



WWF NAMIBIA STRATEGY 2026

OUTCOME 2



Unlock the Socio-economic value of natural resources

WHY IS THIS IMPORTANT?

92% of Namibia is semi- to hyper-arid. Given the mounting impacts of climate change, it is essential that in dry-subhumid environments, wildlife is recognised as the most suitable and viable land-use option. It causes the least environmental damage and can be used to unlock socio-economic value of wildlife and wild places to provide sustainable value.

Currently, this value is created through nature-based tourism and conservation hunting, which is recognised by local communities and the national government, and their associated value chains. Other values are being explored such as wildlife-based products and pro-conservation agricultural production developed by local farmers and entrepreneurs and payments for conservation performance by the wildlife stewards.

WWF will continue to invest in unlocking the broad spectrum of values that nature provides to build stronger, inclusive conservation solutions and generate social and cultural benefits that are valued by conservancies and their members, positioning conservation as a viable development opportunity against other often-conflicting economic developments such as mining, large scale agriculture and infrastructure projects.

WHAT WE DO?

- WWF assists the MEFT in their allocation and management of tourism and hunting concessions, and the implementation of the Parks and Neighbours Policy.
- To unlock the potential for new conservation payers, we are rolling out payment for eco-system services, including Namibia’s homegrown version, Wildlife Credits.
- WWF continues to provide support to conservancy tourism initiatives, while also developing new opportunities to unlock socio-economic value in the economy from rangelands, freshwater fisheries and forests.
- WWF promotes inclusive conservation approaches that balance the wildlife economy with other livelihood options and social services such as education, health, gender and other socio-economic aspects that are critical to life in Namibia.

WHO WE WORK WITH



Government



Communities



Regional Councils



Traditional Authorities



Private Sector

