gateway to wealth creation and investments (UNEP/AMCEN). Furthermore, a growing number of natural resource governance frameworks, present the continent with opportunities to partner with state and non-state actors from local to global international and civil society organizations, private companies, and the media, to mention a few.

Yet progress in several areas is not advancing at the scale nor speed required. Poverty remains high and climate change and nature loss pose serious threats to current and future wellbeing.¹ The impact of the COVID-19 pandemic threatens to reverse progress, hitting those most vulnerable hardest, and risking them being left even further behind.

But even as Africa hurtles towards an uncertain future of rising temperatures, extreme weather events, water shortages, and recovery from the pandemic, there are opportunities. And there is also hope. Africa's young, entrepreneurial, and increasingly educated population is amongst the continent's greatest assets. With so much as yet unbuilt infrastructure, Africans have an opportunity to build their energy system using modern green technologies, without the costly task of dismantling existing fossil fuel infrastructure. A green energy transition also fits African resource endowments: Africa has 17.7% of the world's population but has an estimated 28% of the world's solar electric potential, and despite its large deserts, 18% of the world's hydroelectric potential. Digital technologies have brought solutions that are well adapted to African conditions. Mobile payments and fintech have developed more rapidly in parts of Africa than elsewhere in the world, due to the greater demand for such tools in places with a less-developed financial industry.

Last but by no means least, people across Africa and the rest of the world are showing an unprecedented interest in nature², and governments and industry are taking steps towards net zero and a carbon neutral, nature positive future.

Africa can leverage these opportunities to help strengthen resilience to its challenges. It is here that WWF brings its unique value - connecting ideas to action, harnessing data and knowledge for innovation, and investing in Africa and its people. WWF's global network enables national, regional and international cooperation across sectors and challenges - linking social, economic, and environmental opportunities and enabling countries to learn from each other and tap into WWF's global network of expertise.

It is about debunking the myths that conservation is at odds with Africa's aspirations for economic and social development, and that nature and conservation is the business of the elite few

We are actively working with partners across the public and private sector to provide a platform that drives action, policy-making and investment at scale.

This Africa strategy seeks to seize this moment for people and planet. The strategy will go beyond business as usual to blend our conservation work with a Whole of Society and inclusive approach linking sectors, reaching across boundaries, and cementing the bond between people and place. This means creating shared spaces that ensure co-existence between people and nature and engaging the whole of society to innovate, integrate, leverage, and collaborate for robust and durable conservation impact at scale. For conservation to succeed, and for us to achieve a nature positive and sustainable future for all, it must contribute to reducing poverty, creating jobs and addressing the needs and aspirations of a rapidly growing population.

WWF has its origins in Africa and has been at the forefront of local conservation initiatives in Africa for six decades. Our evolution has been made possible by partnerships with a broad range of governments, scientists, park managers, local communities, businesses, and the generosity of our donors. We remain aware that our mission to help bring about a world in which people live in harmony with nature demands constant vigilance and innovation in the face of ever-changing challenges. As WWF enters its seventh decade in Africa, the task is urgent, and the time is now.

¹ World Economic Forum, 2022, The Global Risks Report

² Economist Intelligence Unit and WWF, 2021, EcoAwakening

EXECUTIVE SUMMARY



© Martin Harvey / WWF

The urgency of meeting the needs of people and the planet sustainably has never been greater. The African continent we call home is also the habitat to one third of the planet's biological diversity across a range of land, water and seascapes. But these critical natural systems, and the lives and livelihoods that depend on them, are under threat.

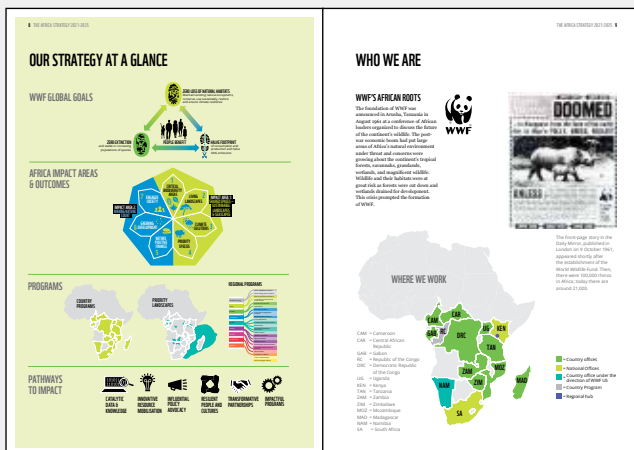
Africa is at a crossroads. The challenge is to meet people's needs while meeting the needs of nature. Both are facing enormous pressures. Both hold significant promise too. Natural capital can lift millions out of poverty and unlock Africa's potential to offer a brighter and better future for all in line with the aspirations of the United Nations' Sustainable Development Goals (SDGs), including zero hunger and poverty. But business as usual will not get the job done.

The challenge is to meet people's needs while meeting the needs of nature

AFRICA NOW

Africa is faced with a unique mix of challenges and opportunities. Nature is the bedrock for economic, social, and environmental sustainability in Africa, yet it is increasingly under threat from extraction, fragmentation and unsustainable production and consumption. Critical challenges and opportunities, encompass elements of People, Planet, and Prosperity, including:

- **Valuing nature** is crucial to Africa's balance sheet, to reducing liabilities and increasing assets. Up to 50% of wealth in most African countries comes from natural capital and assets. Around 70% of Africa's population is dependent on nature for their livelihoods. Between 30-50% of total wealth in most African countries comes from its natural capital and assets.
- **Human-wildlife conflict** (HWC) is increasing as is conflict over resources. Africa's biodiversity has fallen by 65% according to the WWF Living Planet Report 2020 and the UN estimates that by 2050 the continent will have lost more than 50% of its bird and mammal species.
- **Africa's population** is forecast to double to 2.5 billion people by 2050. Almost three-quarters of the population today are under 22 years of age. There is a growing middle-class but more than a third of the population still live in poverty. Access to health care and food security are critical issues - although farming provides half of Africa's jobs, Africa imports almost \$4 billion of food a year and more than 300 million people face severe food insecurity.
- At the same time **Africa has 50% of the world's remaining arable land**, the world's second-largest tropical forest, 30% of the world's mineral reserves and a fisheries aquaculture sector estimated at \$24 billion.
- **Africa's young, entrepreneurial**, and increasingly educated population is amongst the continent's greatest assets. With new digital technologies and so much as yet unbuilt infrastructure, Africans have an opportunity to build their energy system using modern green technologies. The potential for transformative change is significant but time is running short to make a difference.



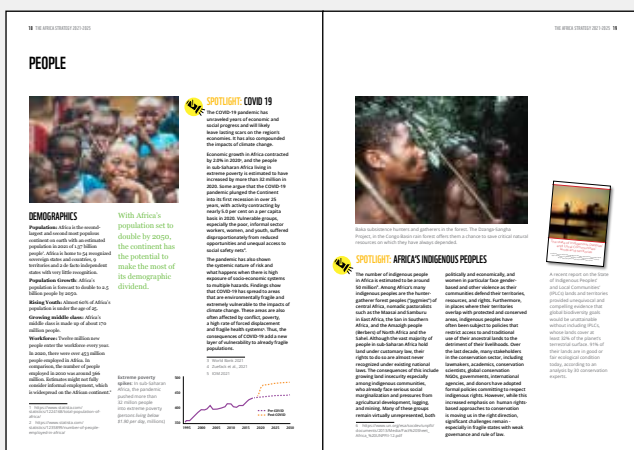
OUR RESPONSE

The Africa Strategy 2021-2025 is WWF's call to move beyond business as usual and seize this moment to strengthen the coexistence between people and the planet. It is a rallying cry to create “shared spaces” to underpin environmental, economic, and social sustainability.

Building on WWF's work over the past 60 years, this strategy integrates our work in Africa across 14 countries, 7 priority landscapes, and a portfolio of regional programs in a framework aligned to WWF's Global Goals of 1) zero loss of natural habitat, 2) zero extinction and 3) halving the human footprint of consumption, production, and greenhouse gas emissions (GHG) by 2030 (Figure 1 - Our Strategy at a Glance). Reinforcing WWF's mission to stop the degradation of the planet's natural environment and to build a future in which people live in harmony with nature.

This Strategy is a response to the challenges and opportunities facing Africa.

It is about debunking the myths that conservation is at odds with Africa's aspirations for economic and social development, and that nature and conservation is the business of the elite few. This strategy seeks to reframe the narrative by demonstrating that conservation of nature and economic development can co-exist in harmony and that nature is central to achieving Africa's development ambitions. Furthermore, protecting, sustainably managing and restoring nature is not just the business of conservation organizations like WWF. It is the shared business of everyone, everywhere – and if the world is going to achieve a nature positive future and climate resilience by 2030, we need all hands on deck.



Our Strategy focuses on Two Core Impact Areas:

- **Impact Area 1:** Co-Existence Through Shared Spaces – Sustainable Land, Water, and Seascapes
- **Impact Area 2:** Making Nature Count – Mainstreaming Nature Across Sectors and Society Ensuring Nature is Everyone's Business

The first impact area uses an integrated and inclusive landscape approach to protect biodiversity, reduce conflict, enhance coexistence, and strengthen the resilience of people and ecosystems.

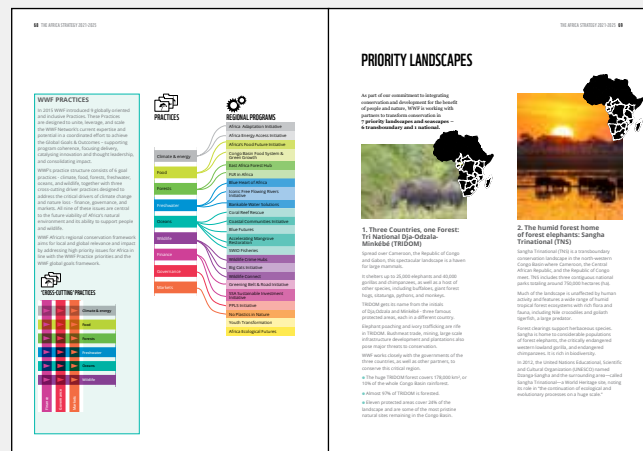
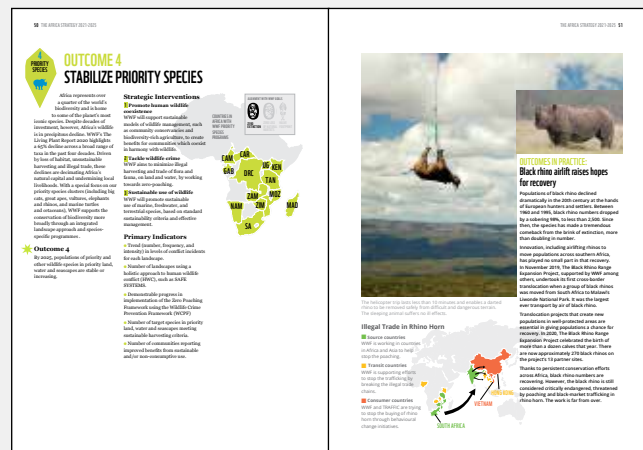
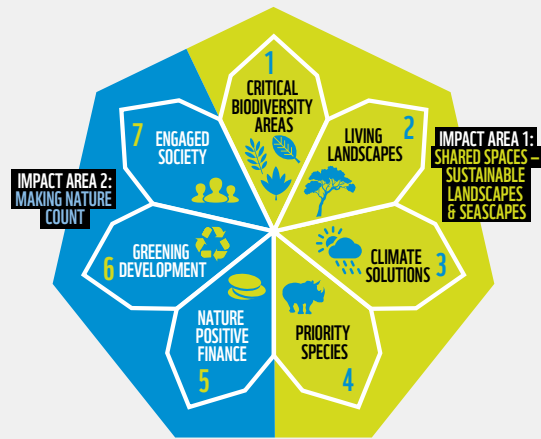
The second impact area outlines an ambitious strategy for transforming our systems of production and consumption through nature positive finance and development, and the power of people and partnerships. Both of these critical impact areas are underpinned by a Whole of Society and inclusive human rights based approach that puts people at the heart of conservation - linking sectors, reaching across boundaries, and cementing the bond between people and place.

These two impact areas rest on 7 Critical Conservation Outcomes to reverse nature loss and help chart the course for Africa's sustainable development.

1. Critical Biodiversity Areas
2. Living Landscapes
3. Priority Species Stabilised
4. Climate Solutions
5. Greening Development
6. Nature Positive Finance
7. Engaged Society

The threats and drivers of nature loss in Africa go far beyond the boundaries of individual countries and transboundary landscapes. These regional challenges require regional solutions. **Four critical regional action areas** emerged from our Horizon Scan. These areas are critical to addressing the needs of Africa now – tackling challenges and embracing opportunities, driving innovation, and catalyzing impact at scale.

1. One Health
2. Beyond Tourism
3. Africa Ecological Futures
4. Inclusive Natural Resource Governance



OUR APPROACH

Building on our strong local foundations, and leveraging the strength of our global network, this strategy consolidates our country, landscape, and regional programs and leverages effective partnerships across the region and beyond. Through our integrated approach we strive to reach across boundaries, scales and sectors to secure a resilient and sustainable future for both nature and people in Africa.

Horizontal Integration – across landscapes and country boundaries

Vertical Integration – from local to global

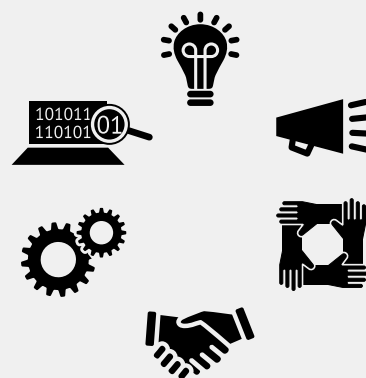
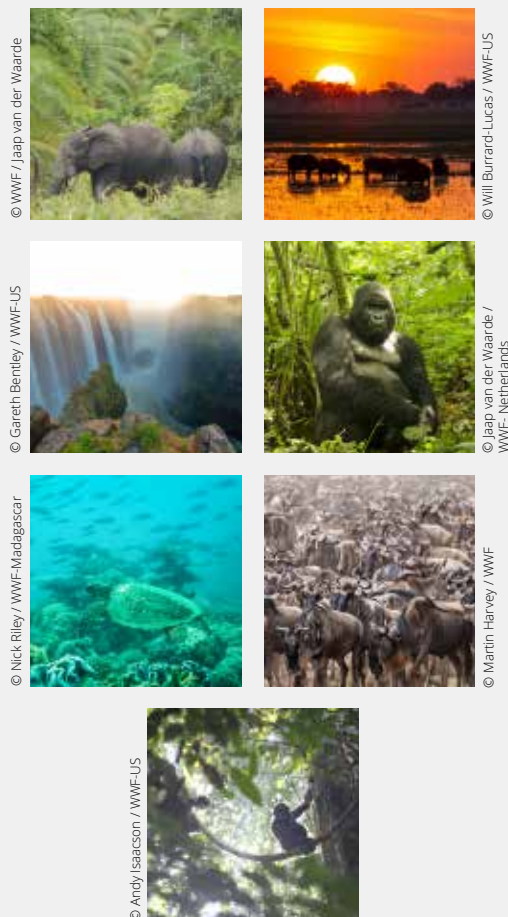
Thematic Integration – across thematic areas and sectors

In an effort to increase the scale of our impact, enhance connectivity, and strengthen coordination and integration across sectors, we have identified 7 priority landscapes (6 transboundary and 1 national), including:

1. Tri National Dja-Odzala-Mikebe (TRIDOM)
2. Sangha Transnational (TNS)
3. Kavango-Zambezi (KAZA)
4. Greater Virunga Landscapes (GVL)
5. South West Indian Ocean Seascape (SWIO)
6. Southern Kenya Northern Tanzania (SOKNOT)
7. Salonga National Park (DRC)

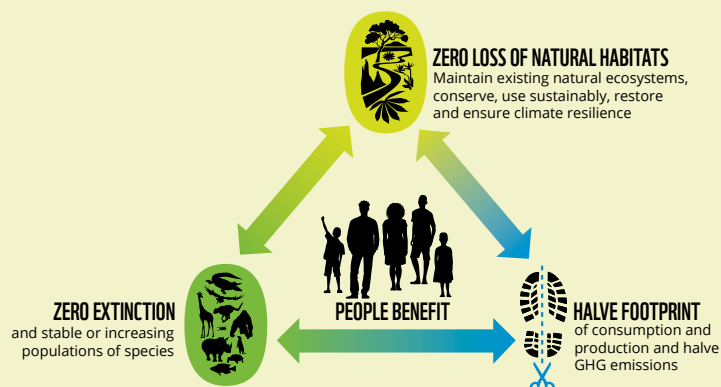
Finally, the Africa Strategy sets out **6 Impact Pathways to achieve conservation at scale.**

1. Catalytic data and knowledge
2. Innovative resource mobilisation
3. Influential policy advocacy
4. Resilient people and cultures
5. Transformative partnerships
6. Impactful programs

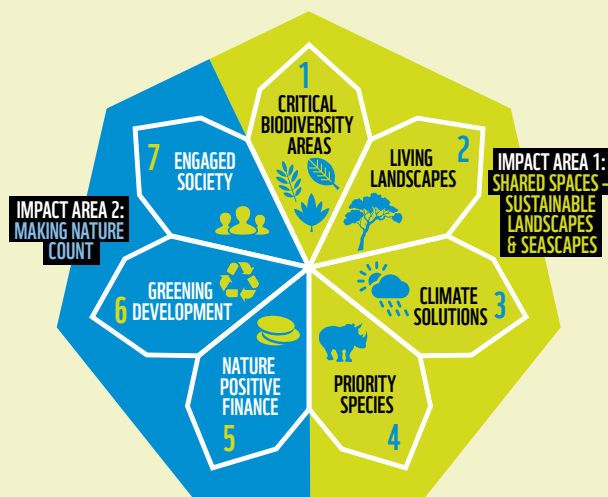


OUR STRATEGY AT A GLANCE

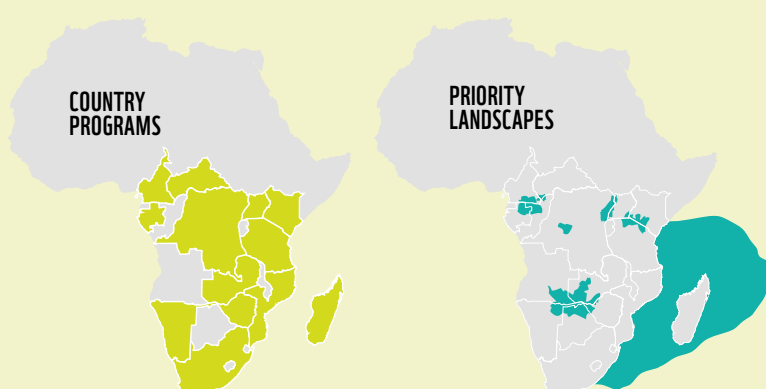
WWF GLOBAL GOALS



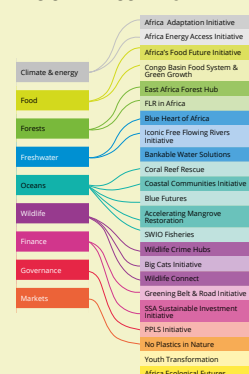
AFRICA IMPACT AREAS & OUTCOMES: AN INCLUSIVE APPROACH



PROGRAMS



REGIONAL PROGRAMS



PATHWAYS TO IMPACT



CATALYTIC
DATA &
KNOWLEDGE



INNOVATIVE
RESOURCE
MOBILISATION



INFLUENTIAL
POLICY
ADVOCACY



RESILIENT
PEOPLE AND
CULTURES



TRANSFORMATIVE
PARTNERSHIPS



IMPACTFUL
PROGRAMS

WHO WE ARE

WWF'S AFRICAN ROOTS

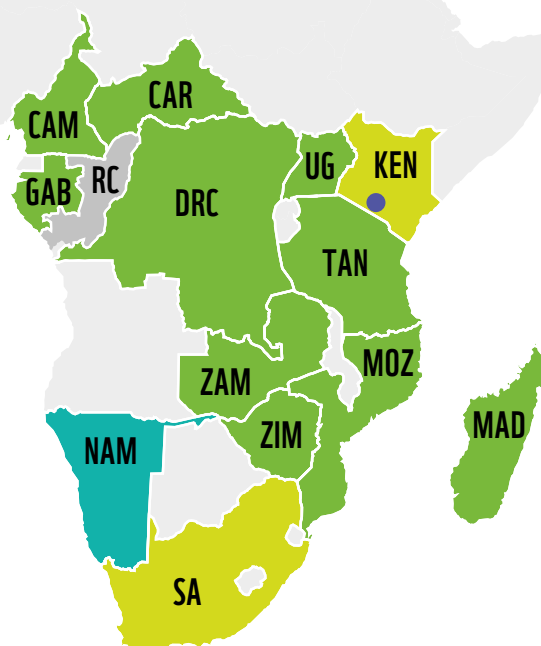
The foundation of WWF was announced in Arusha, Tanzania in August 1961 at a conference of African leaders organized to discuss the future of the continent's wildlife. The post-war economic boom had put large areas of Africa's natural environment under threat and concerns were growing about the continent's tropical forests, savannahs, grasslands, wetlands, and magnificent wildlife. Wildlife and their habitats were at great risk as forests were cut down and wetlands drained for development. This crisis prompted the formation of WWF.



The front-page story in the Daily Mirror, published in London on 9 October 1961, appeared shortly after the establishment of the World Wildlife Fund. Then, there were 100,000 rhinos in Africa: today there are around 21,000.

WHERE WE WORK

- CAM = Cameroon
- CAR = Central African Republic
- GAB = Gabon
- RC = Republic of the Congo
- DRC = Democratic Republic of the Congo
- UG = Uganda
- KEN = Kenya
- TAN = Tanzania
- ZAM = Zambia
- ZIM = Zimbabwe
- MOZ = Mozambique
- MAD = Madagascar
- NAM = Namibia
- SA = South Africa



- = Country offices
- = National Offices
- = Country office under the direction of WWF US
- = Country Program
- = Regional hub

FROM SPECIES AND HABITATS TO SHARED SPACES FOR PEOPLE AND PLANET

1960s In its first decade, WWF raised more than US\$5.6 million – an enormous sum in the 1960s – popularising conservation. The money supported 356 conservation projects around the world – from wildlife surveys through anti-poaching. Africa was a strong early focus for WWF: many of the animals and habitats supported by these early grants went on to become iconic symbols of conservation and central to WWF's work.



In 1961, Gerald Watterson's first sketches for the WWF logo were refined by Sir Peter Scott



Advert, 1961

1970s WWF strives for comprehensive conservation for entire biomes such as Africa's tropical forests and wetlands, as well as species including elephants across their entire range. It steps up work with governments, environmental treaties and tackling of environmental threats.

1980s By its 20th anniversary, WWF has helped found some of the world's most important protected areas covering 1 per cent of the Earth's surface with African parks and protected areas playing a critical role. WWF stressed that conservation is about people and the planet, paving the way for sustainable development.



In 1986 the logo was updated

1990s The link between human and natural welfare, awareness of the value of biodiversity and the threat posed by climate change feature in WWF's 1990 Mission Statement, framing its work ever since. WWF's global strategy focuses on the world's most critical ecoregions and on six key issues – species, forest, marine and freshwater conservation, mitigating climate change and reducing the use of toxic chemicals. The Yaoundé Summit in 1999 commits countries in the Congo Basin to the conservation and sustainable management of the Congo forests, the world's second largest tropical forest.



Crossword, Panda, advertising campaign in China, 2010



In 2000 the typeface on the logo was changed

2000s

With the twin goals of conserving biodiversity and reducing humanity's ecological footprint, WWF focuses on safeguarding wildlife, habitats, and the ecological services they provide for all people. In Africa it strives for sustainable transboundary conservation through sustainable fishing, combating wildlife crime and the illegal timber trade. There is a strong focus on sustainable management of water resources, renewable energy, and climate change.

2010s

WWF launches six new global conservation priorities focusing on climate and energy, food, forests, oceans, water, and wildlife. Each of these has a global goal which can be localized through national targets and objectives. Energized by the Sustainable Development Goals (SDGs) each of these priorities is critically relevant to Africa.

2020s

The COVID-19 pandemic and climate change redouble conservation challenges worldwide with the COP26 climate summit in Glasgow in November 2021 and the Kunming Biodiversity summit in 2022 taking centre stage.



Advert, 2021

EXTERNAL PARTNERSHIPS



Collaboration and partnership are critical to achieving conservation impact at scale. The ambition outlined in this strategy cannot be achieved alone. Long term success requires the development and support of many internal and external multipliers, including strong and transformative partnerships across sectors and scales, including with Indigenous People and Local Communities (IPLCs), Community Based Organizations (CBOs), civil society organizations (CSOs), the private sector, government, and society at large.

With this strategy we will continue to invest in and expand the following critical external partnerships:

We will strengthen our engagement with **Strategic Partners** to influence policy and decision making, directly achieve conservation goals, or scale impact through their influence on other key actors. These partners include political actors, financial institutions, multinational corporations, government departments, and other high-level influential institutions and individuals.

We will expand our engagement with **Change Inducing Partners** to influence and incentivize a change in attitude, beliefs, values, behaviours, and practices. Critical partners include local and international media, behaviour change related agencies, campaigning and advocacy organizations, opinion leaders, religious bodies, as well as financial institutions and corporates.

We will enhance our engagement with **Collaborating Partners** to strengthen our alignment and catalyze action towards our common purpose and goals. These partners include local and international NGOs, IPLCs, CSOs, intergovernmental organizations, research institutes, and government bodies.

We will broaden our support for **Implementing Partners** to enhance sustainability, strengthen local ownership, and scale our interventions. We work together with a diverse range of partners to implement conservation activities, including CSOs, IPLCs, the general public, and the private sector.



SPOTLIGHT: OUR VALUES

We recognize that nature is the source of Africa's health, wealth, and wellbeing. It is also the key to a sustainable future for the continent. Conservation is about science, action, protection, management, and restoration but also about commitment to our values. Our values reflect that commitment and provide a foundation for achieving this ambitious conservation vision for Africa:

- **Courage:** We demonstrate courage through our actions, we work for change where it's needed, and we inspire people and institutions to tackle the greatest threats to nature and the future of the planet, which is our home. We need the courage to question, to challenge, to reflect and learn, to change, to innovate and to collaborate.
- **Integrity:** We live the principles we call on others to meet. We act with integrity, accountability, and transparency, and we rely on facts and science to guide us and to ensure we learn and evolve. We need integrity of purpose and approach, integrity of individuals and communities, integrity of ecosystems.
- **Respect:** We honour the voices and knowledge of the people and communities that we serve, and we work to secure their rights to a sustainable future. We show respect for people, for local wisdom, traditional knowledge and approaches, respect for nature and diversity.
- **Collaboration:** We deliver impact at the scale of the challenges we face through the power of collective action and innovation. We seek collaboration through partnerships. We can't do this alone. Only by working together will we succeed – across sectors, across communities and across boundaries.

Nature is the foundation for sustainable development in Africa. Our biodiversity and natural resources are critical to our health, wealth, and wellbeing. WWF's vision for inclusive and equitable conservation is central to a nature positive future for both people and planet.

Graphic created by the Stockholm Resilience Centre

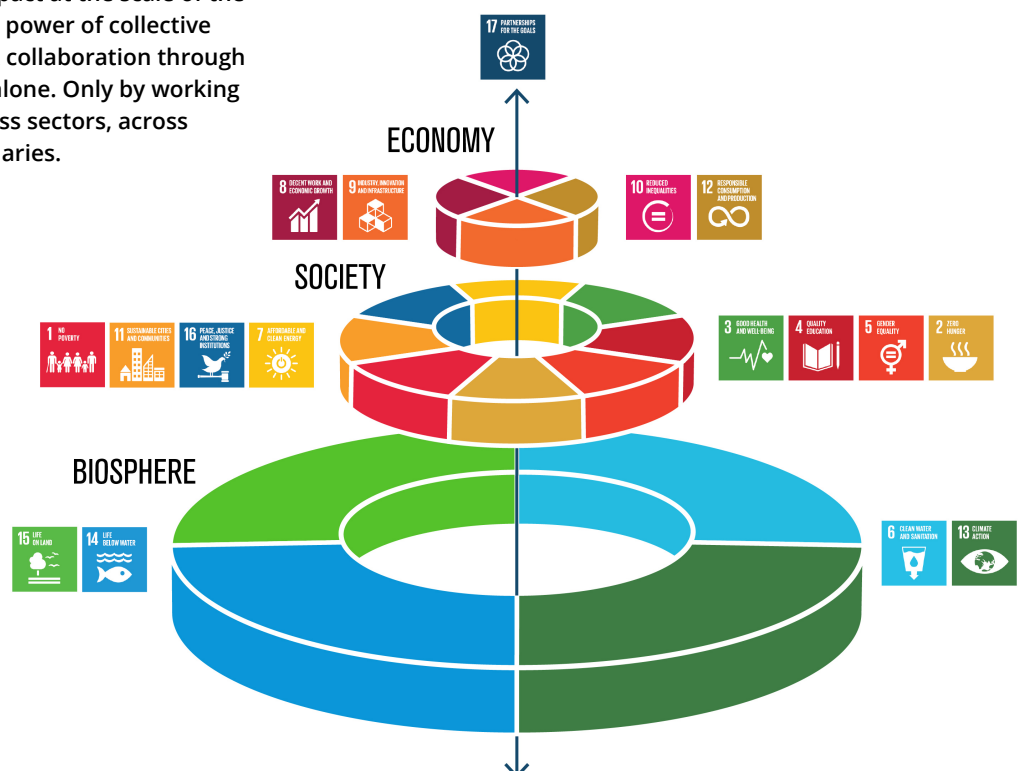
OUR MISSION AND VISION IN AFRICA

Mission:

To position nature at the centre of sustainable development in Africa. To inspire engagement, action, and investment in nature by governments, the private sector and civil society, through a Whole of Society approach, for the prosperity of both people and planet in support of WWF's global mission.

Vision:

An inclusive, sustainable and nature positive African development pathway, where the value of nature is harnessed for the prosperity of both people and planet.





SPOTLIGHT: IMPORTANT FRAMEWORKS FOR CONNECTING CONSERVATION AND SUSTAINABLE DEVELOPMENT IN AFRICA

- **The 2030 Agenda for Sustainable Development** and the 17 Sustainable Development Goals (SDGs) recognize that ending poverty must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and sustaining our environment.

- **Agenda 2063** - The Africa We Want - of the African Union, seven aspirational statements and a total of 20 goals, speaking to a prosperous Africa based on inclusive growth and sustainable development.

- **Gaborone Declaration for Sustainability in Africa** that aims to ensure that the contributions of natural capital to sustainable economic growth, maintenance and improvement of social capital and human well-being are quantified and integrated into development and business practice.

- **The UN Decade on Ecosystem Restoration**, from 2021 through to 2030 aimed at building a strong, broad-based global movement to ramp up restoration and put the world on track for a sustainable future. That will include building political momentum for restoration as well as thousands of initiatives on the ground and is led by the United Nations Environment Programme (UNEP) and the Food and Agriculture Organization (FAO) of the United Nations, with WWF as a Global Partner.

- **The African Mining Vision** (AMV), a transnational initiative started in 2009 by African ministers to ensure mineral extraction contributes to broader, longer term sustainable development outcomes.

- **The Natural Resource Charter** (NRC), a global initiative launched in 2010 and adopted by the New Partnership for Africa's Development as a flagship program in 2012, containing 12 economic precepts on how to best manage natural resource opportunities for development.

- **The Extractive Industries Transparency Initiative** (EITI) which guides state and non-state actors on how to conduct transactions transparently and legally, this initiative is particularly timely given the dangers of the “resource curse” and windfall profits linked to the BRICS’ (Brazil, Russia, India, China and South Africa) demand for energy and minerals.

Global Agreements on Climate, Biodiversity and Land Degradation:

- **The Paris Agreement**, adopted by 196 Parties at COP 21 in Paris, on 12 December 2015 and entered into force on 4 November 2016. The goal of this legally binding agreement is to limit global warming to well below 2, preferably to 1.5 degrees Celsius, compared to pre-industrial levels.

- **A Strategic Plan for Biodiversity**, adopted globally in 2010 by the Parties to the Convention on Biological Diversity, to conserve biodiversity and enhance its benefits for people, currently being updated as part of the post -2020 Global Biodiversity Framework.

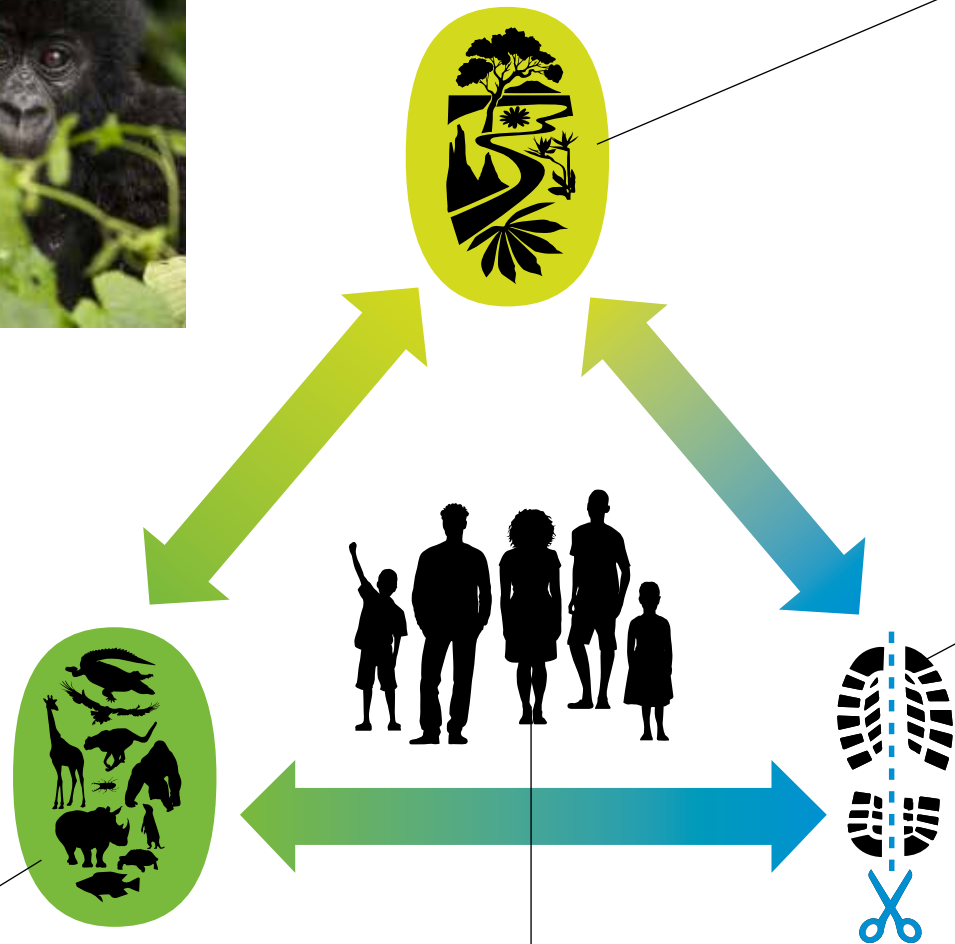
- **The Land Degradation Neutrality**, adopted in 2015 with 120 countries, as of 2021, engaged in setting land degradation neutrality targets in line with the 2030 ambition to conserve, sustainably manage, and restore one of our most important assets - land.



© WWF / Juozas Cernius

OUR TARGETS

© Paul Robinson



ZERO EXTINCTION

- ↑ Stable or increasing populations of priority species in all landscapes - lions, elephants, rhinos, great apes, turtles
- 6 priority landscapes with holistic HWC through the SAFE system
- 4 priority landscapes with reduced poaching through the application of the Zero Poaching Framework
- 100% of WWF priority landscapes with demonstrated progress in wildlife crime reduction as measured by the Wildlife Crime Prevention Framework

ENGAGED SOCIETY & HUMAN WELLBEING

- 20% Increase in awareness and engagement
- ↑ Increase in sustainable income/livelihoods/jobs across Priority Landscapes
- ↑ Increase in access to clean water, food, and nutritional security across Priority Landscapes

ZERO LOSS OF HABITAT

- 30%** of priority landscapes protected under formal and community management
- 10%** increase in management effectiveness and connectivity of PCAs in priority landscapes
- ↑** Increase in area of WWF Priority Landscapes under sustainable management
- 13.5 million ha** of deforested and degraded landscapes restored across the region (under the FLR initiative)

HALVING FOOTPRINT

- 7+** countries with at least 25% increased access to sustainable electricity supply and clean cooking alternatives
- 3+** countries commit to coal phase out
- ↑** Increase in nature positive investment by governments and private sector in 4 priority landscapes
- 5** countries with sustainable green/blue economy plans under implementation
- 5** countries and 1 financial institution (AfDB) integrated natural capital accounting and assessment in planning and investment decision-making
- 6** countries with enhanced NDCs
- 3+** countries implementing best in class Nature based solutions



© Joy Taurus, Unsplash



© Annie Spratt, Unsplash

HOW WE ADD VALUE: CONNECTING PEOPLE, IDEAS, INNOVATION & INVESTMENT FOR CONSERVATION



Connecting ideas to actions

- As a trusted and committed partner with a formal presence in 14 countries across Africa, and a long history in the region (celebrating 60 years in 2021).
- By pioneering new approaches and catalysing change in collaboration and partnership with governments, the private sector, civil society, communities, and indigenous people.
- Through a commitment to an integrated and inclusive landscape approach for people and planet.
- By using the resources and influence of our global network to tackle complex environmental challenges across scales.
- By maximising our influence to convene stakeholders, inspire high level political commitment and catalyse action on critical issues.
- Through national and regional engagement in Multilateral Agreements, strategic partnerships, and global policy and political processes.



Harnessing data and knowledge for innovation

- Through the development and support of innovative approaches to community-based natural resource management and innovative mechanisms for conservation finance.
- Through the collaborative development and support for certification and conversion free value chains to reduce destructive extractives and promote sustainable consumption.
- By broadening our understanding of socio-ecological systems and conservation challenges and opportunities through research, knowledge, data, and information for decision making.
- By leading the way in formalizing and embedding environmental and social safeguards in conservation.



Investing in Africa and its people

- By influencing financial flows and catalysing investment to address the continent's most pressing environmental challenges.
- By developing innovative conservation finance solutions together with governments and the private sector.
- Through education, training, technical support, building capacity and investing in Africa's most critical resource – its people.
- By championing environmental education and awareness to build public and political understanding and commitment for conservation and sustainable development.
- Through support for civil society organizations and an open civic space to enhance local ownership and long term sustainability.



© Bill Wegener, Unsplash

AFRICA NOW

Opportunities and challenges

18 People

- 18 Demographics
- 20 Human wellbeing

21 Planet

- 21 Natural capital
- 23 Climate change

24 Prosperity

- 24 Economic development
- 26 Finance
- 28 Africa's data revolution
- 30 Natural resource governance
- 34 Civic and policy space



PEOPLE

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DEMOGRAPHICS

Population: Africa is the second-largest and second most populous continent on earth with an estimated population in 2021 of 1.37 billion people¹. Africa is home to 54 recognized sovereign states and countries, 9 territories and 2 de facto independent states with very little recognition.

Population Growth: Africa's population is forecast to double to 2.5 billion people by 2050.

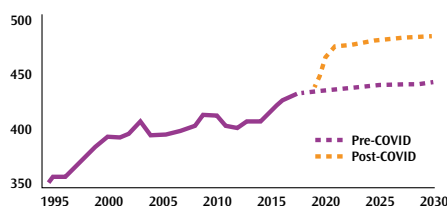
Rising Youth: Almost 60% of Africa's population is under the age of 25.

Growing middle class: Africa's middle class is made up of about 170 million people.

Workforce: Twelve million new people enter the workforce every year.

In 2020, there were over 453 million people employed in Africa. In comparison, the number of people employed in 2010 was around 366 million. Estimates might not fully consider informal employment, which is widespread on the African continent.²

With Africa's population set to double by 2050, the continent has the potential to make the most of its demographic dividend



Extreme poverty spikes: In sub-Saharan Africa, the pandemic pushed more than 32 million people into extreme poverty (*persons living below \$1.90 per day*, millions)



SPOTLIGHT: COVID-19

The COVID-19 pandemic has unraveled years of economic and social progress and will likely leave lasting scars on the region's economies. It has also compounded the impacts of climate change.

Economic growth in Africa contracted by 2.0% in 2020³, and the people in sub-Saharan Africa living in extreme poverty is estimated to have increased by more than 32 million in 2020. Some argue that the COVID-19 pandemic plunged the continent into its first recession in over 25 years, with activity contracting by nearly 5.0 per cent on a per capita basis in 2020. Vulnerable groups, especially the poor, informal sector workers, women, and youth, suffered disproportionately from reduced opportunities and unequal access to social safety nets⁴.

The pandemic has also shown the systemic nature of risk and what happens when there is high exposure of socio-economic systems to multiple hazards. Findings show that COVID-19 has spread to areas that are environmentally fragile and extremely vulnerable to the impacts of climate change. These areas are also often affected by conflict, poverty, a high rate of forced displacement and fragile health systems⁵. Thus, the consequences of COVID-19 add a new layer of vulnerability to already fragile populations.

³ World Bank, Africa's Pulse - an analysis of the issues facing Africa's economic future, Volume 23, April 2021

⁴ World Bank, Africa's Pulse - an analysis of the issues facing Africa's economic future, Volume 23, April 2021

⁵ Dina Ionesco and Mariam Traore Chazalnoël, "More than a health crisis? Assessing the impacts of COVID-19 on climate migration", IOM, 2021

¹ Population Statistics for Africa 2000-2021 (statista.com)

² Employment Statistics for Africa (statista.com)

© Martin Harvey / WWF



Baka subsistence hunters and gatherers in the forest. The Dzanga-Sangha Project, in the Congo Basin rain forest offers them a chance to save critical natural resources on which they have always depended.



SPOTLIGHT: AFRICA'S INDIGENOUS PEOPLES

The number of indigenous people in Africa is estimated to be around 50 million⁶. Among Africa's many indigenous peoples are the hunter-gatherer forest peoples of central Africa, nomadic pastoralists such as the Maasai and Samburu in East Africa, the San in Southern Africa, and the Amazigh people (Berbers) of North Africa and the Sahel. Although the vast majority of people in sub-Saharan Africa hold land under customary law, their rights to do so are almost never recognized under existing national laws. The consequences of this include growing land insecurity especially among indigenous communities, who already face serious social marginalization and pressures from agricultural development, logging, and mining. Many of these groups remain virtually unrepresented, both politically and economically, and women in particular face gender-

based and other violence as their communities defend their territories, resources, and rights. Furthermore, in places where their territories overlap with protected and conserved areas, indigenous peoples have often been subject to policies that restrict access to and traditional use of their ancestral lands to the detriment of their livelihoods. Over the last decade, many stakeholders in the conservation sector, including lawmakers, academics, conservation scientists, global conservation NGOs, governments, international agencies, and donors have adopted formal policies committing to respect indigenous rights. However, while this increased emphasis on human rights-based approaches to conservation is moving us in the right direction, significant challenges remain - especially in fragile states with weak governance and rule of law.

⁶ Indigenous Peoples in the African region, UNPFII, 2013



A recent report on the State of Indigenous Peoples' and Local Communities' (IPLCs) lands and territories provided unequivocal and compelling evidence that global biodiversity goals would be unattainable without including IPLCs, whose lands cover at least 32% of the planet's terrestrial surface. 91% of their lands are in good or fair ecological condition today, according to an analysis by 30 conservation experts.

HUMAN WELLBEING

Poverty: As of 2021, 490 million people on the continent are living in extreme poverty, making up approximately 36 per cent of Africa's total population.

Health: Without access to vaccines and medicines, Africans are susceptible to some of the world's most deadly diseases: COVID, malaria, tuberculosis, and HIV/AIDS. 50% of children under five who die of pneumonia, diarrhoea, measles, HIV, tuberculosis, and malaria are in Africa (WHO). With 90% of the population using wood as fuel for heating and cooking, air pollution kills nearly 600,000 people annually in Africa.

Access to Energy: Sub-Saharan Africa (SSA) has the lowest energy access rates in the world. Electricity reaches only about half of its people, while clean cooking only one-third; roughly 600 million people lack electricity and 890 million cook with traditional fuels¹. Africa's current energy demand is estimated at 700 TW, which is 4,000 times the 175 GW of wind and solar capacity the entire world added in 2020. At the same time, the global transition to renewable energy will mean exponentially scaling up the production of batteries, electric vehicles (EVs), and other renewable energy systems, which require Africa's mineral resources. For example, the Democratic Republic of the Congo (DRC), *accounts for 70% of the world's cobalt, the mineral vital to battery production*. Cobalt demand is expected to double by 2030. Increased demand for electric vehicles, critical minerals, and renewable energy systems is an *opportunity for Africa to capture larger portions of supply chains in the new green economy*. Conversely, 84 million people (80% of the total population) in the DRC could still lack access to electric power in 2030.

¹ Achieving clean energy access in sub-Saharan Africa - OECD Case Study



Paying a high price for environmental disasters

Between 2000 and 2015, 23 million working-life years were lost annually at the global level because of environment-related disasters caused or exacerbated by human activity. This is equivalent to 0.8% of a year's work globally. Africa suffered some of the greatest losses of working-life years, with an annual average of 376 working-life years per 100,000 people of working age lost between 2008 and 2015. At the same time, globally, some 1.2 billion jobs—particularly those dependent on farming, fishing, and forestry—currently rely directly on the effective management and sustainability of a healthy environment. In Africa, these sectors represent 58% of total employment.

© Benjamin Lizardo, Unsplash

Powering Africa's progress



Nearly 600 million Africans still lack access to electric power, a number that the International Energy Agency (IEA) projects will actually increase by 30 million due to the COVID-19 pandemic.

Africa cannot industrialize on wind and solar energy alone. To create jobs for Africa's burgeoning youth population, we need to find ways to power the continent's industrialization while limiting negative environmental impacts.

PLANET

The UN estimates that by 2050 the continent will have lost more than 50% of its bird and mammal species

NATURAL CAPITAL

Biodiversity - Africa hosts one fifth of the planet's biological diversity² and supports an extraordinary diversity of wildlife and wild lands including some of the earth's largest intact assemblages of large mammals, which roam freely in many countries. Africa's biomes extend from mangroves to deserts, from Mediterranean to tropical forests, from temperate to sub-tropical and montane grasslands and savannahs, and even to ice capped mountains.³ The continent has the world's largest arable landmass, second largest and longest rivers (the Congo and the Nile), 50% of the world's remaining arable land, the world's second-largest tropical forest (20% - 301 million ha)⁴. Additionally, the continent holds 30% of the world's mineral reserves, 12% of oil, 40% of gold and 10% of internal renewable freshwater⁵, vast savannas, pristine coastlines, and a fisheries aquaculture sector estimated at USD 24 billion. In most African countries, natural capital accounts for 30 to 50% of total wealth with over 70% of people living in sub-Saharan Africa depending on forests and woodlands for their livelihoods.

Protected and Conserved Area Network – with nearly 2000 Key Biodiversity Areas and 7800 terrestrial protected areas covering nearly 17% of the continent⁶, Africa's protected area network is critical for biodiversity and the provision of ecosystem services.

Water: Africa is blessed with abundant water resources: Lake Tanganyika - the greatest single reservoir of fresh water on the continent and second deepest in the world (UNEP, 2006), Lake Victoria - Africa's largest lake and the world's second-largest freshwater lake, and the Nile River Basin - source of the Nile, the longest river in the world.

Forests: Africa represents 20% of the total global tropical forests with 13% of the continent's landmass covered by rainforest. Forest-related income in Africa lifts 11% of rural households out of extreme poverty. Forests also supply critical raw materials needed to grow the economy, provide habitat to wildlife, regulate water flow, and sequester carbon. Estimates of the numbers of forest dwelling indigenous people in Central Africa vary from between 130,000 and 920,000, and it is widely accepted that these landscapes are home to approximately 150 distinct ethnic groups⁷.

Africa faces increasing threats of biodiversity loss.

The Living Planet Report 2020 suggests 68% declines across all taxa, and the UN estimates that by 2050 the continent will have lost more than 50% of its bird and mammal species⁸. Land degradation and fragmentation of landscapes are critical drivers of these declines.

Drought and soil erosion have degraded 65% of Africa's rangelands, threatening the livelihoods of 100 million herders and farmers. Projections show that by 2050, 50 to 700 million people will have migrated due to loss of livelihood activities from climate-related land degradation.

Land degradation affects 46% of Africa's land area with at least 485 million (65%) people affected. This translates into a US\$9.3 billion annual cost. Additional estimates show that 75-80% of the continent's cultivated area is degraded, with a loss of 30 to 60 kg of soil nutrients per hectare per year.

Recent findings show that **Africa had the largest annual rate of net forest loss** of any region between 2010 and 2020⁹, with nearly 4 million hectares (9.8 million acres) deforested mainly due to unsustainable agriculture, logging and fuelwood harvesting. If land degradation continues at the current pace, it is estimated that more than a half of cultivated agricultural area in Africa will be unusable by the year 2050 with the continent able to feed only 25% of its population by 2025.

Africa is the second driest continent in the world, after Australia¹⁰, and millions of Africans still suffer from water shortages throughout the year. Fourteen countries in Africa are already experiencing water stress. Another 11 countries are expected to join them by 2025 at which time nearly 50% of Africa's population will face water stress or scarcity.¹¹



2 Biodiversity In Africa - 10 Figures, 10 Challenges - Afrik21

3 The State Of Biodiversity In Africa - Convention On Biological Diversity pdf

4 The Worlds Second Largest Rainforest: Congo - One Green Planet

5 Regions In Africa - UNEP

6 Conserving Africa's wildlife and wildlands through the COVID-19 crisis and beyond - nature.com

7 Shining a light on natural climate solutions in Africa - Nature4Climate

8 Africa philanthropy to fill the biodiversity gap - Afrik21

9 FAO - Global Forest Resources Assessment 2020

10 Rainfall patterns in Africa - GRID-Arendal/Studio Atlantis

11 The Facts On Water In Africa - WWF EU Assets

FOREST LANDSCAPE RESTORATION IN AFRICA TAKES ROOT

© Great Green Wall


**GREAT
GREEN
WALL**

The Great Green Wall

When Africa's Great Green Wall is completed it will be the largest living structure on the planet, three times the size of the Great Barrier Reef. The Great Green Wall is an African-led movement with an epic ambition to green an 8,000km belt across the entire width of Africa. The project aims to restore degraded landscapes, planting trees to restore biodiversity and boost environmental and economic resilience among local communities.

Source: <<https://www.greatgreenwall.org/about-great-green-wall>>

afr100

African Forest Landscape Restoration Initiative

AFR100 (the African Forest Landscape Restoration Initiative) is a country-led effort to bring 100 million hectares of land in Africa into restoration by 2030. It aims to accelerate restoration to enhance food security, increase climate change resilience and mitigation, and combat rural poverty.

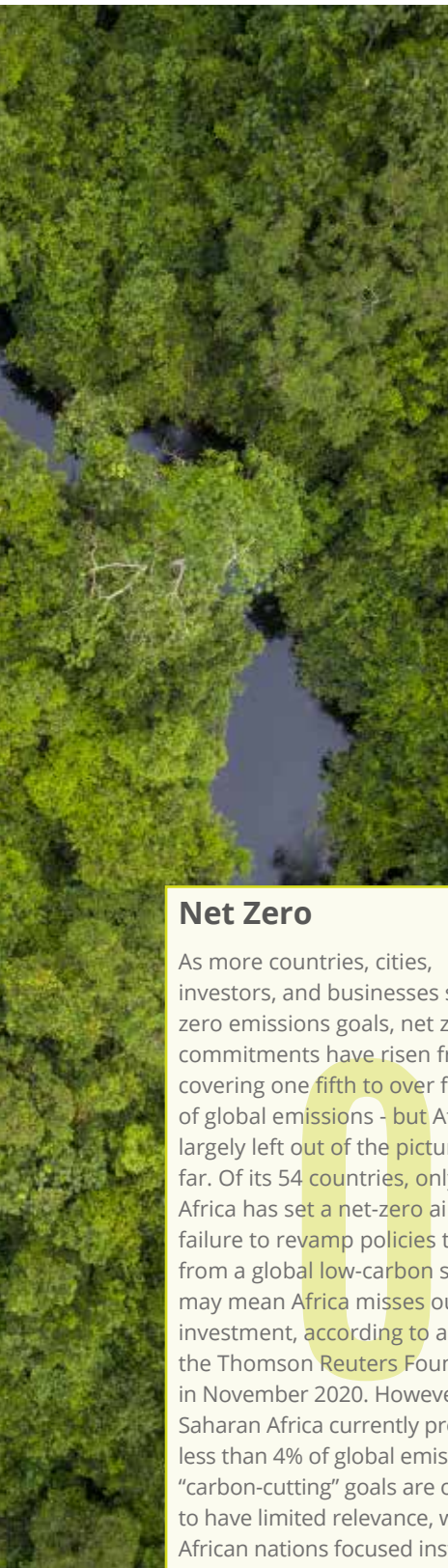
A partnership of 31 African governments, supported by other global partners, the initiative was launched at the landmark COP21 climate talks in Paris in 2015.

Source:<<https://afr100.org/content/about-us>>



© Thomas Nicolon / WWF DRC

The rainforest of the Congo Basin is the second-largest in the world.



Net Zero

As more countries, cities, investors, and businesses set net zero emissions goals, net zero commitments have risen from covering one fifth to over four fifths of global emissions - but Africa is largely left out of the picture so far. Of its 54 countries, only South Africa has set a net-zero aim - and failure to revamp policies to benefit from a global low-carbon shift may mean Africa misses out on investment, according to a report by the Thomson Reuters Foundation in November 2020. However, sub-Saharan Africa currently produces less than 4% of global emissions and “carbon-cutting” goals are often seen to have limited relevance, with most African nations focused instead on creating jobs and economic growth, according to the report.



SPOTLIGHT: CLIMATE CHANGE

Africa will play a major role in solving the global climate crisis. The Congo Basin is the world's second-largest rainforest and vital to stabilizing the world's climate, absorbing 1.2 billion tons of CO₂ each year.

Forty-eight sub-Saharan African countries outside of South Africa are responsible for just 0.55 % of cumulative CO₂ emissions. Yet, 7 of the 10 countries most vulnerable to climate change are in Africa.

The social and economic disruptions of singular and recurrent climate shocks are wide-ranging and can multiply quickly with intergenerational consequences. Recent studies show that monthly economic activity in the region could contract by 1% when the average temperature is 0.5°C above that month's 30-year average, while the impact of drought on medium-term growth in the region is about eight times as high as that in developing countries outside the continent.

Implementing policies to reach the Paris Agreement objectives (2°C global warming) would reduce the losses in economic activity by US\$962 billion a year. However, adaptation to climate change is expensive and expected to cost US\$30 billion to US\$50 billion (2-3 per cent of regional GDP) each year over the next decade¹.

Moreover, projections show that by 2050, 50 to 700 million people will have migrated due to loss of sources of livelihoods from climate-related land degradation. The interaction of land degradation with climate change represents one of the biggest and probably the most urgent challenges for humanity today, with significant

implications for food security and natural resource conservation².

The World Bank's new Groundswell Africa reports³, released ahead of the 26th session of the Conference of the Parties (COP 26), finds that the continent will be hit the hardest by climate change, with up to 86 million Africans migrating within their own countries by 2050.

The data on countries in West Africa and the Lake Victoria Basin show that climate migration hot spots could emerge as early as 2030, and highlight that without concrete climate and development action, West Africa could see as many as 32 million people forced to move within their own countries by 2050. In Lake Victoria Basin countries, the number could reach a high of 38.5 million. The report calls on countries to take the following bold, transformative actions:

Net-zero targets: the global community has the responsibility to cut greenhouse gas emissions to reduce the scale and reach of climate impacts.

Locality and context matter: countries will need to embed internal climate migration in far-sighted green, resilient, and inclusive development planning across Africa.

Data: investing in research and diagnostic tools is key to better understand the drivers of internal climate migration for well-targeted policies.

Focus on people: invest in human capital to engage people in productive and sustainable climate smart jobs.

² The assessment report on land degradation and restoration - Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services 2018

³ Climate Change Could Further Impact Africa's Recovery - World Bank

¹ An analysis of issues shaping africa's economic future - Africa's Pulse, October 2021

PROSPERITY

ECONOMIC DEVELOPMENT



Agriculture: Agriculture is the most important sector in Africa. In 2019, more than 232 million workers in the region were employed in agriculture, accounting for over 50% of the continent's total employment. Total

arable land in use in Sub-Saharan Africa has increased from 133 million hectares four decades ago to 240 million hectares in 2020. According to the FAO, this could increase to 291 million hectares by 2050 due to increasing demands to feed a growing population. Furthermore, agriculture is the largest consumer of water in sub-Saharan Africa.



Trade: The African Continental Free Trade Area (AfCFTA) will create the world's largest free trade zone by integrating 54 African countries with a combined population of more than 1 billion

people and a gross domestic product of more than \$3.4 trillion. Africa's commitment to lowering intra-African trade barriers can attract more private sector investment with larger, connected market opportunities. Nations and firms can collaborate across borders to create a pipeline of bankable power projects to attract investment. Increasing local manufacturing and production capacity for resources, materials, and value-added products vital to green technology will create jobs locally.



Food for thought

According to the African Development Bank (AfDB), 250 million Africans suffer from hunger and 333 million face severe food insecurity.

Food and nutrition security in Africa is off track. In 2020, more than one in five people in Africa faced hunger—more than double the proportion of hungry people in any other region. About 282 million of Africa's population are undernourished. While Africa's agricultural exports are rising, the continent remains a net food importer at an annual cost of \$43 billion, and could top \$110 billion by 2025 as demand for food is rising at more than 3% per year and greenhouse gas (GHG) emissions from agriculture contribute more than 30% to the national GHG inventory.

Human capital

Africa's population of around 1.37 billion (2021) is forecast to approximately double by 2050.¹

Almost 60% of Africa's population is under the age of 25, making Africa the world's youngest continent.²

Twelve million new people enter the workforce every year.³

Africa's young, entrepreneurial, and increasingly educated population is amongst the continent's greatest assets.

Between 30 - 50% of total wealth in most African countries comes from its natural capital and assets.⁴

Around 70% of Africa's population are dependent on nature for their livelihoods.⁵

¹ Forecast of the total population of Africa 2020 - 2050 (Statista.com)

² The Burgeoning Africa Youth Population: Potential or Challenge, citiesalliance.org

³ Catalyzing youth opportunity across Africa, Afdb

⁴ Is Africa's Natural Capital the Gateway to Finance Its Development? UNEP, 2016

⁵ Is Africa's Natural Capital the Gateway to Finance Its Development? UNEP, 2016



Urbanization: Africa is the fastest urbanizing continent.

Urban populations are growing faster in Africa than all other regions of the world. Feeding Africa's cities, means a major opportunity for the

continent's 60 million farms. Out of total urban food sales of roughly US\$200 to US\$250 billion per year, over 80% comes from domestic African suppliers. The most rapidly growing urban food markets are for processed, prepared, and perishable foods — especially dairy, poultry, meat, fish, and horticulture. According to a recent report by McKinsey, following a green revolution model, Sub-Saharan Africa will need eight times more fertilizer, six times more hybrid seeds, at least \$8 billion of investment in basic storage (not including cold-chain investments for horticulture or animal products), and as much as \$65 billion in irrigation to fulfil its agricultural potential of producing 2 to 3 times more cereals and grains to feed urban markets. Achieving this level of potential without damaging the environment and while supporting social equity will require implementing innovations in technology, institutions, and policies.



Infrastructure: Africa's

infrastructure is being upgraded after years of neglect: The development of infrastructure in Africa is critical for fostering economic growth and contributes significantly to human

development, poverty reduction, and the attainment of the Sustainable Development Goals (SDGs). There is an urgent need to close Africa's infrastructure financing gap of \$68-108 billion a year⁶ to support the continent's accelerated growth and development. Investment in infrastructure accounts for over half of the improvements in economic growth in Africa witnessed over the last decade and has the potential to contribute much more, given a conducive environment. But, without responsible planning, these developments could have potentially harmful effects. For example, roads and traffic already kill a massive amount of wildlife which can lead to the loss of local populations and have cascading effects — interrupting mutually beneficial relationships or rupturing food webs that can lead to the loss of other species.

⁶ Africa50.com



In 2011, WWF teamed up with the African Development Bank (AfDB) on a joint report on **Africa's ecological footprint** that assessed the health of the continent's ecosystems and called for a transition to green growth. A second joint initiative in 2014 – **The African Ecological Futures** – looked more deeply at the pressures facing Africa, future development scenarios and their impacts on the environment. The report identified ten ecological frontiers – large areas rich in biodiversity and important for conservation that deliver ecological services including water, but are vulnerable to the impacts of development. The areas include Central Africa's miombo woodlands and Madagascar's coastal forests, the lakes of the Albertine Rift and East Africa's savannahs.

Source: Africa Ecological Future 2 - WWF

FINANCE



Conservation finance: In Africa, available funding for protected and conserved area management satisfies only 10 to 20% of management needs. For example, the funding gap for Africa's protected areas (PAs) with lions was estimated at approximately USD

1.5 billion per annum¹. Limited resourcing often results in underperforming protected areas, at a time where they are key to providing solutions for both people and planet. There is a clear need to diversify and increase self-generated revenues and develop innovative financing mechanisms and there is hope as more funders are becoming bolder and more ambitious in providing long-term and significant funding for nature conservation. In September 2021 nine organizations collectively announced a \$5 billion pledge over the next 10 years through the *Protecting Our Planet Challenge* to support the management and monitoring of protected and conserved areas of land, inland water, and sea. The money will also support work with indigenous people, local communities, civil society, and governments. These kinds of long-term funding mechanisms for conservation stand in contrast to the previously relatively reactive, crisis-driven nature of much of African conservation funding and provide an opportunity for sustainable interventions in natural resource conservation.



Climate Finance: Funders have not targeted strategic support for adaptation activities towards those African countries with the highest vulnerability to climate change. Between 2014 and 2018, adaptation-related finance committed by bilateral and

multilateral funders to African countries remained well below US\$5.5 billion per year, or roughly US\$5 per person per year. These amounts are well below the estimates of adaptation costs in Africa. Lessons from countries that have been more successful in accessing finance point to the value of more sophisticated domestic adaptation policies and plans; of alignment with priorities of the Nationally Determined Contributions (NDCs); of meeting funding requirements of specific funders; and of the strategic use of climate funds by national planners. A low disbursement ratio for adaptation finance in this period in Africa (at 46%) relates to barriers impeding the full implementation of adaptation projects: low grant to loan ratio; requirements for co-financing; rigid rules of multilateral climate funds; and inadequate programming capacity within many countries.



The Bezos Earth Fund

In November 2021, The Bezos Earth Fund pledged \$2 billion to help restore nature and transform food systems as part of its \$10 billion commitment to fight climate change, improve nature, and advance environmental justice and economic opportunity, according to the Associated Press.

This commitment adds to a \$1 billion pledge for nature announced at Climate Week NYC in September 2021 to help create, expand, manage, and monitor protected and conserved areas. Together, this \$3 billion allocated to nature will drive a new, three-fold agenda focused on nature conservation, landscape restoration, and food-systems transformation. One billion dollars in funding will support landscape restoration, with an initial focus on Africa and the U.S. Restoration efforts in Africa will include planting trees on degraded landscapes, revitalizing grasslands, and integrating trees into farmland. This work will help drive critical outcomes that include climate benefits, food security, job creation, economic growth, soil fertility, and improved connectivity between protected areas to conserve biodiversity.

¹ Closing the gap: Financing and resourcing of protected and conserved areas in Eastern and Southern Africa - IUCN



Conservation

entrepreneurship: To address today's unprecedented pressures on natural capital, conservation efforts need to be more entrepreneurial, collaborative, and designed to deliver impact at scale. A rising

generation of African conservation entrepreneurs is working in partnership with local people who use and manage their lands and environment. As a result, conservation entrepreneurship is increasingly applied to African landscapes. It is especially vital in eastern and southern Africa, where the Serengeti, Okavango Delta, and Kalahari—some of the world's most iconic wildlife ecosystems—are inextricably linked with growing human populations in rapidly changing societies. In Kenya, for example, almost 65% of all wildlife is found on community and private lands, outside government parks and reserves, and wildlife tourism is a multi-billion-dollar industry in the region². Conservation entrepreneurship, therefore, presents an excellent opportunity to manage natural resources on the continent sustainably.

² African Conservation Entrepreneurs and Business Solutions to the Biodiversity Crisis - Stanford Social Intervention Review, 2020

Nature gains from debt swaps

WWF was created to mobilize funds for conservation. In the 1980s WWF pioneered **debt-for-nature swaps** – agreements allowing developing countries to redeem foreign debt by investing in conservation. In 2006, for example, the French government agreed debt relief across 22 heavily indebted developing countries, releasing US\$4.6 billion for conservation. Of this, at least US\$ 25 million is helping protect the Congo River Basin. WWF also created conservation funds in Madagascar and Mozambique, as well as for protected area complexes such as South Africa's Table Mountain National Park and the Tri-National Sangha (TNS) conservation complex, which links seven protected areas in Cameroon, the Republic of the Congo and Central African Republic.



Falling foul of fossil fuel subsidies

The world spends an astounding US\$423 billion annually to subsidize fossil fuels for consumers – oil, electricity that is generated by the burning of other fossil fuels, gas, and coal. This is four times the amount being called for to help poor countries tackle the climate crisis, according to new UN Development Programme (UNDP) research released in October 2021. The amount spent directly on these subsidies could pay for COVID-19 vaccinations for every person in the world or pay for three times the annual amount needed to eradicate global extreme poverty. When indirect costs, including costs to the environment, are factored into these subsidies, the figure rises to almost US\$6 trillion, according to data published recently by the International Monetary Fund (IMF). UNDP's analysis highlights that these funds, paid for by taxpayers, end up deepening inequality and impeding action on climate change.

Source: For every dollar pledged to tackle climate crisis for world's poor, four dollars are spent on fossil fuel subsidies that keep the climate crisis alive - UNDP

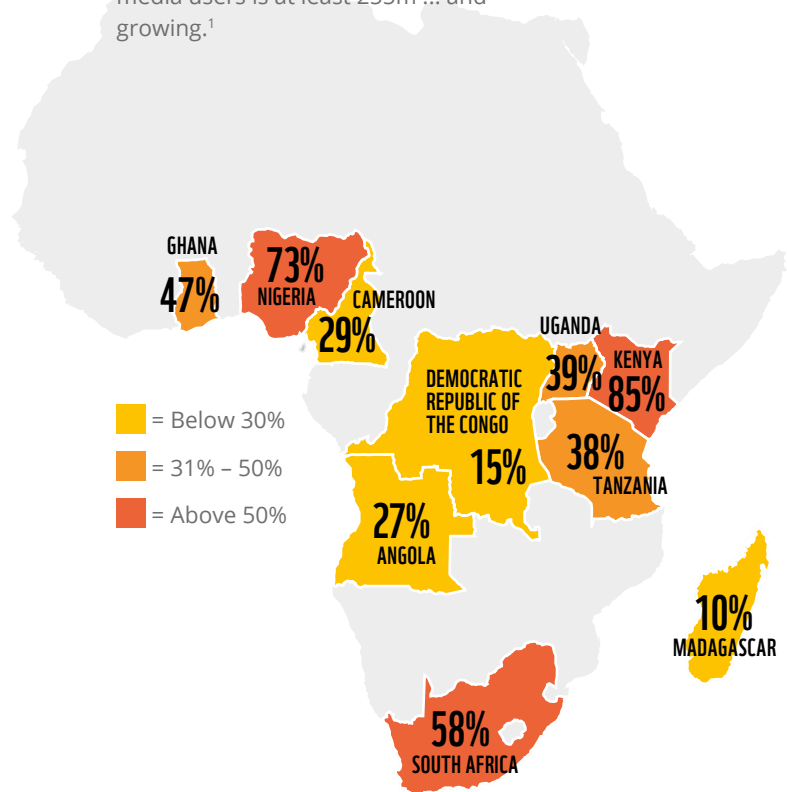
AFRICA'S DATA REVOLUTION

Big data and technology for advancing understanding, identifying threats and opportunities, and driving innovation is transforming development and conservation across the region. Artificial intelligence, analytics, and citizen science are driving an information revolution. We will harness the power of data for nature – strengthening our impact monitoring, horizon scanning, scenario planning, and evidence-based decision making.

Connectivity and enhanced access to information are transforming the way people communicate, share information, and mobilize. The rapid expansion of mobile phone ownership and internet connectivity across the continent has altered aspirations and enhanced unsustainable consumption. The emergence of data centres and innovative web and mobile phone based platforms are transforming commerce and finance through mobile money and digital lending solutions - empowering people and creating new challenges and opportunities for linking people to natural resources. This new era of connectivity, coupled with the increased availability of satellite imagery, the growth of citizen science, and online platforms for monitoring the environment and natural resource use (e.g. Global Forest Watch, Global Fishing Watch), and supply chains (e.g. TRACE) has brought new levels of transparency to nature and new opportunities for conservation.

INTERNET USAGE

The percentage of the population using the internet is now at 43% on average, but varies widely. The number of social media users is at least 255m ... and growing.¹



¹ Internet stats from <<https://www.internetworldstats.com/stats1.htm>>





SPOTLIGHT: HUMAN RIGHTS

The dual crisis of climate change and biodiversity loss is an urgent threat to humanity. Securing nature and its services for future generations hinges on our ability to partner with and uphold the rights of the Indigenous Peoples and Local Communities who live in some of the most biodiverse places on the planet. They are often the ones who most directly depend on nature and therefore are among the most vulnerable people on Earth. They must be the drivers and beneficiaries of conservation efforts in their homes. WWF has embarked on a journey to ensure we, as a federated network of organizations operating in over 100 countries, pursue fully inclusive conservation consistently. Our aim is to ensure that our paradigm and practice of conservation put peoples' needs, rights, and aspirations at the centre of what we do, recognizing that humanity's future depends on a healthy planet, and that conservation depends on delivering responsible, equitable, and just approaches for communities.

The challenges that we confront today are enormous and complicated, and they require multidimensional, intersectoral, systems-based approaches. Because nature and development are intrinsically linked, all stakeholders must come together to determine the trade-offs and chart a path forward—both in individual places and on global stages. We need to put the conservation agenda in the context of what is needed to achieve sustainable development and ensure there is equity in the benefits accruing from our work. How do we ensure a prosperous economy and jobs for the future? How do we ensure that the world has more equity, socially, between different groups, some of whom have been in conflict for decades or longer? And how do we decouple economic development and the quest for social equality from environmental destruction?

We must find answers for these questions in the places that we work, and this is going to require coming together like never before. Local governments, local communities, civil society, businesses, and others will need to find solutions that work in a rapidly changing world and result in positive, enduring change. If we are to achieve our mission to build a future in which people live in harmony with nature, then the conservation and wise use of nature and respect for human rights must become universal norms, regardless of who holds responsibility for those areas. They must also be mainstreamed into our societies and economies through the policies we implement and the actions we undertake that indirectly affect nature.



Conservancy rangers meet with villagers who have lost livestock to wildlife in Elangata Enderit village, Kenya

© Ami Vitale / WWF-UK

Poor people in biodiversity-rich areas are both able and motivated to conserve biodiversity when they have secure rights to resources and play an active role in shaping conservation initiatives

An inclusive human rights based approach to conservation demands the recognition of the full range of custodians of nature—state and nonstate, private and public, individual and collective, from governments to Indigenous Peoples and local communities to private landowners. We need to embrace a diversity of perspectives and approaches and afford everyone the opportunity to participate and contribute meaningfully. To do so, we must recognize that this opportunity is currently not available to all, due to power asymmetries and injustices that erode the rights of individuals and groups (including rights over land and resources) and otherwise reinforce inequalities and barriers to participation. For conservation to succeed, these issues need to be tackled.

WWF recognizes human rights as central to achieving effective and equitable conservation and development outcomes. Together with many other conservation organizations, WWF has adopted a human rights approach that respects the fundamental value of human rights, good governance, an engaged civil society in achieving environmental sustainability and effective conservation outcomes.

NATURAL RESOURCE GOVERNANCE

Natural resource conflict

Africa's post-colonial history has been dominated by conflicts directly correlated to natural resource distribution and exploitation. For instance, the Biafran secession war was due to a perception that the distribution of earnings from the exploitation of petroleum from wells in the Niger Delta region was discriminatory. The Democratic Republic of the Congo (DRC), Angola and Morocco have had conflicts attributable to disputes over natural resources. In Sierra Leone, a civil war fueled by natural resources was so devastating that it provoked an international campaign against the trade in blood diamonds originating from war zones. Moreover, weak, or absent local property rights limit investment in those resources by businesses and local communities. Without secure rights to use, manage, or control their wildlife and forests, local communities do not have an incentive to sustain or protect these resources and usually prefer alternative land uses such as clearing forests for farms. Thus, granting clear rights over natural resources to local community institutions is critical for more successful conservation approaches and increased investment in those resources¹.

Social exclusion and inequality in natural resource governance

Exclusionary approaches, where people are refused access to natural resources, have had profound social costs, with local people being denied access to traditional resources for food gathering, grazing, water, etc. In addition to losing their livelihoods, local communities are disempowered when the access and control over land and resources has been taken over by governments or private corporations². Yet there is evidence to show that poor people in biodiversity-rich areas are both able and motivated to conserve biodiversity when they have an active role in shaping conservation initiatives and have secure rights to resources. The disempowerment has resulted in significant abuse of open-access assets. While in the last two decades, the top-down exclusionary conservation approach has been increasingly questioned on both ethical and practical grounds, much more remains to be done. People living in and around protected areas need to be viewed more as an asset for conservation than a threat, with substantial capacity to draw on, particularly given the often-limited state resources for managing protected areas.



Men sitting on sawn wood at a Baka community forest project, Yenga village, East province, Cameroon

© Brent Stirton / Getty Images / WWF-UK

Community-Based Natural Resource Management

The shift to Community-Based Natural Resource Management (CBNRM) has strengthened locally accountable institutions for natural resource use and management. Across sub-Saharan Africa, natural resources remain central to rural people's livelihoods. Local norms and customs shape people's everyday forms of resource use. Over several decades, there has been a shift from predominantly centralized natural resource management towards more devolved models known broadly as CBNRM. CBNRM involves some degree of co-management of resources between central authorities, local government, and local communities which share rights and responsibilities through diverse institutional arrangements. The foundations of CBNRM – economic incentives, devolution, ownership, and conservation – have been applied in varying degrees with different institutional models, many governments favouring co-management and revenue sharing approaches, retaining some control over natural resources and a large share of the income from their use. National experiences in Africa show that projects most likely to succeed have effective institutional frameworks, are supported through legislation and natural resources management policy, and focus on transparency and good governance at government level and within community and private sector partnerships.

¹ Nelson, 2020, African Conservation Entrepreneurs and Business Solutions to the Biodiversity Crisis, SSRI

² Swiderska et al, 2008, The Governance of Nature and the Nature of Governance: Policy that works for biodiversity and livelihoods, IIED

Community critical to conservation in Africa

Ghana The Government of Ghana piloted the Community Resource Management Area (CREMA) concept as a strategy to devolve management powers of natural resources to groups of communities who come together with a common goal and objective. The concept principally involves a group of communities agreeing on the management regime of a common area. This works as a community-based organization with an executive structure, a constitution and relevant bye-laws that guide and regulate natural resource governance and management activities in the respective constituent communities.

Source: Community Resource Management Area (CREMA) - Ghana Forest Investment Programme (GFIP)

Namibia: For over thirty years, Namibia's community-based natural resource management (CBNRM) movement has worked with the government to transform wildlife conservation into a viable and sustainable land-use option for rural communities. As of September 2021, 86 communal conservancies and one community association cover more than 20% of Namibia's land surface and are home to approximately 10% of Namibia's human population. These conservation management areas have provided increased protection from poaching and thus allowed for wildlife recoveries.

Source: The Conservation Relief, Recovery and Resilience Facility - Conservation Namibia, 2021

Cameroon: As of 2019, 415 forest communities in Cameroon have signed management agreements, covering about 1 million hectares with the aim of reducing poverty in these communities. The communities benefit from these resources, as it is in their best interest to manage them sustainably. There have been reports of improved forest conservation and livelihoods in some areas. In the Ngoume community. For instance they used money from timber to build boreholes and start a kindergarten.

Source: The Land Portal, 2019, What Cameroon can teach others about managing community forests

Zimbabwe: Communities in three districts in Zimbabwe, namely Binga, Hwange and Bulilima, working with CAMPFIRE Association, in 2021 received equipment worth 145 986 Euros, for a climate change adaptation support project funded through WWF with support from the German government. The Zimbabwean communities benefiting from this project largely depend on subsistence cultivation and extensive livestock rearing. Climate change has reduced farm crop yield while income from tourism in the districts has declined due to the Covid-19 pandemic. The overall objective of the project is to improve the management of community conservation areas and community livelihoods and to enhance resilience to climate change.

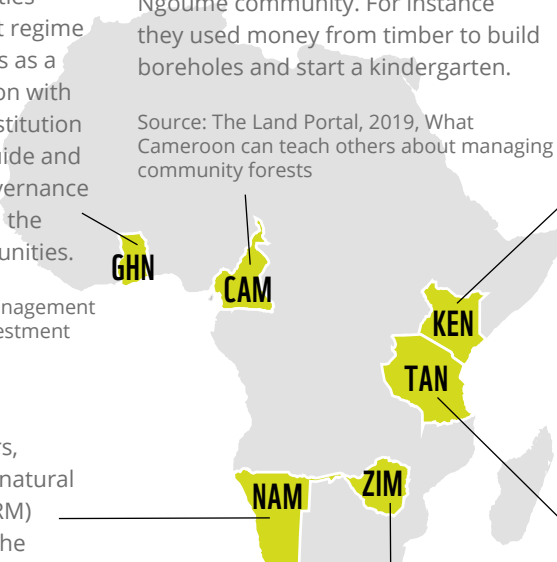
Source: Three Zimbabwe districts receive equipment worth over 145 000 Euro for climate change adaptation project - WWF

Kenya: The Forest and Conservation Act of 2016 paved the way for the establishment of Community Forest Associations which allow local communities to partner with the Kenya Forest Services (KFS) in the management of forests. In 2019, there were 179 CFAs registered in Kenya, and in the same year, Kenya Forest Service (KFS) had approved 160 Participatory Forest Management Plans (PMPs), which guide the co-management of the forests between CFAs and KFS within a certain forest block. KFS has received support from conservation partners such as WWF and Netfund who have provided over 70,000 tree seedlings to be planted by the CFA members in Kaptagat Forest.

Source: Sylvester Okal, Community Forest Association (CFA) elections in Kaptagat, Kenya Forest Service

Tanzania: The UN's Redd+ scheme, which allows communities to sell carbon credits in return for halting deforestation is helping participating communities earn more than \$500,000 through the programme in the seven years since the participatory forest program (PFM) began. 35% of this income goes to the village natural resources committee to pay for forest management activities like patrols; 5% goes to the district; the remaining 60% goes to the village council. The villages of Liwale and Kitogoro are two beneficiary communities, who have been harvesting timber through the PFM for two years, using their profits to bolster schools and build more clinics.

Source: In Tanzania, ownership of the forest offers new prospects for old logger - Climate Change News, 2019

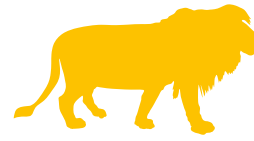


Human wildlife conflict

In many parts of Africa, humans and animals are living closer together than ever before, as towns, villages and farms spread further and further into wild spaces. Living with nature, however, comes with costs, including the loss of human life and livelihoods. More people find that they are sharing their gardens and vegetable plots with monkeys or, more dramatically, facing an elephant or a lion. **Rural communities can lose entire harvests overnight to a few elephants – often in areas where people can least afford to forfeit their food.** While it's not possible to completely eradicate human-wildlife conflict, there are approaches that involve the full participation of local communities that can help reduce it and lead to coexistence between humans and wildlife.

Gender equality in natural resource conservation

Nature loss in Africa disproportionately impacts women. Across Africa, men, women, girls, and boys have different relationships with the environment — therefore roles and responsibilities differ. African women are the natural custodians of the environment and much of their livelihood relies upon the stability of the environment around them. Environmental degradation adversely impacts girls and women disproportionately. As limited natural resources grow even scarcer due to climate change, women and girls must also walk further to collect food, water, or firewood. When there are insufficient natural resources to go around, human trafficking, forced labour and other forms of exploitation all become more frequent. So do illegal activities like wildlife poaching and illegal logging, which serve to further degrade the environment. In some places, increasing competition over diminishing natural resources can result in higher rates of gender-based violence and exploitation. Rooted in discriminatory gender norms and laws and shrouded in impunity, gender-based violence (GBV) occurs in all societies as a means of control, subjugation and exploitation that further reinforces gender inequality. While linkages between GBV and environmental issues are complex and multi-layered, these threats to human rights and healthy ecosystems are not insurmountable.



Conservation of lions and cohabitation with community livestock

One success story is the Kavango Zambezi Transfrontier Conservation Area in Southern Africa where communities reported that most of their livestock losses through predation by lions occurred where free-ranging, unprotected cattle roamed in the evenings and at night. The installation of fixed and mobile lion-proof corrals for night-time protection in risk-prone areas led to a 95% reduction in livestock killings in 2016, and there were zero retaliatory killings of lions in 2016 (compared to 17 killed in 2012 and 2013), allowing previously threatened lion populations to recover.



Underpaid and undervalued

Women are responsible for 60% of work done globally yet earn just 10% of income and own 1% of property. In Africa, 70% of women are excluded financially. The continent has a US\$42 billion financing gap between men and women. According to McKinsey's Power of Parity Report: Advancing Women's Equality in Africa, Africa's gender parity stands at 0.58 (1 would be full parity). For the continent to achieve full parity could take 140 years without drastic action.

Source: One of the greatest threats to Africa's future: gender inequality - globalpartnership.org

Corruption

Africa loses about US\$ 88.6 billion, 3.7 per cent of its gross domestic product (GDP), annually in illicit financial flows due to illegal mining, illegal logging, the illegal trade in wildlife, unregulated fishing and environmental degradation and loss¹. Mis-invoicing, tax abuse, cross-border corruption, and transnational financial crime are also a major problem². Africa gets 85% of its resources from the extractive sector, yet Africa loses between \$30 billion and \$52 billion per year due to trade mis-invoicing, particularly under-invoicing in the extractive sector. It is estimated that Africa loses 4 million hectares of forest cover annually through illegal timber felling. This is twice the world's average rate of loss.

Illicit trade in natural resources presents a significant challenge for Africa because it operates on a highly sophisticated system reaching into state administrative bureaucracies. Wildlife trafficking has been linked to the spread of disease in human populations with profound implications for human health, including COVID-19. Moreover, it places vulnerable species at risk of extinction. Illegal logging causes significant environmental damage, contributing to deforestation and soil erosion, while illegal fishing depletes fish stocks and constrains local livelihoods. In addition, the illicit trade in natural resources is also exploited by networks of transnational criminals who use the illicitly derived proceeds to finance armed conflict, control territories and loot the natural resource wealth of a country. Corruption and complicity of state authorities, and the lack, or the inadequacy, of personnel, equipment and other resources required for the campaign against illicit trade are serious challenges. Illicit Financial Flows (IFFs) drain resources from sustainable development, as well as worsen inequalities, fuel instability, undermine governance, and damage public trust. Addressing IFFs requires tackling imbalance in the international financial and trade systems and confronting weak institutions.

¹ Moyo, Matilda, 2021, Tackling illicit financial flows, a matter of survival for Africa's development, Africa Renewal, UN Podcast

² Africa could gain \$89 billion annually by curbing illicit financial flows, UNCTAD 2020



© Jaap van der Waarde / WWF-Netherlands

A Chinese logging operation has cut a logging road through their concession in Northern Congo. The company is not FSC certified and does not take the environment into consideration when constructing access roads.

It is estimated that Africa loses 4 million hectares of forest cover annually to illegal logging

CIVIC AND POLICY SPACE

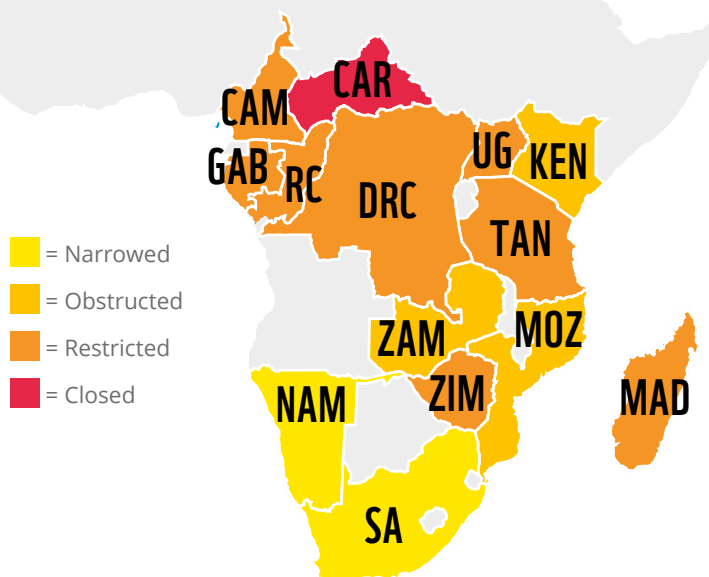
Increased commitment

Currently with 93 signatories (17 from Africa), the Leaders Pledge for Nature signals increased commitment to address the twin challenges of climate change and nature loss. While this high-level commitment signals a shift in our appreciation of the health of our planet, contributions, and commitments to the United Nations Framework Convention on Climate Change (UNFCCC) Conference of the Parties COP 26 and Convention on Biological Diversity (CBD) COP15 and the Post-2020 biodiversity framework are still insufficiently ambitious. Despite these challenges, alternative approaches to development, including green bonds, impact investing, and sustainable finance are increasingly bridging the divide between conservation and development.

Political conflict and shrinking civic space

Civic space continues to decline in Africa – limiting transparency, hampering accountability, and hindering citizen engagement in critical natural resource management and conservation issues. The COVID-19 pandemic has put pressure on fragile states, constraining civic space and raising the threat of social and economic instability. Currently, civic space is considered Closed in 6 countries, Repressed in 21, and obstructed in 14 countries in Africa. The primary threats to civic space include the detention of journalists, the disruption and detention of protestors, censorship, and detention¹.

¹ <<https://findings2020.monitor.civus.org/africa.html>>



Civil society as a key partner

Civil Society, local people, including Indigenous Peoples and Local Communities (IPLC) are on the frontlines of climate change. They are suffering a disproportionate burden due to climate change. Local people and local groups are often also more marginalized in top-down planning and decision making processes that support the global climate governance architecture. Since its inception, the Global Environment Facility (GEF) has recognized the role that civil society plays in safeguarding the global environment. The diversity of organizations which have been steadily and increasingly participating in GEF activities include non-state groups, including not-for-profit and non-governmental organizations (NGOs), farmers, women, the scientific and technological community, youth, and children, indigenous peoples and their communities, business and industry, workers, and trade unions (GEF Policy on Stakeholder Engagement). From identification, execution and monitoring of GEF programs and projects, to influencing its governance and decision-making process, to liaising with communities, and advocating with governments, civil society has become one of the key GEF partners. In November 2017, the GEF Council approved an Updated Vision to Enhance Civil Society Engagement with the GEF. This updated vision is designed to complement and reinforce key dimensions of civil society engagement with the GEF, particularly in the design and implementation of GEF projects and programs. These are addressed in more detail in the updated Policy on Stakeholder Engagement, Policy on Gender Equality, Policy on Environmental and Social Safeguards and Principles and Guidelines for Engagement with Indigenous Peoples.

Source: Civil Society: A Key Partner - GEF

OUR RESPONSE

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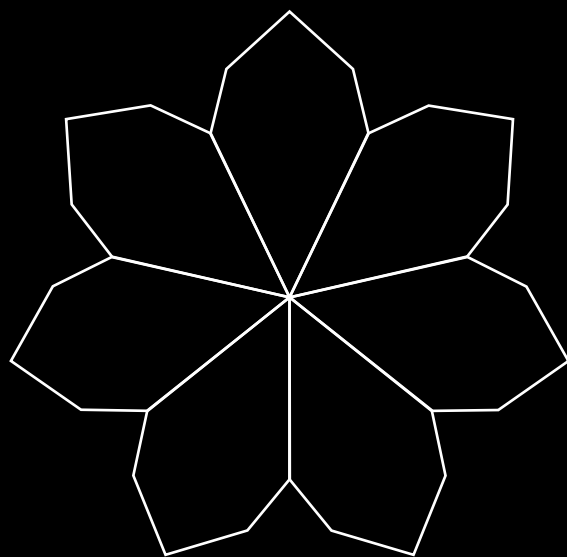
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OUR STRATEGY

OVERCOMING THE CHALLENGES AND SEIZING THE OPPORTUNITIES

The Africa Strategy 2021-2025 responds to current and future needs, leverages opportunities, and builds on WWF's ongoing work at country, landscape, and regional levels. In addition, the Africa Strategy is aligned with WWF's Global Goals (Figure 1), leveraging the power of WWF's network to achieve conservation at scale.

These goals highlight the critical components of an overarching global strategy to bend the curve on nature loss for human wellbeing and a nature positive future by 2030.

The Africa Strategy provides an overarching framework to enhance collaboration, consolidate our impact, and catalyse transformational change under two core Impact Areas:

- i) **Shared Spaces** – Sustainable Land, Water, and Seascapes
- ii) **Making Nature Count** – Ensuring Nature is Everyone's Business.

These comprise one overarching approach that puts people at the heart of conservation – **Inclusive Conservation** – A Whole of Society Approach (Figure 3).

Our two Impact Areas are underpinned by seven critical conservation outcomes to reverse nature loss and help chart the course for Africa's sustainable development future.

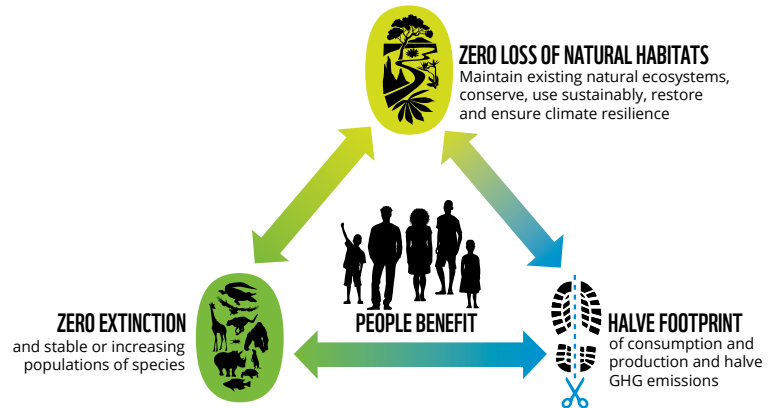


Figure 1. WWF's Global Goals.

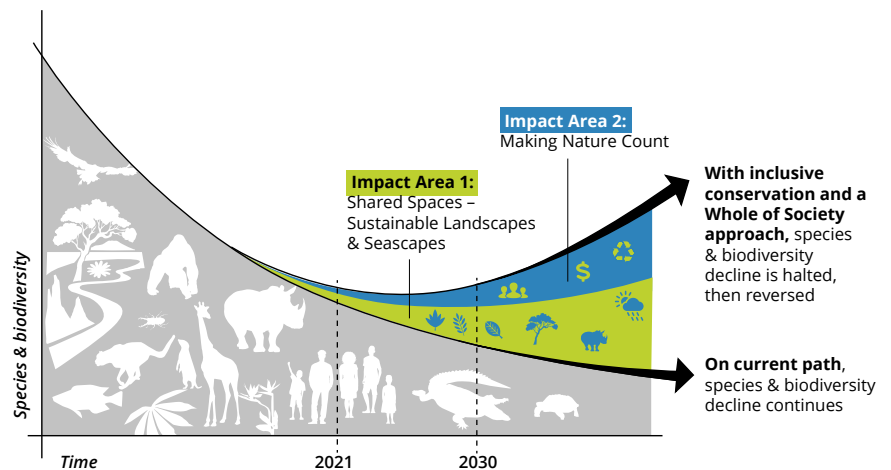


Figure 2. Reversing nature loss through the application of our two Impact Areas and an overarching Inclusive Conservation Approach.

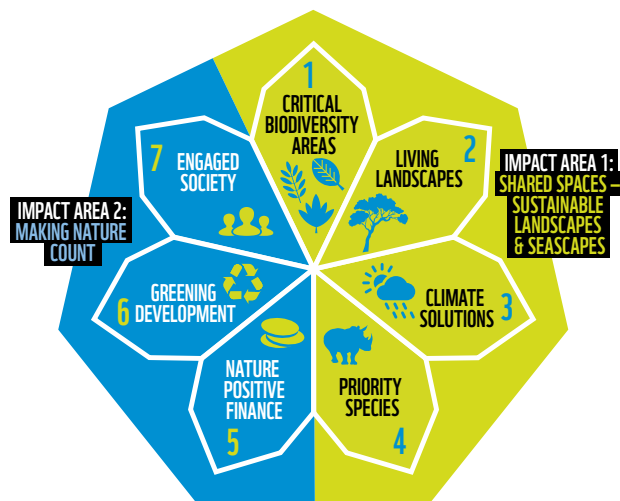


Figure 3. Africa Strategy Impact Areas, Approach, and Conservation Outcomes

WHAT WE ARE DOING DIFFERENTLY

To achieve our ambition, and bring nature back from the brink, we must:

- **Better articulate conservation's value proposition** for meeting Africa's aspirations and demonstrating how it can support and transform Africa's development.
- **Rethink the way we work** as both an institution and a sector. We must co-create programs and structures that are fit for purpose, responsive to change, innovative and dynamic. We must respond to changing needs, empowering, and supporting partners on the ground to implement.
- **Massively scale up our efforts**, both internally and externally, for transformative change. No longer can we nibble at the edges of these challenges. Nature loss is the single greatest challenge of our time. Our response and resources must match the magnitude of the problem.
- **Radical collaborations.** Conservation has changed. Civil society, community organizations, indigenous peoples, individual activists, and the private sector are increasingly raising their voice for conservation. We must build bridges, create connections, inspire collaboration, and catalyse partnerships across the board.
- **Engage the Whole of Society.** From local to global, we must ensure the voice of the voiceless is heard. We must demonstrate to those in power the importance of Africa's development. We need more voices at the table making the case. And not for us but for themselves because they see this work in their self-interest. We must ensure our agenda matches that of the rest of society and is responding to their needs.
- **Leverage technology, science, evidence, and data.** Science and information are among the driving forces of our age, and just as they drive development, they must also drive conservation. We must leverage, connect, and embrace science, data, and indigenous knowledge to identify emerging challenges and opportunities, build effective programs, track our progress, communicate our impact, and create the foundation for responsive and impactful interventions.

Human rights, tackling corruption and inclusion are central to conservation in Africa

- **Address power imbalances and corruption** as we advocate for better natural resource governance. We need to scrutinize power structures across society and challenge the dominance of some voices over others and the power imbalances reflected in representation, voice and inclusion in decision making that are directly linked to oppression, inequality, and the degradation of nature. We must identify and address issues of corruption, elite capture, and illicit financial flows.
- **Strengthen human rights and environmental and social safeguards.** WWF recognizes that Indigenous Peoples are among the Earth's most important stewards of natural resources. We respect indigenous peoples' and local communities' human and development rights and collaborate with many indigenous peoples and organizations to conserve and sustainably use natural resources and to advocate on issues of common concern. WWF is leading on the development and implementation of environmental and social safeguards in conservation to uphold human rights and deliver better outcomes for communities and nature.

THEORY OF CHANGE

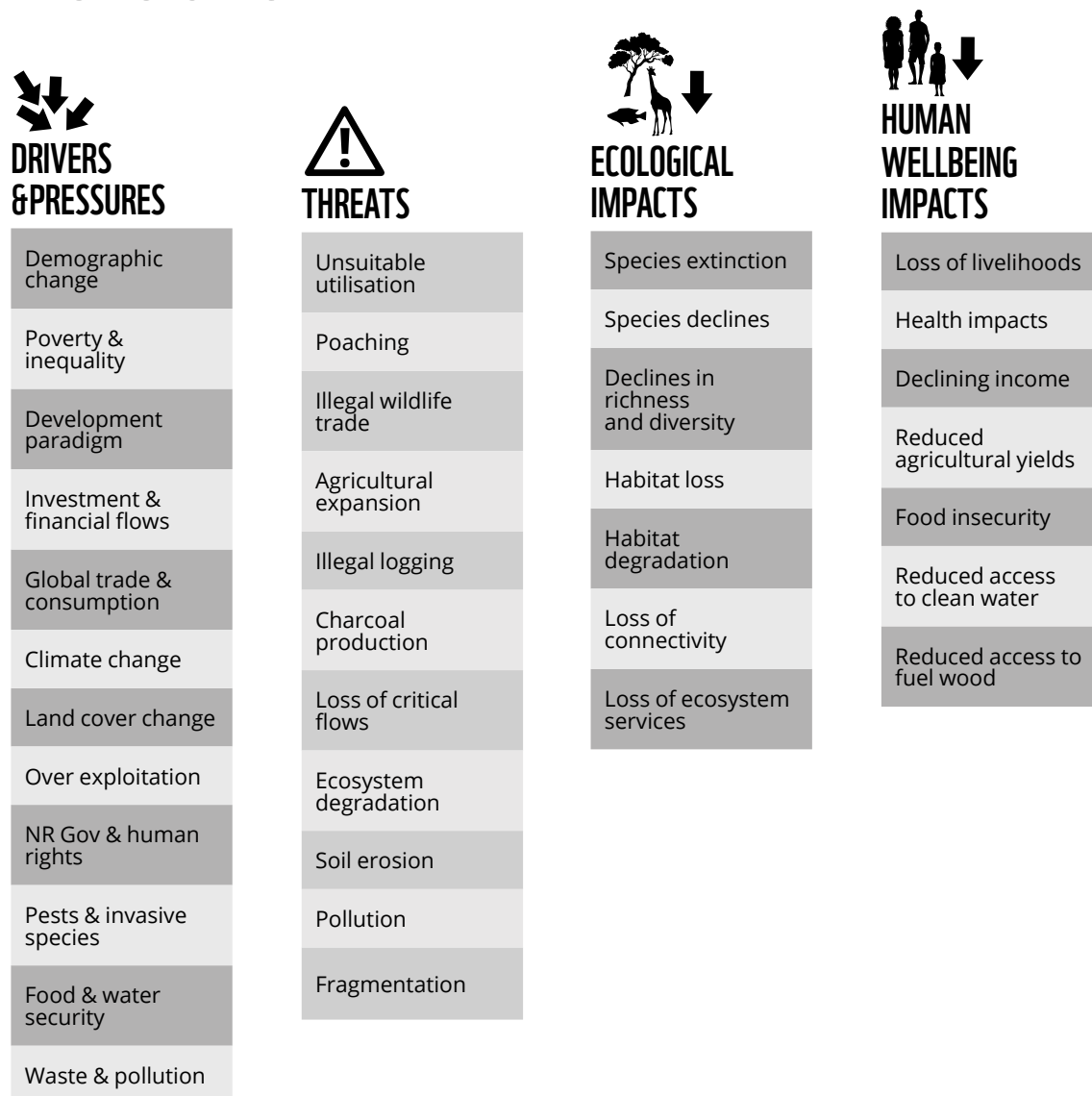


Figure 4. Theory of Change – summarizing the key drivers and threats facing Africa today, their impact on ecosystems and human well being and our response as WWF – conservation impact areas, outcomes, and links to our global goals.



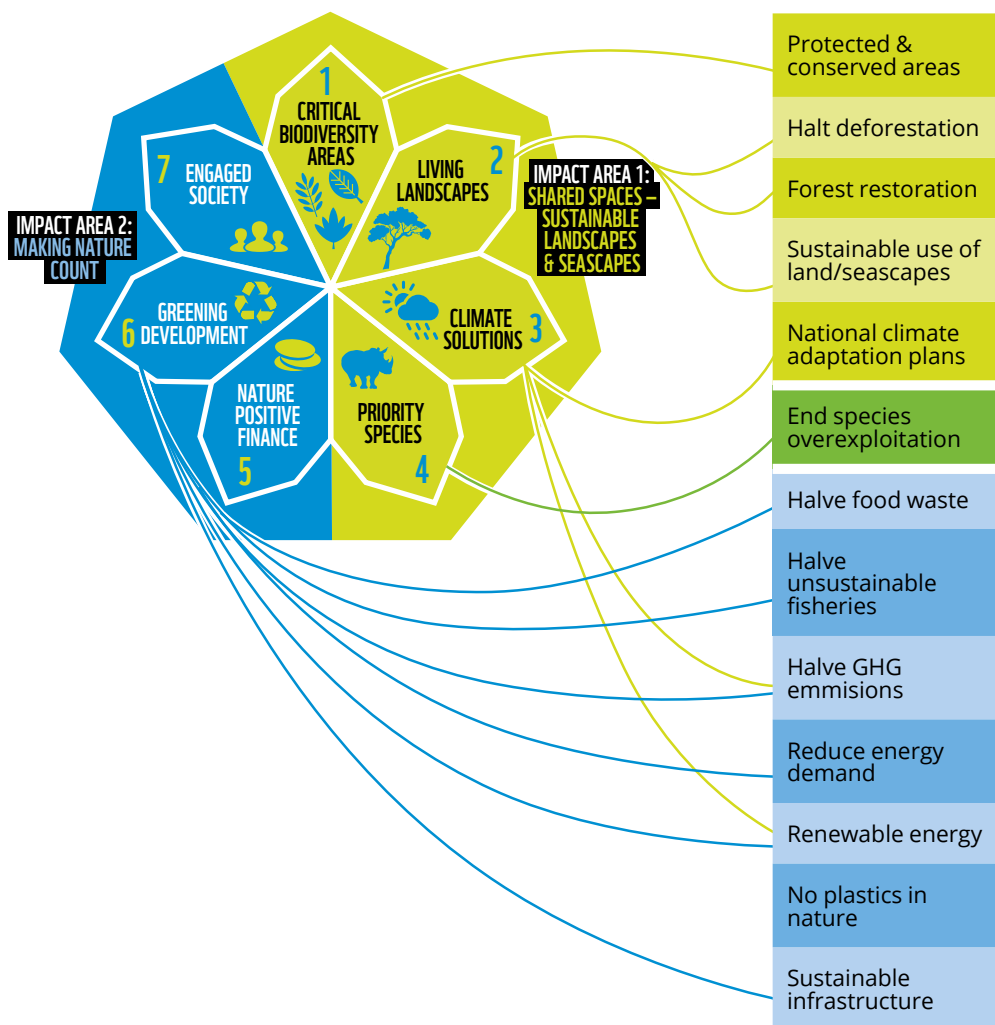
CONSERVATION IMPACTS & OUTCOMES



GLOBAL OUTCOMES



GLOBAL GOALS



**ZERO LOSS
OF NATURAL
HABITAT**



**ZERO
EXTINCTION**



**HALVE
FOOTPRINT**

IMPACT AREAS AND APPROACH

SHARED SPACES – SUSTAINABLE LAND, WATER AND SEASCAPES

There is growing support for conserving at least 30% of our planet by the year 2030 to halt biodiversity loss and the degradation of important ecosystem services and move towards a nature positive future while safeguarding the rights of indigenous peoples and local communities.

Africa faces particularly strong trade-offs between biodiversity protection and poverty alleviation. Many voices are expressing concern with how protected areas have been implemented across this continent. And many people are raising questions about how calls for expanded protection **and the global 30x30 targets** will be implemented.

Africa has a long history of people and wildlife sharing spaces. Many biodiversity-rich African landscapes, and the communities that inhabit them, are a product of the complex interactions and lasting relationships between people and wildlife. Just as people shape landscapes, landscapes shape people, and while the benefits from intact and functioning ecosystems are clear, these shared spaces are not without cost to lives and livelihoods.

In ‘**shared spaces**’, such as agricultural, fishing, and pastoralist systems, a new paradigm is needed for conservation that is both nature-positive and people-centered. Over and above the damages caused by human-wildlife conflict, we also need to understand the cultural and societal context within which co-existence between nature and people is embedded.



WWF’s long standing commitment to people and nature is relevant now more than ever. While we have a responsibility to protect the inspiring species and habitats that define our planetary home, we must do so from a position of inclusivity. **Conservation must be for all people and all nature.** Using an integrated and inclusive landscape approach we bring the needs of people and nature together in **shared spaces** - supporting the enabling conditions for long term conservation and sustainable development.

We aim to optimize nature’s contribution to people through functioning and abundant ecosystems in the most critical land, water, and seascapes across Africa, by measurably improving management, strengthening socio-ecological resilience, and ensuring stable or increasing wildlife species.

Our Impact

We aim to protect Africa’s unique biodiversity and strengthen nature’s contribution to people through an integrated and inclusive landscape approach.

Outcome

By 2025, critical biodiversity areas and species in targeted land, water and seascapes are conserved - protecting biodiversity, addressing climate change, and providing ecosystem services and benefits to people and society.



“Shared earth” can heal humanity’s relationship with nature

In a recent study (August 2021), a group of African scientists, conservationists, and community leaders present a ‘shared earth’ framework to guide the repair of humanity’s relationship with nature. They focus attention on connecting people with nature in the places where they live. In these places, natural spaces should be retained or restored to cover 20% of all areas locally to benefit people fully, as well as contribute to global conservation targets.

Source: Integrate biodiversity targets from local to global levels - Science.org

MAKING NATURE COUNT

Nature conservation has long been seen as the exclusive remit of conservation organisations. The overarching role that nature plays in achieving societal goals is not well internalised. Furthermore, achieving conservation goals has been viewed by some as coming at the expense of the economic aspirations of nations. This has to change. Nature can no longer be someone else's problem. It must be everyone's business.

We must reconnect, re-evaluate, and restore our relationship with nature. WWF will take a leadership role in making nature count by engaging society and influencing the behaviour and decision making of key stakeholders, including governments, the private sector, and citizens and civil society who act as the custodians of nature, make daily consumption decisions, and hold governments to account.

Our Impact

We aim to transform the behaviour of governments, corporates, financial institutions, and society to balance the needs of people and the planet.

Outcome

By 2025, public and private investments are shifted towards investments that contribute positively to the sustainability of natural capital and nature's contributions to people's health, wealth, and wellbeing.



We must reconnect,
re-evaluate,
and restore our
relationship with
nature



The economic case for Nature

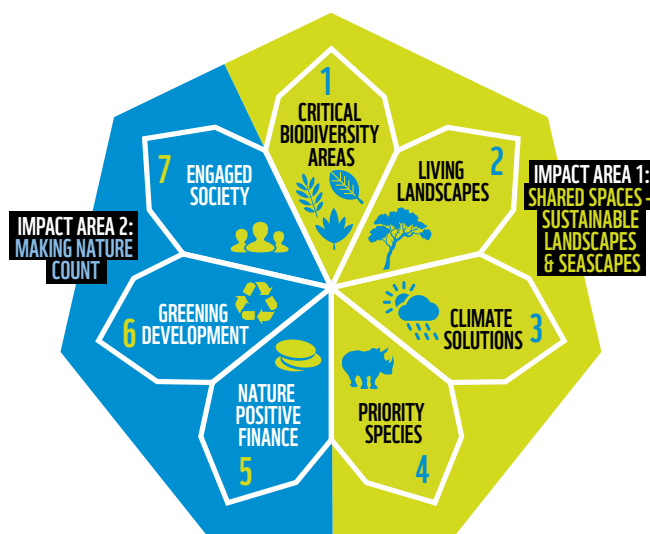
A World Bank report published in July 2021 underscores the strong reliance of economies on nature, particularly in low-income countries. The report estimates that the collapse of select ecosystem services provided by nature – such as wild pollination, provision of food from marine fisheries and timber from native forests – could result in a decline in global GDP of \$2.7 trillion annually by 2030. Sub-Saharan Africa and South Asia would suffer the most relative contraction of real GDP due to a collapse of ecosystem services by 2030: 9.7% annually and 6.5%, respectively. This is due to a reliance on pollinated crops and, in the case of Sub-Saharan Africa on forest products, as well as a limited ability to switch to other production and consumption options that would be less affected.

Source: Protecting Nature Could Avert Global Economic Losses of \$2.7 Trillion Per Year - Worldbank, 2021

INCLUSIVE CONSERVATION AND A WHOLE OF SOCIETY APPROACH

Our approach to conservation is rooted in inclusivity. It is about bringing people together. It is about working across sectors and boundaries. It is about ensuring all voices are heard. It is about protecting human rights. It is a Whole of Society approach that recognizes that we cannot do this alone. We must work together. We must collaborate.

Together Possible!



Africa Strategy Impact Areas, Approach, and Conservation Outcomes

A Whole of Government Approach with Sector-Specific Action

A Whole of Government approach is a critical component of Inclusive Conservation - bringing together the key sectors driving biodiversity loss, including: the agriculture and food sectors; forestry; fisheries; infrastructure; mining and extractives; and the financial sector - to enhance collaboration and develop action plans to innovate and transition to nature positive, carbon-neutral, and equitable practices. Specifically,

- **Heads of State** need to provide leadership and commitment at the highest level to a nature positive, carbon neutral and equitable world by 2030.
- **Ministers of Environment** need to coordinate and maintain the level of ambition and actions that are needed to reverse nature loss.
- **Ministers of Planning and Development** need to ensure that biodiversity action is integrated into national development and spatial plans.
- **Ministers of Finance and Economy** need to align financial flows with nature positive goals including eliminating subsidies that are harmful to biodiversity. They must also adopt green and just recovery plans.
- **Ministers of Agriculture, Fisheries, Forestry; Industry and Trade; Climate and Energy** must develop and implement sector-specific national, regional, and global plans of action for food and agriculture, forestry, fisheries, infrastructure and energy, extractives,

and manufacturing sectors to transition to sustainable consumption and production and a circular economy that operates within planetary boundaries and to apply nature-based solutions to societal challenges.

- **Ministers of Health** must link the health of humans, animals and our shared environment through interventions which address nature exploitation and destruction to reduce the risk of zoonotic infectious diseases and their negative impacts on human health and livelihoods, and promote sustainable diets with foods that contribute to human and planetary health.
- **Ministers of Foreign Affairs** must engage in regional and international collaboration (including trade) to address biodiversity loss as a transboundary and international issue, and meet commitments for official development assistance, which forms a crucial component of the funding needed by developing countries to halt and reverse nature loss.

This approach will also require the full participation and ownership of civil society – including Indigenous peoples and local communities, women and girls and youth. Recognition of the rights of indigenous peoples to their lands and resources is also essential to ensure better outcomes for people and the planet.

Source: Bending the Curve on Biodiversity Loss in Africa – The Living Planet Index 2020, WWF Africa



STRATEGIC OUTCOMES

IMPACT AREA 1: SHARED SPACES – SUSTAINABLE LAND, WATER & SEASCAPES





OUTCOME 1

CRITICAL BIODIVERSITY AREAS

Critical biodiversity areas, under a broad range of protection and management, are the source of critical ecosystem services and a key component of WWF's landscape approach. Encompassing terrestrial, freshwater, and marine ecosystems, the long term sustainability of these essential natural assets depends on an inclusive and participatory conservation approach.

At least 21 countries from Africa have joined the High Ambition Coalition for Nature and People championing a central goal of protecting at least 30% of world's land and oceans by 2030. These critical biodiversity areas represent the most important sites for biodiversity conservation and will be key to meeting this target and others. Africa recognizes that we must do more to conserve these critical areas for both people and planet.



Outcome 1

By 2025, the critical biodiversity areas in WWF's priority landscapes in Africa are sustainably financed and effectively managed, with measurable improvement in connectivity and equitability.

* **The High Ambition Coalition (HAC) for Nature and People** is raising our global ambition to achieve at least 30% protection of the land and oceans and ignite transformative change for the future of all life on Earth.

High Ambition Coalition for Nature and People - [Hacfornatureandpeople.org](https://www.hacfornatureandpeople.org)

Strategic Interventions

1 Increase the coverage of protected & conserved areas (PCAs)

Through best practice participatory approaches, develop and implement strategies for conserving critical biodiversity areas based on inclusive, equitable and quantifiable conservation models that respect environmental and social safeguards.

2 Improve effectiveness and inclusiveness of management

Through effective management, capacity building and technical support, WWF is striving to improve management effectiveness in protected and conserved areas where we work.

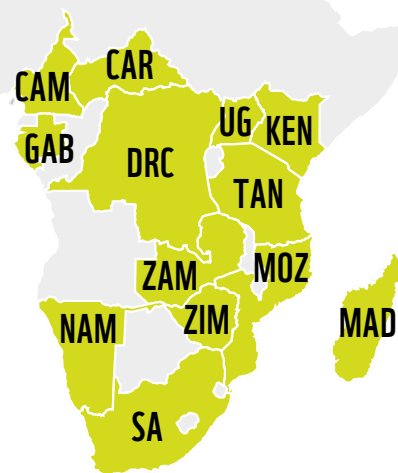
3 Minimize degradation and improve connectivity

Improve quality and connectivity of critical biodiversity areas through the protection, restoration, and ecologically permeable management of land and waterways.

Primary Indicators

- Area (hectares) designated as protected and conserved areas across all habitats in WWF priority landscapes since 2020
- Number and area (hectares) of WWF-supported sites with improved effectiveness and inclusiveness of management approaches
- Area (hectares) of critical biodiversity areas managed or co-managed (de jure or de facto) by indigenous people and local communities for conservation with WWF support since 2020
- Number of WWF landscapes, seascapes & rivers where specific action has been taken to maintain and/or improve ecological connectivity and/or quality improvement

WHERE WE WORK
ON BIODIVERSITY



Protected areas must provide biodiversity boost

Between 2010 and 2020, the expansion of protected areas was biased toward locations that were remote and less suitable for agriculture, rather than areas of importance for species and ecosystems. As momentum to protect 30% of the planet's surface by 2030 builds, Key Biodiversity Areas (KBAs) are our best tool when deciding which places to protect, according to the KBA Partnership, which aims to enhance global conservation efforts by systematically mapping internationally important sites for biodiversity.

IUCN, 2021, We need to protect and conserve 30% of the planet: but it has to be the right 30%, Crossroads Blog



OUTCOMES IN PRACTICE: Making a difference in Madagascar's mangroves

Mangroves matter. They soak up carbon, provide coastal communities with shelter from extreme weather and enrich our planet's biodiversity.

Ambaro Bay, in Madagascar, is where WWF is making a difference by working with local communities to protect and restore mangroves on the island's northwest coast. Using the island's wetlands wisely is critical to protecting the lives and livelihoods of the community and the conservation of rich flora and fauna, such as the Madagascar Fishing Eagle.

WWF is assisting 20 grass-roots communities in protecting 22,000 hectares of mangroves: almost half of the 54,000 hectares that make up these wetlands of international importance. This work includes restoring wetlands, fighting against pollution, and integrating wetlands into development plans and resource management.

The mangroves don't just underpin the environment by regulating the climate as a carbon sink but they also protect communities from floods and storms. They also underpin the local economy through fishing and farming.

The mangroves
of Madagascar

Using the island's
wetlands wisely is
critical to protecting
the lives and livelihoods
of the community



OUTCOME 2 LIVING LANDSCAPES

With nearly 500 million people (nearly 50% of the population) directly dependent on natural resources for their livelihoods¹, and as the majority of Africa's biodiversity is found outside of protected areas, these living landscapes are essential to both nature and people. Africa's landscapes have been shaped and sculpted by the interaction of people and nature for millennia.

Living landscapes are at the core of WWF's integrated and inclusive landscape approach, providing the opportunity to link the wellbeing of people and nature through effective land use planning, restoration, sustainable agriculture and freshwater resource management, infrastructure, and other economic sectors. It's critical that these vital landscapes and seascapes are seen as valuable national assets actively contributing to biodiversity conservation and climate change adaptation, and as critical natural capital components of a sustainable development future.

★ Outcome 2

By 2025, priority sectors and land, water, and seascapes, have enhanced socio-ecological resilience under improved management or sustainable use for the benefit of people and nature.

Strategic Interventions

1 Improve the Integrated Landscape Management. of priority land, water, and seascapes

Increase the area of WWF priority land, water, and seascapes under sustainable management through the promotion of integrated landscape management approaches.

2 Promote sustainable practices & use

Promote the application of sustainable practices (e.g. agriculture, aquaculture, and fisheries production practices), and sustainable use of wild resources in target areas, as a means of transforming priority biodiversity areas, strengthening ecological connectivity, supporting species conservation, enhancing ecosystem services, and addressing climate change impacts.

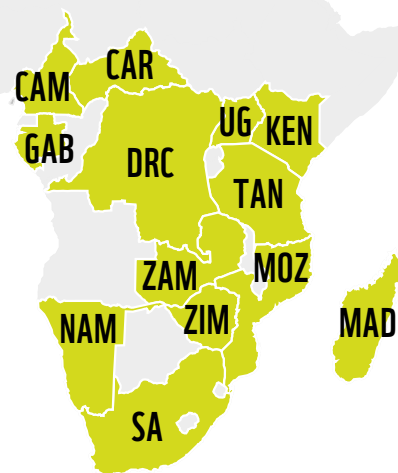
3 Minimize conversion and maximize restoration

Promote and support strategies and initiatives that lead to improved management and/or restoration of priority habitats (forests, coastal, marine, freshwater, grasslands, and savannas, etc.) in and outside of WWF priority landscapes and seascapes, focusing restoration efforts where they will have greatest impact.

Primary Indicators

- Area (hectares) of land/water/seascapes under different management regimes (e.g. IPLC, private sector, government) with credible certification or improved management plan with WWF support
- Area (hectares) under sustainable agriculture and aquaculture
- Area (hectares) of degraded land being rehabilitated for sustainable food production in WWF landscapes
- Area (hectares) of total gross and net forest cover loss, fragmented, and/or burned per year in forested WWF landscapes

WHERE WE WORK
ON SUSTAINABLE
LANDSCAPES



Wetlands
worldwide provide
services worth \$47
trillion a year

¹ Fedele et al., 2021, Nature-dependent people: Mapping human direct use of nature for basic needs across the tropics, Global Environmental Change, vol 71



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Integrating conservation measures on working lands

Farming systems that integrate conservation combine a diversity of crops, animals, and trees – with different spatial and seasonal arrangements – and mimic natural water and nutrient processes. This creates less need for artificial inputs like fertilisers, herbicides, and pesticides. These farming systems are in line with the traditional farming practices of small holders in sub-Saharan Africa and integrate well with traditional knowledge and practices. There are examples of the successful relationship between farmers, agriculture, and conservation all over the continent. For instance, in Ethiopia, cereal farmers use nearby forests to feed livestock. The livestock roam the forest during the day and return to farms at night, providing farmers with organic fertiliser. Another example is the 400 km² Ol Pejeta Conservancy in Kenya's Laikipia County which is home to 130 black rhinos and 7,500 cattle. It has increased the black rhino population by 100% in 10 years. In 2019, it employed 700 people and generated US\$1.4 million from livestock production and US\$4.8 million from tourism.

Source: Richard Vigne and Frederick Baudon, New targets to protect biodiversity must include farmers and agriculture, *The Conversation*, 3 February 2021

New targets to protect biodiversity must include farmers and agriculture - *The Conversation*, 2021

Elephants and cape buffalo in Hwange National Park, Zimbabwe

OUTCOMES IN PRACTICE: Zimbabwe farmers sow seeds for sustainable crops

Making a living from the land is never easy. From irregular rainfall to pests and the prospect of drought, securing a decent harvest of maize and millet in Zimbabwe's Matabeleland was hard work for 63-year-old widow Edith Sibanda. Then she gained new skills to farm more sustainably, doubling her harvest on half the land she used before.

Since learning new farming techniques in a project supported by WWF, Zimbabwe's government, and a local NGO, she even produces a surplus of grain she can sell. Using less land to produce more food has helped her feed her family while protecting biodiversity around Hwange National Park (HNP), home to elephants, lions, and wild dogs.

Edith Sibanda is not alone. She is one of 100 farmers in the Tsholotsho District north-west of the city of Bulawayo whose harvests have at least doubled thanks to correct spacing of plants, effective fertilizer use, timely thinning of plants and rainwater irrigation. Projects like this make a real difference in buffer zones close to protected areas by ensuring there is less pressure on farmers to encroach on land rich in wildlife - protecting biodiversity and reducing human-wildlife conflict.



OUTCOME 3 CLIMATE SOLUTIONS

Nature's contribution to climate change adaptation and mitigation in Africa is critical. With 20% of the world's tropical forests covering 13% of its land area, Africa is a global powerhouse for natural climate solutions. Currently, Africa's 50+ countries are responsible for only 9% of global GHG emissions – and it could reduce its emissions even further (up to 22%, in many cases exceeding national country pledges) by deploying cost-effective natural climate solutions. But this is challenging. Balancing Africa's need for economic development and food security threatens to undermine the continent's natural adaptation potential – with Sub-Saharan Africa accounting for nearly 31% of global forest loss¹.

Africa has the potential to become a leader in natural climate solutions – addressing the twin challenges of climate change and nature loss. To do this, we must strengthen our programming, embrace nature-based solutions that reduce degradation and enhance restoration, and implement policy and investment solutions that enhance access to renewable energy and strengthen Africa's commitment to a climate smart future. It's not easy but the potential and opportunity is there.



Outcome 3

By 2025, priority landscapes are implementing best in class nature-based solutions and climate adaptation for enhanced socio-ecological resilience.

Strategic Interventions

1 Implement Climate Informed Country and Landscape Programs

Climate change adaptation and mitigation will be the bedrock of all our work. It will help to ensure priority landscapes and country strategies increase the resilience of ecosystems, the conservation of species and the resilience of African communities.

2 Implement Nature-Based Solutions for Climate Adaptation

WWF will work to ensure that nature-based solutions that support climate adaptation are identified, developed, and delivered at scale across the landscapes and countries where it works in Africa. These solutions include large-scale land restoration, and initiatives to end deforestation, fragmentation, and loss of connectivity.

3 Enhance Renewable Energy Access

WWF will ensure that 7+ countries increase access to renewable electricity supply and clean cooking alternatives with at least 25% attributable to non-emitting off- and micro-grid solutions.

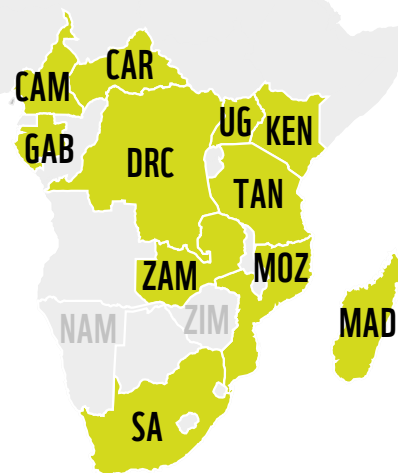
4 Strengthen GHG Emission Target Setting

WWF will work with governments in the 14 sub-Saharan African countries where we work to ensure that the Paris Agreement target of limiting an increase in global temperatures to 1.5C is included in their Nationally Determined Contributions (NDCs).

Primary Indicators

- Number of countries and priority landscapes documenting key climate risks and taking model adaptation actions supporting increased resilience for ecosystem, species, and people
- Number of best-in-class nature-based solutions (NBS) projects, policies and / or initiatives
- Access to electricity and cooking as measured by SE4All
- Number of countries, cities, companies, and financial institutions with 1.5C compliant plans & targets

WHERE WE WORK
ON CLIMATE
SOLUTIONS



Nature's role in regulating the climate

Natural Climate Solutions are not just good for the climate, but for people and wildlife too.

Forest-related income in Africa lifts 11% of rural households out of extreme poverty. Forests also supply critical raw materials needed to grow the economy, provide habitat to wildlife, regulate water flow, and sequester carbon. Estimates of the numbers of forest dwelling indigenous people in Central Africa vary from between 130,000 and 920,000, and it is widely accepted that these landscapes are home to approximately 150 distinct ethnic groups. (World Bank)

¹ Natural resources and land transactions in africa - FAO,2014



Cacao grown in the shade of forest trees in Cameroon. This crop production is relatively sustainable as it does not involve clear felling of the forest. Inset: drying cocoa beans. Myassoso village, Mt Kupe, Cameroon



OUTCOMES IN PRACTICE: Cocoa farmers in Cameroon combat deforestation

Harvesting cocoa beans to feed the world's chocolate cravings does not need to leave a bitter taste in the mouth.

Cocoa farming and conservation of forests is going hand in hand in Cameroon. Given the critical role of forests in combating climate change by absorbing carbon, a decision by cocoa farmers and a major cocoa buyer to combat deforestation is paying off as a vital climate solution for people and the planet.

A partnership between one of Cameroon's biggest buyers of cocoa, TELCAR COCOA Ltd, and a cocoa farmers' cooperative, SCOOPS-PROCAM, in Mintom in the south of the country is dedicated to ending deforestation for good in Cameroon's cocoa farming.

The initiative is significant in the fight against climate change through sustainable agriculture. But it is also vital for conservation because the cooperative is based around the spectacular TRIDOM landscape spanning Cameroon, the Republic of Congo and Gabon, which is home to elephants, gorillas, chimpanzees, buffaloes, and giant forest hogs.

Both the farmers and the buyer have pledged to play their part in ending deforestation, agreeing to protect the forest by not felling trees to open new farms. Instead, they will revive old plantations and train farmers in sustainable agriculture techniques to boost yields.



OUTCOME 4

STABILIZE PRIORITY SPECIES

Africa represents over a quarter of the world's biodiversity and is home to some of the planet's most iconic species. Despite decades of investment, however, Africa's wildlife is in precipitous decline. WWF's The Living Planet Report 2020 highlights a 65% decline across a broad range of taxa in the past four decades. Driven by loss of habitat, unsustainable harvesting and illegal trade, these declines are decimating Africa's natural capital and undermining local livelihoods. With a special focus on our priority species clusters (including big cats, great apes, vultures, elephants and rhinos, and marine turtles and cetaceans), WWF supports the conservation of biodiversity more broadly through an integrated landscape approach and species-specific programs.



Outcome 4

By 2025, populations of priority and other wildlife species in priority land, water and seascapes are stable or increasing.

Strategic Interventions

1 Promote human wildlife coexistence

WWF will support sustainable models of wildlife management, such as community conservancies and biodiversity-rich agriculture, to create benefits for communities which coexist in harmony with wildlife.

2 Tackle wildlife crime

WWF aims to minimize illegal harvesting and trade of flora and fauna, on land and water, by working towards zero-poaching.

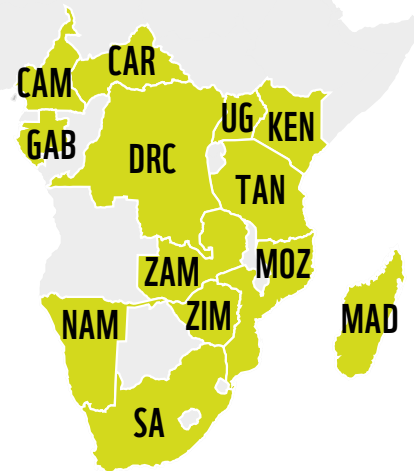
3 Sustainable use of wildlife

WWF will promote sustainable use of marine, freshwater, and terrestrial species, based on standard sustainability criteria and effective management.

Primary Indicators

- Trend (number, frequency, and intensity) in levels of conflict incidents for each landscape
- Number of landscapes using a holistic approach to human wildlife conflict (HWC), such as SAFE SYSTEMS
- Demonstrable progress in implementation of the Zero Poaching Framework using the Wildlife Crime Prevention Framework (WCPF)
- Number of target species in priority land, water and seascapes meeting sustainable harvesting criteria
- Number of communities reporting improved benefits from sustainable and/or non-consumptive use

WHERE WE WORK
ON PRIORITY
SPECIES





OUTCOMES IN PRACTICE: Black rhino airlift raises hopes for recovery

Populations of black rhino declined dramatically in the 20th century at the hands of European hunters and settlers. Between 1960 and 1995, black rhino numbers dropped by a sobering 98%, to less than 2,500. Since then, the species has made a tremendous comeback from the brink of extinction, more than doubling in number.

Innovation, including airlifting rhinos to move populations across southern Africa, has played no small part in that recovery. In November 2019, The Black Rhino Range Expansion Project, supported by WWF among others, undertook its first cross-border translocation when a group of black rhinos was moved from South Africa to Malawi's Liwonde National Park. It was the largest ever transport by air of black rhino.

Translocation projects that create new populations in well-protected areas are essential in giving populations a chance for recovery. In 2020, The Black Rhino Range Expansion Project celebrated the birth of more than a dozen calves that year. There are now approximately 270 black rhinos on the project's 13 partner sites.

Thanks to persistent conservation efforts across Africa, black rhino numbers are recovering. However, the black rhino is still considered critically endangered, threatened by poaching and black-market trafficking in rhino horn. The work is far from over.

The helicopter trip lasts less than 10 minutes and enables a darted rhino to be removed safely from difficult and dangerous terrain. The sleeping animal suffers no ill effects.

Illegal Trade in Rhino Horn

■ Source countries

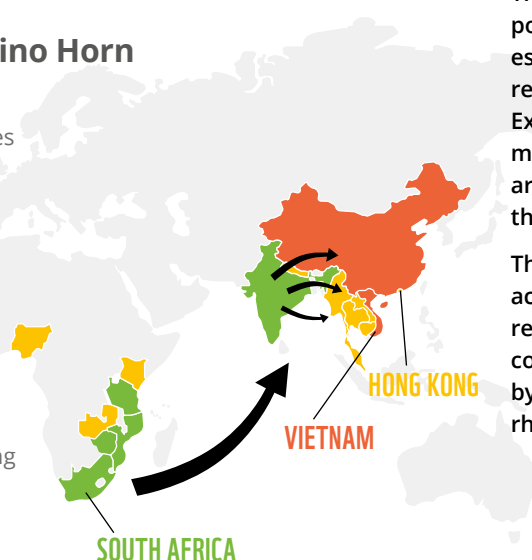
WWF is working in countries in Africa and Asia to help stop the poaching.

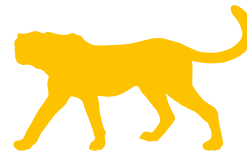
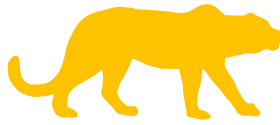
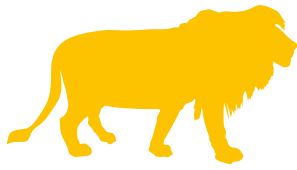
■ Transit countries

WWF is supporting efforts to stop the trafficking by breaking the illegal trade chains.

■ Consumer countries

WWF and TRAFFIC are trying to stop the buying of rhino horn through behavioural change initiatives.





SPOTLIGHT: THE AFRICAN BIG CATS

The cheetah, leopard and lion are the big cats in Africa. **African lions** once roamed most of Africa and parts of Asia and Europe. But the species has disappeared from 94% of its historic range and can only be found today in parts of sub-Saharan Africa. These lions mainly stick to the grasslands, scrub, or open woodlands where they can more easily hunt their prey, but they can live in most habitats aside from tropical rainforests and deserts. Asiatic lions (*Panthera leo persica*) are a subspecies of African lion, but only one very small population survives in India's Gir Forest

Categorized as 'vulnerable' on the International Union for Conservation of Nature's (IUCN) Red List, **leopards** have disappeared from 65% of their historic range in Africa. Despite their status, no comprehensive estimate of their population exists. What is known is the multitude of threats facing leopards. They are the same human factors pushing many other African wildlife species closer to extinction: habitat loss and fragmentation, prey depletion, human-wildlife conflict, and the illegal wildlife trade. It is believed that between 1970 and 2005, leopard populations in West and East Africa fell over 50% due to decreases in prey base. It is also estimated that in the last three generations alone (about 22 years), the leopard population has fallen over 30%. Humans are putting an incredible strain on leopards. A recent study found that in overexploited leopard populations (those in which humans caused over half of the deaths), the killing of males upset the social structure and led to greater inbreeding — threatening the genetic makeup of the offspring.

Cheetahs have vanished from 90% of their historical range in Africa, and are extinct in Asia except for a single, isolated population of perhaps 50 individuals in central Iran. Habitat loss also presents a major threat to cheetahs. As human populations grow and expand, agriculture, roads, and settlements destroy the open grasslands that this big cat calls home. Total cheetah populations have been estimated to be 6,674 adults and adolescents. There is a low density of the cat across its range, meaning it needs large areas of connected habitat for its survival. The majority of known cheetah range (76%) exists on unprotected lands. This leaves populations extremely fragmented, which is cause for concern for their future. Illegal trade is threatening wild populations. Live cheetahs are caught and traded illegally to the exotic pet trade, and they are also poached for their skin. The East African region is where illegal live trade is most likely to have the greatest negative impact on wild populations. Although the exact origin of the trade is unclear, information from investigations and interviews with traders suggests that cheetahs are opportunistically collected from Somali regions, including parts of Ethiopia and Kenya, and occasionally beyond.

Partnership is critical to the success of all species programs. To address threats to species we will work closely with IPLCs and other key stakeholders to identify and scale solutions that protect and strengthen species conservation, mitigate negative impacts and create positive livelihood opportunities at a local, landscape and country levels, as well as promote regulations, policies and market behaviour, to support the protection of wildlife and plant species.



Piloting wildlife credits performance payments in north-west Namibia

Recognizing the significant cost of living with lions, WWF and the Lion Recovery Fund have invested in a novel approach to incentivize coexistence between people and lions in community conservancies. The approach rewards communities financially for living with and conserving lions. This is significant because it helps to diversify the financial incentives for conservation away from an over-reliance on tourism and directly rewards communities for their conservation efforts. The wildlife credits program acknowledges and rewards the role of local people as custodians over lions on behalf of the world.





Spots of hope: some good news for South Africa's cheetahs

A metapopulation project in South Africa has almost doubled the population of cheetahs in this project in less than nine years. The program works by nurturing several populations of the cat in mostly private game reserves, and swapping cheetahs between these sites to boost the gene pool. South Africa is now the only country in the world with a significantly increasing population of wild cheetahs and has begun translocating the cats beyond its borders. Initiated by the Endangered Wildlife Trust

nearly a decade ago, the Cheetah Metapopulation Project recognizes that small cheetah populations may be physically secure in several small reserves, but the likelihood of inbreeding remains high if they are kept separated behind fences. By swapping animals between participating reserves, the trust helps private and state wildlife custodians manage overpopulation and underpopulation on their land and identify new areas of suitable cheetah habitat. Most importantly, swapping animals reduces the risk of inbreeding.

Tony Carnie, 2020, Spots of hope: Some good news for South Africa's cheetahs, Mongabay

African cheetahs could be bound for India

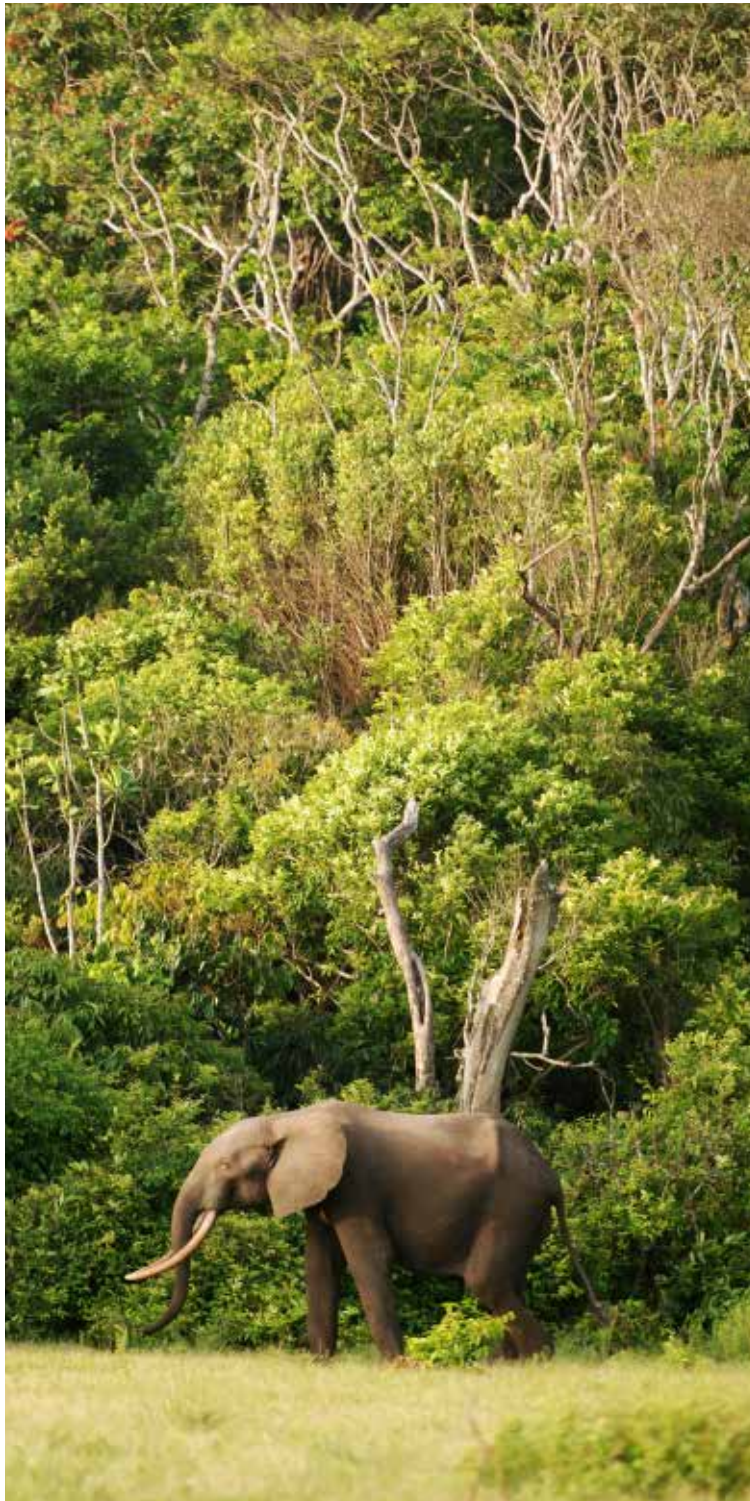
Plans are underway to introduce African Cheetahs experimentally in India in the next 4-6 months. In the first phase, 12 to 15 cheetahs are likely to arrive in late 2021 or early 2022 with an additional 40 to 50 likely to be introduced in the next 4 to 5 years. The move comes 74 years after the last of the big cats was killed in India. The cheetah was declared extinct in the country in 1952.

Source: African Cheetahs to be experimentally introduced in India in the next 4-6 months - Hindustantimes, 2021

WWF's African Elephant Programme

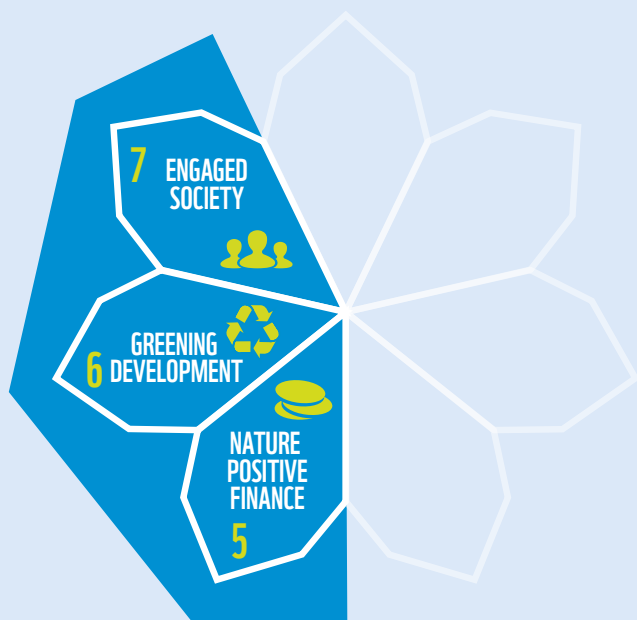
provides strategic support and guidance to help guarantee a future for this magnificent species across Africa. Working through WWF's offices in Central, Eastern, Southern and West Africa and with numerous partners, the programme aims to conserve viable populations of forest and savannah elephants in at least 10 range states. It seeks to achieve this by supporting projects that:

- **Improve elephant protection and management** - by providing equipment and training to anti-poaching teams; promoting the creation of new protected areas and improving the management of existing protected areas; developing community-based wildlife management schemes that contribute to elephant conservation while providing benefits to local people; and determining population sizes.
- **Reduce illegal trade** - by monitoring trends in the illegal trade in elephant products; conducting surveys to update data on domestic ivory markets; and working with the WWF and the TRAFFIC Wildlife Crime Initiative.
- **Build capacity within range states** - by helping range state governments to produce sub-regional and national elephant conservation strategies; developing capacity to survey, census and monitor elephant populations; providing training; and advocating for range states to update and implement legislation to protect elephants.
- **Mitigate human-elephant conflict** - by training wildlife managers and local communities to use effective tools; and refining current methods based on what works best in specific situations.



© Christiaan van der Hoeven / WWF-Netherlands

Forest elephants in the Odzala National Park. WWF has been supporting this park through various agreements since 2000.



STRATEGIC OUTCOMES

IMPACT AREA 2: MAKING NATURE COUNT





OUTCOME 5

NATURE POSITIVE FINANCE

It pays to look after nature by putting it at the centre of investment decisions. At least 95 public development

banks operate at sub-national, national, and regional levels in Africa and invest \$24 billion every year. As part of the Finance in Common agenda, these banks have expressed readiness to, among other things, build a financial system consistent with the objectives of the Paris Agreement and the Sustainable Development Goals. However, they still face some major obstacles in developing the required instruments to help them fully tackle the impacts of climate change and further strengthen the African private sector, notably to effectively manage risks and guide investments. WWF will provide evidence (e.g. WWF's Water Risk, and Global Biodiversity Risk Filters) and collaboratively develop innovative financial solutions that make the case for nature positive finance, mainstream natural capital accounting, and demonstrate to investors, governments, and communities the true value of natural capital and ecosystem goods and services, for people in all sectors of society. By demonstrating the value of nature and the links between financial and environmental risks, WWF aims to redirect the flow of finance away from activities that harm our planet toward those that heal¹.



Outcome 5

By 2025, investors and governments show a marked increase in investment into nature-positive sectors – including renewable energy, water management, and sustainable food systems.

Strategic interventions

1 Make the Case for Nature-Positive Finance

We will make the case for Nature Positive Finance, building on Blue, Green and Just recovery packages rolled out by governments during the COVID-19 pandemic. This will include engaging with the financial and corporate sectors.

2 Mainstream Natural Capital Assessment

We will support governments, as well as public finance institutions, in strengthening the use of natural capital assessment tools in national planning and investment decision-making.

3 Promote Nature Positive Investment Cases

We will identify, develop, and promote bankable solutions as well as sustainable green and blue economy financing frameworks and plans, for improved livelihood and transboundary resilience.

4 Implement Sustainable Conservation Finance Solutions

We will further develop and explore new and innovative solutions for sustainable financing and business models for nature conservation in Africa.

Primary indicators

- Evidence of nature positive considerations in target governments and private sector investment and development portfolios
- Number of WWF target countries and finance institutions that have integrated natural capital assessment capabilities in planning and investment decision-making
- Number of WWF target countries with sustainable green and blue economy plans under implementation
- Number of new and innovative solutions for the sustainable financing of nature conservation that are scaled across the region

WHERE WE WORK
ON NATURE
POSITIVE FINANCE



Nature's next stewards: why central bankers need to act on biodiversity risk

Central bankers and financial supervisors need to actively integrate environmental risks and impacts into their activities. They need to act urgently and innovate to tackle these new threats to the economy and financial stability, to ensure the robustness and sustainability of our financial system.

Source: WWF, 2021, Nature's Next Stewards: Why Central Bankers Need to Take on Biodiversity Risk

¹ WWF Finance Practice



OUTCOMES IN PRACTICE: You can't get greener than forest finance

Green is the colour of money. It is also the future of nature positive finance and forestry.

In Tanzania, WWF, and a local NGO, have helped three villages to sustainably manage their forests, selling timber to a leading African safari company and a chain of eco-lodges while meeting sustainable forest management standards.

The three villages, Ngea, Liwiti and Likawage, in the Kilwa district in southern Tanzania, were given support in developing Village Timber Business Plans.

Operating a shared mobile sawmill, they are now part of a chain of more than a dozen Forest Stewardship Council (FSC) certified villages pioneering Community-Based Forest Management (CBFM) in Tanzania.



OUTCOME 6 GREENING DEVELOPMENT

Economic development is critical to the future of Africa and its people. But we can't have development at any cost. We must seize the opportunity to chart a new, equitable, and sustainable development trajectory for Africa. The African Green Economy Partnership (AGEP), adopted at the 14th African Ministerial Conference on the Environment (AMCEN), demonstrates a strong commitment on behalf of African leaders towards the Green Economy in Africa. As a result, countries across the continent have been undertaking policy reforms and green investments aimed at addressing poverty and hunger, climate change and natural resource degradation, while simultaneously providing new and sustainable pathways to economic development and prosperity for all.

With over 50% of the world's remaining arable land, and 30% of the world's mineral resources, Africa's natural resources are critical to the continent's economic development. Africa's growing population coupled with increasing global demand, has driven exploitative and destructive extractive economic development across the continent. To address these challenges as part of 'Building Forward Better' WWF will work with partners across sectors - including agriculture, infrastructure, and extractive industries - to change the way that they do business. We will work together to strengthen policies that promote green and blue economies, protect biodiversity, and embrace a just transition for all. We will advocate for resilient and sustainable infrastructure and food systems, support the expansion of emerging industries such as renewable energy and nature-positive food production, and address local, regional, and global market drivers.



Outcome 6

By 2025, decision making related to major investments in WWF priority countries and land, water and seascapes increasingly integrates sustainability and inclusion principles as a pathway to nature positive sustainable development with economic benefits.

Strategic Interventions

1 Make the case for Green Development

Building on WWF's Africa Ecological Futures¹ reports, we will undertake further detailed assessments in key economic sectors, collecting case studies and evidence, that can be used for advocacy towards government and investors to motivate them to integrate Environmental-Social-Governance (ESG) analysis into their decision-making processes.

2 Promote sustainable food, water and energy systems

Working with key partners in agriculture and fisheries, we will develop and promote a roadmap for sustainable food, water, and energy to meet short and long-term needs in Africa.

3 Promote the transition to sustainable infrastructure and extractives industries

We will engage with the infrastructure and extractives industries in WWF priority land, water, and seascapes, to promote WWF's conservation outcomes.

4 Address market drivers

In collaboration with partners, identify and influence consumers and processors to source extracted products responsibly and increase consumer demand for sustainable products sourced from community conservation enterprises, noting that many of these may reside in urban areas or outside of Africa, such as China.

WHERE WE
WORK ON GREEN
DEVELOPMENT



Primary Indicators

- Proportion of financial investment decisions in WWF priority countries and landscapes integrating ESG analysis
- Number of governments implementing new measures that support conversion-free production
- Fraction of non-hydro renewable energy in national electricity mix as determined by national energy balance or IEA
- Number of planned or in-progress infrastructure projects cancelled or measurably influenced to comply with sustainability standards
- % increase in sales of products/services from sustainable (community) enterprises

¹ WWF's Africa Ecological Futures 2



Steps to stop deforestation in its tracks

The world's most valuable natural ecosystems – forests, savannahs, grasslands, and peatlands, among others – are being destroyed at an alarming rate, endangering life, and livelihoods around the globe. These crucial natural ecosystems help regulate the environment, maintain biodiversity, and support food security as well as human health, rights, and livelihoods.

Much of this destruction can be attributed to just seven key commodities: cattle, soy, palm oil, wood fibre, cocoa, coffee, and rubber. The first four of these alone are responsible for 54% of recent agriculture-driven deforestation.

WWF is working to promote stronger and more innovative corporate reporting to achieve zero deforestation, backed by government legislation and more sustainable investment by financial institutions.

Source: Deforestation & conversion free supply chains - a guide for action, WWF

Common dolphin pod feeding on sardines, East London, South Africa.
Inset: Large catch of cape yellowtail fish, Fishhoek, South Africa



OUTCOMES IN PRACTICE: Striving for sustainable seafood in South Africa

In South Africa, seafood retailers, supermarkets and seafood restaurant chains have been working together for over a decade to encourage sustainable fishing along Africa's coasts.

The WWF Southern African Sustainable Seafood Initiative (WWF SASSI) has been striving for 16 years to create a strong market incentive for both commercial and small-scale fisheries to improve their production practices so that suppliers can buy from responsibly managed sources. The aim is to transform the seafood supply chain in South Africa.

The initiative's more recent successes include being able to persuade the Namibian Hake Association to improve their fishery sufficiently to meet Marine Stewardship Council (MSC) certification standards.



OUTCOME 7 AN ENGAGED SOCIETY

African societies are undergoing a period of profound change.

Population growth, shifting demographics, rural-urban migration and poverty and inequality, are fundamentally altering the interaction of people and nature. Enhancing the engagement of the wider society and in particular Africa's youth, is critical to achieving WWF's conservation outcomes and central to charting a sustainable pathway for development.

Recent research by the Economist Intelligence Unit (EIU) commissioned by WWF found concern about the loss of animal and plant species in Africa has grown by nearly double digits over the past five years. The number of nature-loss and biodiversity related Tweets grew by 168%. Online news articles about biodiversity and nature loss grew by only 2% between 2016 and 2020. However, the rate of nature loss is accelerating. There is an obvious and large gap between people's growing concern about nature loss and the development of ambitious policies that will stop or even reverse it - and the clock is ticking.



Outcome 7

By 2025, public, civil society, and private sector awareness, engagement and action for inclusive and sustainable resource governance and a nature positive future is increased.

Strategic Interventions |

1 Influence the behaviour and practice of society at large

We will promote conservation at scale across society, through educational and outreach programs, traditional and new media, and innovative policy and planning. We will work with individuals and communities, nationally and regionally, to transform lifestyles and consumer choices, as well as social, economic, and environmental norms.

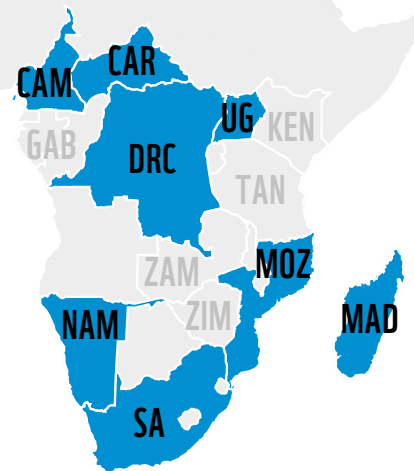
2 Support and strengthen civil society organizations

We will partner with and support Civil Society Organizations (CSOs) at regional, national, and landscape level to develop and incubate innovative conservation solutions and initiatives for transformative social, environmental, and economic impacts at scale.

3 Enhance stewardship and rights of Indigenous Peoples and Local Communities (IPLCs)

We will partner with and support IPLCs in target landscapes to strengthen access rights and effective local natural resource governance, to conserve biodiversity and ecosystem services and ensure sustainable and equitable development. We will integrate inclusion principles, environmental sustainability measures, nature and climate resilience analysis, and biodiversity based planning.

WHERE WE WORK
ON ENGAGING
SOCIETY



Primary Indicators

- Number of national governments and or sub-national government entities in target countries that have mainstreamed ESD components into their formal curricula
- Number of sustainable community-led 'green' enterprises and other initiatives established and functioning in target areas
- Number of partnerships with national and local IPLC groups to promote access rights and inclusive natural resource governance



© Gareth Bentley / WWF-US

Making safari conservation cool

TikTok, with the support from organisations like the United Nations Environment Programme (UNEP) and Latest Sightings, is joining the call for greater focus on wildlife conservation in Africa by announcing the launch of the #TikTokWildlifeDay campaign for World Wildlife Day 2021. Through this initiative, TikTok is offering its global communities a fresh, immersive, and edu-taining 24-hour wildlife safari sightings experience via TikTok LIVE, which will allow users to express their creativity while increasing knowledge on wildlife protection. Users can tune in to watch various online safaris through TikTok LIVE via the Latest Sightings account. In these virtual safaris, viewers will be taken on a special tour of four South African Reserves, including MalaMala Game Reserve, Mjejane Private Game Reserve, Care for Wild Rhino Sanctuary and Black Rhino Private Game Reserve.

Source: World Wildlife Day: Why TikTok is raising awareness on wildlife conservation in Africa, IOL 2021

Community game guards of Wuparo Conservancy explain incident books to John Kamwi - Trans-boundary Coordinator for IRDNC, Namibia

OUTCOMES IN PRACTICE: Helping to support conservation amid COVID-19 in Namibia

Namibia wasn't always the poster child for inclusive conservation that it is today. In the late 1980s and early 1990s, wildlife was scarce, and the country was just emerging from colonial oppression. But with a new constitution came fresh hope. In 1996, the government granted communities rights to create communal conservancies, empowering local people to manage and benefit from their natural resources while giving wildlife a chance to recover.

It's a model that's seen enormous success. Namibia's 87 conservancies cover nearly 65,000 square miles—around 20% of the country—and directly employed 300 support staff, more than 1,400 local tourism staff, and over 700 game guards before the COVID-19 pandemic. Recovered wildlife populations, from elephants to desert lions, contributed to a booming tourism industry that generated more than 14% of Namibia's GDP.

But then COVID-19 struck, dealing conservation and tourism a hefty blow. As communities try to cope in the short term, the Namibian government, civil society, and passionate conservationists have rallied—with support from WWF and key partners—to help fill the void the pandemic has created.

These partners have worked together to develop the Conservation Relief, Recovery and Resilience Facility (CRRRF) fund, to provide immediate financial relief to conservancies affected by COVID-19. The hope is, that with time, communal conservancies will eventually emerge stronger than ever.

REGIONAL ACTION AREAS:

The threats and drivers of nature loss in Africa go far beyond the boundaries of individual countries and transboundary landscapes. These regional challenges require regional solutions. We have identified four Critical **Regional Action Areas** to address the needs of Africa now – tackling challenges and embracing opportunities – and driving innovation. These action areas seek to develop and drive new approaches to conservation across the continent – through innovation, incubation, and scaling.



I One Health

Bridging health and conservation

In the era of COVID-19, the connection between the health of people and the planet is more pronounced than ever. Nature loss and climate change are increasingly threatening human health and wellbeing through zoonotic diseases, water and vector-borne diseases, pollution, and nutrition and food insecurity. Understanding the complex connections between the environment, human and animal health is therefore not only critical for safeguarding nature but also for protecting human and animal health in Africa. One Health provides an overarching framework for exploring the links between environmental and human health, and a foundation for resetting our relationship with nature.



II Beyond Tourism

Diversifying economic benefits derived from conservation

Tourism and conservation go hand in hand in Africa, with National Parks and other areas of natural beauty relying heavily on income from tourism. Tourism is the source of approximately 10% of GDP and 1 in 10 jobs in Africa. However, the pandemic has highlighted the risks of over reliance on one sector to help fund conservation. In addition to loss of income and jobs, the pandemic has major potential implications for the maintenance of nature in Africa and the livelihoods of the many communities depending on it. WWF therefore believes that it is critical to find more diverse ways to support conservation finance, create jobs and additional sources of income for communities while improving food security and increasing voice and agency.



© Greg Armfield / WWF-UK



III African Ecological Futures

The inter-connectedness of development and conservation

The World Bank warned in 2021 that the global economy faces annual losses of \$2.7 trillion by 2030 if ecological tipping points are reached. African countries will be among the hardest hit. The continent's rapid economic development, large-scale investments in infrastructure and exploitation of resources, come at the cost of associated natural resource destruction, jeopardizing the rich natural capital that is at the very base of its development. There is, however, an alternative scenario: one that is rooted in truly valuing natural capital, including the invaluable contribution it makes to our health, wealth, and wellbeing. WWF therefore actively promotes a pathway to 'Build Forward Better' to increase Africa's resilience to future crises, by focusing on green recovery and a nature positive environment, economy, and society.

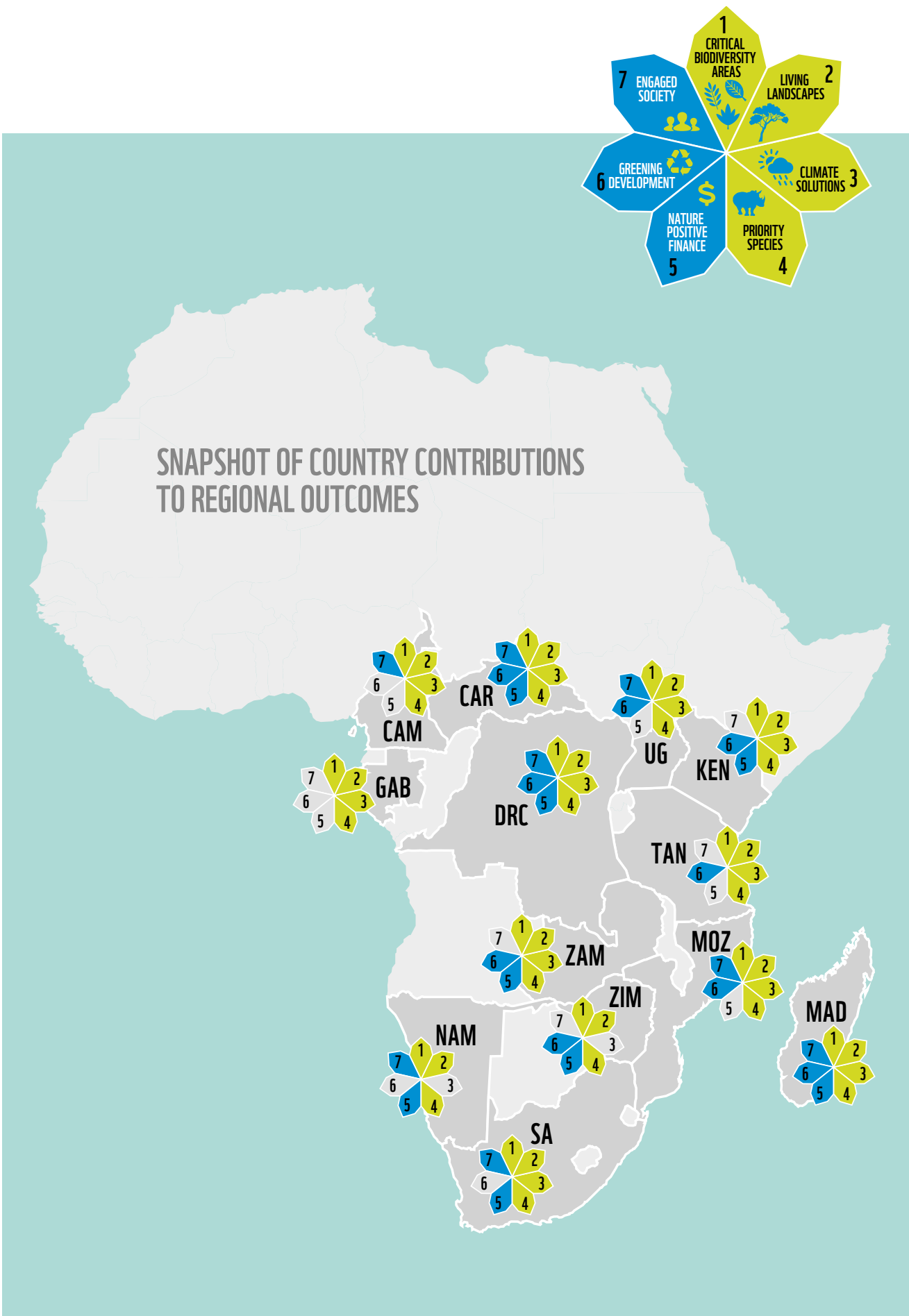
The World Bank warned in 2021 that the global economy faces annual losses of \$2.7 trillion by 2030 if ecological tipping points are reached



IV Inclusive Natural Resource Governance

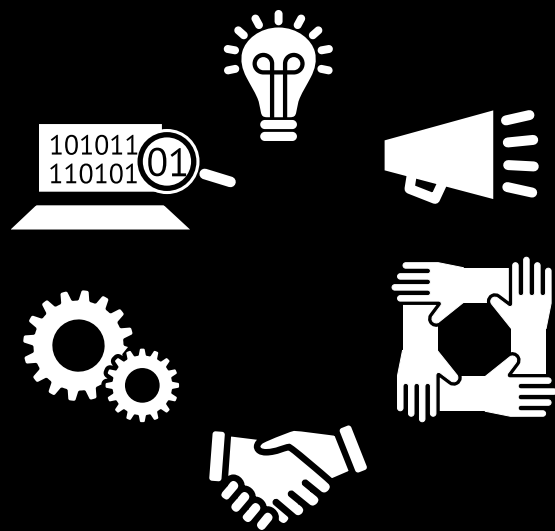
Effective governance for conservation

Governance is a critical component of effective natural resource management. Achieving effective natural resource governance will require diverse conservation models – individual, community, state and transboundary areas for conservation and sustainable use – for a sustainable future, for both people and planet. This includes strengthening of indigenous governance, based on social inclusion and traditional knowledge and local approaches to natural resource management. WWF in Africa will step up its efforts to work with IPLCs across Africa to secure restitution and recognition of their rights to lands, waters, and natural resources. We will furthermore challenge injustice and support accountability, stamp out corruption and strengthen natural resource governance across scales and sectors.



OUR APPROACH

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HOW WE WORK

The Africa Strategy provides a framework for aligning WWF's conservation ambition across the region – with country, landscape, and regional programs all contributing to regional impact and the WWF Global Goals.

The Strategy brings together all of our country offices and network partners in a collaborative strategic co-creation process for collective action and transformative impact across the region. Building on our strong local foundations, and leveraging the strength of our global network, this Strategy takes a bottom up approach. We capitalize on grass-roots successes to address conservation challenges locally, regionally, and globally to secure a resilient and sustainable future for both nature and people in Africa.

This Strategy consolidates our work across the region – providing a framework for collaboration and implementation through:

- Programs
- Priority Landscapes
- Pathways to Impact

The Africa Strategy is guided by three high level principles - **integration, inclusion, and innovation.**

Integration

Integration is critical to the success of this strategy. To achieve our ambition, we must go beyond business as usual. We must make connections between sectors and across scales. We must change the way we think about conservation – integrating it into the African development narrative and making nature everyone's business. We must break down the barriers, enhancing collaborations and ensuring that all our programs – country, landscape, and regional – are integrated vertically, horizontally, and thematically to deliver benefits for people and nature.

Inclusion

Conservation is a collective responsibility with collective rewards.

Now, more than ever, conservation must be about inclusion rather than exclusion. It must be for all people, everywhere. It must protect human rights and strengthen the voices of the marginalized. It must support equity, resource rights, and benefit sharing. It must bring people together to address our common problems for the good of everyone.

To strengthen our inclusive conservation approach, and unite people in a coalition to achieve coherent and coordinated conservation at scale we will:

- Create space for genuine discussion and learning
- Reach across boundaries to ensure voices are heard
- Strengthen our partnerships with Indigenous Peoples and local communities (IPLCs), the private sector, governments, and civil society
- Implement robust environmental and social safeguarding frameworks

Innovation

Innovation for conservation impact is key to achieving our mission. The urgent challenge of Africa's development needs, coupled with the intensification of climate change and nature loss, demand a new and innovative approach. Complex interconnected challenges and emerging opportunities require us to adapt, be creative, try new approaches, and find and scale up innovative solutions.

We will work closely as a Network – practices, country, national, and regional offices – together with external partners to identifying issues, defining challenges and opportunities, developing innovative solutions, incubating new ideas and piloting fresh approaches for conservation in Africa. To achieve our vision for innovation we must:

- Create space, both physical and intellectual, for innovation to happen
- Ensure adequate resourcing for incubation and scaling
- Measure our impact
- Embrace learning and adaptation

We are striving to be more adaptable, agile, and responsive, to be proactive rather than reactive - to create a culture of innovation among individuals, teams, and the wider organization.

PROGRAMS

WWF works locally, nationally, and regionally through country, landscape, and regional programs to achieve conservation at scale across Africa.

WWF strives for **Inclusive and Integrated Conservation**, harnessing our ability to connect the global and the local and work across countries and cultures to achieve impact at scale.

Country Programs

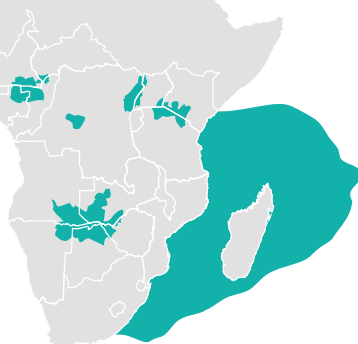
Whether working with communities on non-forest timber products, governments on policy, companies on conversion-free supply chains, wildlife agencies on protected area management, monitoring of species dynamics or restoring riverine habitats, conservation is about action on the ground.

Over the last 60 years WWF has developed strong national programs and country offices across the region. Responding to local needs, country programs are the foundation of WWF's work in Africa – working with diverse partners in landscapes and across the policy space to achieve locally relevant and globally impactful conservation.

COUNTRY PROGRAMS



PRIORITY LANDSCAPES



Regional Programs and Initiatives

WWF Africa works with the Practices and other network partners through an existing portfolio of regional and transboundary landscape programs that align with country, regional and network priorities as part of the larger WWF Global goals framework. Currently, these include six priority transboundary landscapes and 23 thematic regional programs.

WWF's **Regional Programs** bring together expertise from across the network, focusing our energy, efforts, and resources on the critical conservation issues facing the continent. These programs provide a framework for sharing lessons, catalyzing learning and collaboration, and scaling investment across national borders for regional implementation and impact.

WWF embraces a “landscape approach” to strengthen inclusion, ensure connectivity, support horizontal cross sectoral integration, build lasting partnerships, and consolidate resources to enhance impact and sustainability. Land, Water and Seascapes are critical to WWF's delivery model in Africa as they bring people back to the centre of conservation - moving far beyond the traditional protected area and species approaches to conservation – in **Shared Spaces**.

We work in 88 land, water, and seascapes across the continent with a special emphasis on **6 Priority Transboundary Landscapes and Seascapes** in Africa, including: the South West Indian Ocean (SWIO) seascape, the Southern Kenya Northern Tanzania (SOKNOT) landscape, the Greater Virunga (GVL) landscape, the RUVUMA landscape, the Kavango-Zambezi (KAZA) Transfrontier Conservation Area, the Sangha Trinational (TNS) landscape, and the Tri-National Dja-Odzala-Minkébé (TRIDOM) landscape.

WWF PRACTICES

In 2015 WWF introduced 9 globally oriented and inclusive Practices. These Practices are designed to unite, leverage, and scale the WWF Network's current expertise and potential in a coordinated effort to achieve the Global Goals & Outcomes – supporting program coherence, focusing delivery, catalysing innovation and thought leadership, and consolidating impact.

WWF's practice structure consists of 6 goal practices - climate, food, forests, freshwater, oceans, and wildlife, together with three cross-cutting driver practices designed to address the critical drivers of climate change and nature loss - finance, governance, and markets. All nine of these issues are central to the future viability of Africa's natural environment and its ability to support people and wildlife.

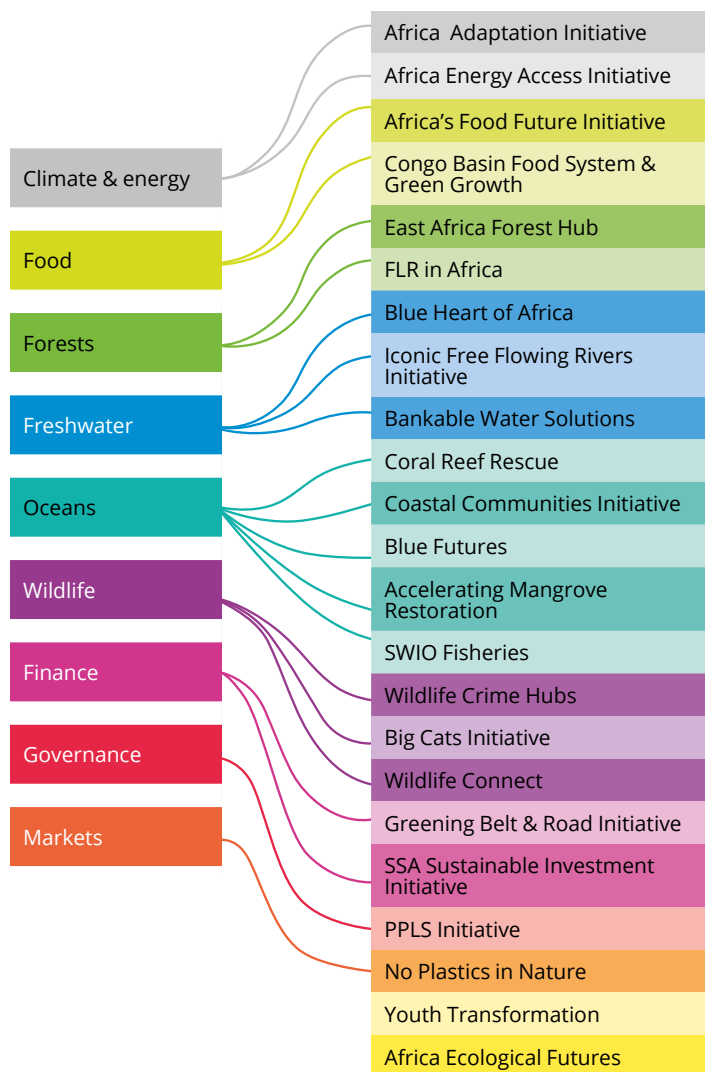
WWF Africa's regional conservation framework aims for local and global relevance and impact by addressing high priority issues for Africa in line with the WWF Practice priorities and the WWF global goals framework.



'CROSS-CUTTING' PRACTICES



PRACTICES



PRIORITY LANDSCAPES

As part of our commitment to integrating conservation and development for the benefit of people and nature, WWF is working with partners to transform conservation in **7 priority landscapes and seascapes – 6 transboundary and 1 national.**

© WWF / Jaap van der Waarde



1. Three Countries, one Forest: Tri National Dja-Odzala-Minkébé (TRIDOM)

Spread over Cameroon, the Republic of Congo and Gabon, this spectacular landscape is a haven for large mammals.

It shelters up to 25,000 elephants and 40,000 gorillas and chimpanzees, as well as a host of other species, including buffaloes, giant forest hogs, sitatunga, pythons, and monkeys.

TRIDOM gets its name from the initials of Dja, Odzala and Minkébé - three famous protected areas, each in a different country.

Elephant poaching and ivory trafficking are rife in TRIDOM. Bushmeat trade, mining, large scale infrastructure development and plantations also pose major threats to conservation.

WWF works closely with the governments of the three countries, as well as other partners, to conserve this critical region.

- The huge TRIDOM forest covers 178,000 km², or 10% of the whole Congo Basin rainforest
- Almost 97% of TRIDOM is forested
- Eleven protected areas cover 24% of the landscape and are some of the most pristine natural sites remaining in the Congo Basin

© Will Burrard-Lucas / WWF-US



2. The humid forest home of forest elephants: Sangha Trinational (TNS)

Sangha Trinational (TNS) is a transboundary conservation landscape in the north-western Congo Basin where Cameroon, the Central African Republic, and the Republic of Congo meet. TNS includes three contiguous national parks totaling around 750,000 hectares (ha).

Much of the landscape is unaffected by human activity and features a wide range of humid tropical forest ecosystems with rich flora and fauna, including Nile crocodiles and goliath tigerfish, a large predator.

Forest clearings support herbaceous species. Sangha is home to considerable populations of forest elephants, the critically endangered western lowland gorilla, and endangered chimpanzees. It is rich in biodiversity.

In 2012, the United Nations Educational, Scientific and Cultural Organization (UNESCO) named Dzanga-Sangha and the surrounding TNS area a World Heritage site, noting its role in "the continuation of ecological and evolutionary processes on a huge scale."

© Gareth Bentley / WWF-US



3. Five Countries where lions roar and wild dogs roam: The Kavango-Zambezi Trans-Frontier Conservation Area (KAZA TFCA)

Spanning five countries the KAZA TFCA covers the river basin regions of Angola, Botswana, Namibia, Zambia, and Zimbabwe.

It is home to threatened species such as the African wild dog, wattled crane, Nile crocodile and cheetah. Other mammalian species include buffalo, hippopotamus, lion, lechwe, roan, sable, eland, zebra, wildebeest, and waterbuck.

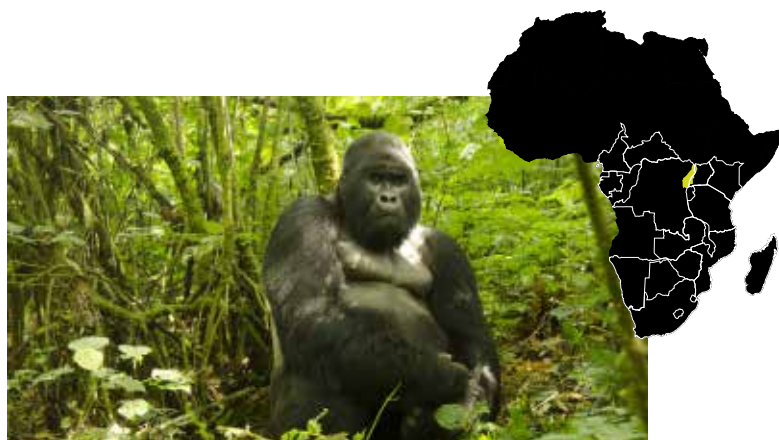
This vast expanse is richly endowed with a great diversity of ecosystems and landscapes. These range from the dense and dark canopy of the tropical, dry-forest of north-western Zambia, through a mosaic of woodlands, to sun-soaked tides of rolling grasslands, the parched vastness of Makgadikgadi and drifts of waterlilies floating on papyrus and reed-shrouded, shimmering wetlands.

From grassland, wetland and dry forest to salt pans and scrublands, it is home to more than 3,000 plant species.

The area is enormous, nearly twice as large as the United Kingdom. It lies in the Kavango and Zambezi River basins where Angola, Botswana, Namibia, Zambia, and Zimbabwe converge.

Jewels in the crown of this spectacular array of protected areas are the 15,000 km² Okavango Delta, an explosion of green and blue in parched landscape - the world's largest inland delta, and the awe inspiring tumbling cataracts of the Victoria Falls, a World Heritage Site and one of the seven natural wonders of the world.

© Jaap van der Waarde / WWF- Netherlands



4. A haven of the critically endangered mountain gorilla: Greater Virunga Landscape (GVL)

This rich landscape in central Africa, is home to the world's last two remaining populations of mountain gorillas.

This is one of the most biologically diverse parts of the planet. Its combination of ancient tropical forests, ice-capped mountains, active volcanoes, savannah, swamps, and wetlands is home to elephants, hippos, unique birds, and rare plants.

But Virunga-Bwindi's most famous residents are its critically endangered mountain gorillas.

Found at the point where east Africa meets central Africa, the Greater Virunga Landscape is a spectacular mosaic of wildly diverse landscapes from steamy papyrus swamps to permanent glaciers and from savannahs and forests to active volcanoes.

The Virunga-Bwindi landscape is spread across the borders of three countries in central Africa: Democratic Republic of the Congo (DRC), Uganda and Rwanda.

Running down the borders of three countries, the Virunga-Bwindi landscapes range from dense, lush forests to dry savannahs, volcanic lava plains and snow-capped mountains.

- Virunga-Bwindi is the only place in the world where you'll find the critically endangered mountain gorilla – divided into groups almost equally between the Virunga mountains and Bwindi Impenetrable National Park

- Within this landscape is Virunga National Park which was Africa's first national park (in 1925) and was made a UNESCO World Heritage Site in 1979. The smaller Bwindi Impenetrable National Park joined it on the World Heritage Site list in 1994

- WWF successfully campaigned to protect Virunga National Park from the threat of oil exploration. More than 765,000 people from around the world signed our petition to protect the park from oil exploration

© Nick Riley / WWF-Madagascar



5. Tuna, marine turtles, and mangrove forest: The South west Indian Ocean (SWIO)

The SWIO seascape combines large marine and coastal ecosystems which support 60 million people living in the coastal belt shared by Madagascar, Mozambique, South Africa, Tanzania, and Kenya.

It supports the world's largest sustainable tuna fisheries, 38 per cent of the world's coral reefs, five of the world's seven marine turtles and 5 per cent of the world's mangroves¹. This seascape's economic output is estimated at US\$ 20.8 billion annually, the equivalent of the fourth largest economy in the region.

- WWF is striving to achieve sustainable fishing in this seascape, which is home to around one fifth of the world's total tuna production. It is the second largest tuna fishing region in the world
- WWF is working to protect mangroves in places like Madagascar. Mangroves can store 3 to 5 times more carbon than terrestrial forests. They are vital in combating climate change
- WWF endeavours to protect coral reefs facing unprecedented environmental pressures as they are particularly sensitive to climate change and extremes in temperature

¹ Sustainable landscapes, WWF Africa

© Martin Harvey / WWF



6. The wildlife migration corridor for 1.3 million wildebeest: Southern Kenya and Northern Tanzania (SOKNOT)

It is one of the most famous wildlife migration routes in the world. The wildlife corridor linking southern Kenya and northern Tanzania is where the magnificent annual migration of 1.3 million wildebeest and many other species takes place.

The landscape is home to millions of wild animals including threatened and endangered species such as elephant, black rhino, lion, cheetah, hirola and African wild dog. The annual wildlife migrations between Masai Mara and Serengeti are among the largest worldwide and a main tourist attraction.

Stretching from Lake Victoria to the Indian Ocean, the Southern Kenya – Northern Tanzania (SOKNOT) transboundary area extends some 134,000 km², about the combined size of Austria and Switzerland.

Covering the Maasai Mara-Serengeti, Amboseli-Kilimanjaro and Tsavo-Mkomazi sub-landscapes including the communal lands that connect them, the landscape is famous for its variety of internationally renowned and iconic conservation areas. These include three UNESCO World Heritage Sites (Ngorongoro, Serengeti, Kilimanjaro), a Ramsar Site (Lake Natron), a UNESCO Biosphere Reserve (Amboseli), four important bird habitats (Lake Natron, Loita, Amboseli, West Kilimanjaro) as well as 39 community conservancies and three Wildlife Management Areas (WMAs) and the seventh wonder of the world (Mara-Serengeti).

Wildlife and habitats are under increased pressure from a growing human population that has led to an expansion of farms, an intensification of grazing, and the conversion and fragmentation of previously undisturbed habitats along migration corridors. The constriction and blockage of these migration routes by fences, farms, roads, and settlements has caused increased human-wildlife conflicts with loss of livestock to predators, destruction of crops and water points, attacks on humans and retaliatory killings of wildlife.



© Andy Isaacson / WWF-US

The largest protected area of dense rainforest in Africa: Salonga National Park

Salonga National Park in the Democratic Republic of Congo (DRC) is the largest protected area of dense rainforest on the African continent, and a priority landscape for WWF in the region. Very isolated and only accessible by water transport, this vast park (33 500 km²) plays a fundamental role in carbon sequestration and climate regulation.

In July 2021 Salonga was removed from a list of globally endangered sites thanks to increasing efforts to protect it as a home to threatened species, including the bonobo and forest elephant. The decision marks a small victory for conservationists, including WWF, in a bigger fight to protect the park's rich flora and fauna.

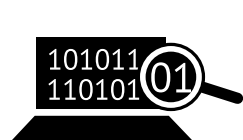
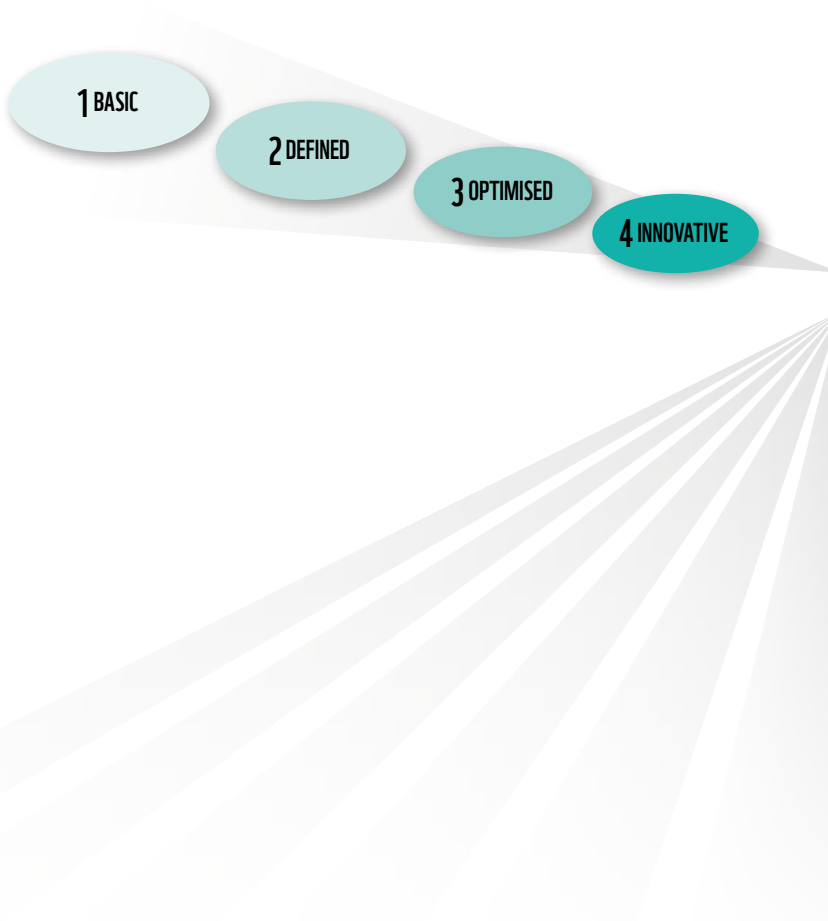
A UNESCO monitoring mission in 2020 found that conservation has significantly improved in the park since 2012, prompting the decision to remove it from a list of more than 50 endangered sites, including four others in the DRC. It joined the list in 1999 amid pressures from poaching, slash and burn agriculture and armed conflict. Fears of drilling for oil also dogged the park in recent years.

It is home to many threatened species, such as the bonobo (more than 15,000 animals equal to 50% of the global population), the Congo peacock, the forest elephant (1,500 animals) and the slender snouted crocodile.

PATHWAYS TO IMPACT

To realize our ambition, and to drive progress towards conservation at scale this strategy identifies **6 Pathways to Impact**. These pathways are areas where WWF believes we can make a disproportionate impact in the delivery of both programs and outcomes.

The pathways provide a focus for channelling our collective energies, facilitating adaptive management, and connecting stakeholders. In addition, the pathways provide a mechanism for weaving together our conservation outcomes with clear milestones to measure progress and signpost the journey – as we move from a **basic** understanding to **defining** the challenge and articulating the opportunities to developing an **optimized** response on our way to truly **innovative** and transformational solutions.



1 The right data and knowledge:

Harness traditional, indigenous, and scientific data and knowledge alongside innovation in technology to create transformative solutions.



2 The right resources:

Increase existing support while mobilizing new funding sources.



3 The right influence and advocacy:

Influence governments and society through communication, advocacy and thought leadership that stands out from the crowd.



4 Resilient people and cultures:

Empower people and strengthen WWF's systems across Africa.



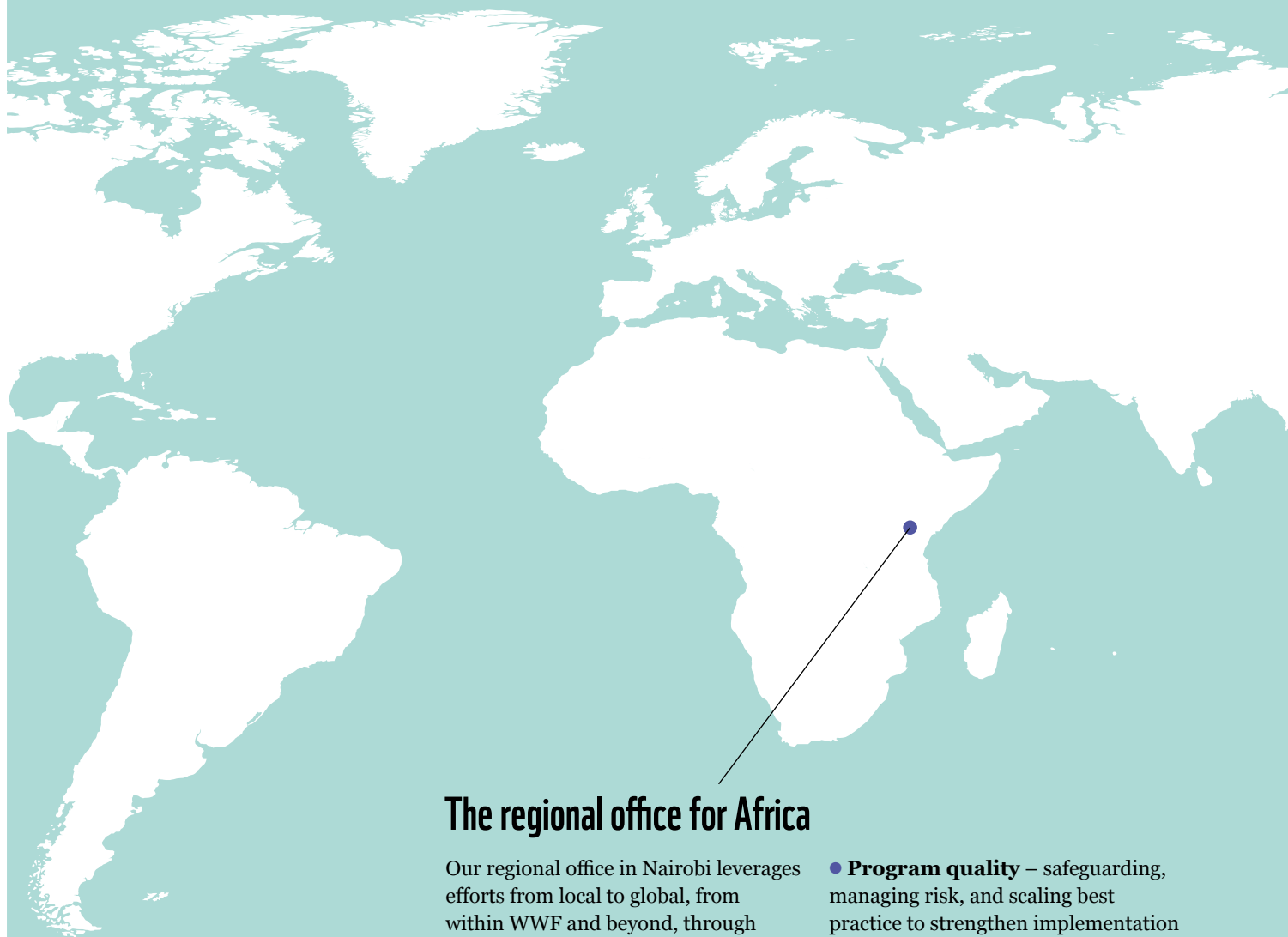
5 The right partnerships:

Develop and deepen relationships with trusted partners to achieve success.



6 The right programs:

Strengthen our conservation delivery through strategic programming, safeguarding, sustainable resourcing, and effective monitoring.



The regional office for Africa

Our regional office in Nairobi leverages efforts from local to global, from within WWF and beyond, through dynamic and responsive innovation and thought leadership for sustainable conservation impact at scale. It brings WWF's work in Africa together to develop, support, measure, and communicate conservation impact.

Critical functions of the regional office include:

- **Integration and coordination** – ensuring vertical, horizontal, and thematic integration, and enhancing internal and external coordination.
- **Systems approach** – facilitating a regional view of conservation challenges, leveraging WWF convening power, and promoting system level solutions.
- **Program quality** – safeguarding, managing risk, and scaling best practice to strengthen implementation and program delivery.
- **Sustainable finance** – leveraging resources and transforming the approach to funding conservation at WWF and beyond.
- **Innovation and thought leadership** – anticipating, driving, piloting, and scaling innovative solutions.
- **Partnerships and collaboration** – enhancing partnerships and collaboration for coordination and scale.

AN INVITATION TO COLLABORATE

Africa is at a crossroads.

The urgency of meeting the needs of people and the planet sustainably has never been greater. Both are facing enormous pressures. Both hold significant promise too.

But these pressures can not be overcome, or these promises realized, by one person or one organization alone. We must embrace these challenges and opportunities together - with diversity as our strength - a collection of voices across communities, countries, sectors and political perspectives coming together as one voice for people and planet. One voice for Africa!

Our Africa Strategy provides a framework for addressing the needs and opportunities for Africa Now - and into the future. Building on WWF's work at country, landscape, regional and global levels our Strategy leverages the power of people to transform lives and landscapes. Through ensuring coexistence in Shared Spaces, transforming Africa's balance sheet by Making Nature Count, and an integrated and inclusive Whole of Society approach we are committed to working together to transform the conservation narrative in Africa by making Nature Everyone's Business.

There is hope. Today there is unprecedented interest in nature. Individuals, communities, and governments are coming together across Africa to achieve net zero and reverse biodiversity loss. To build a better future for Africa.

The challenges and opportunities for conservation in Africa – at scale – have never been greater.

Join us as we venture on this transformational journey together.

It is time to seize the moment: for both people and the planet!

Together Possible!





You can join us on your favourite social media channel.



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Add your voice for Africa and the planet!

https://africa.panda.org/join_us/take_action/