



WWF Switzerland

Priority projects

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COVER PHOTO

A woman is watering plants at an agroforestry farm in East Usambara, Tanzania.

© Juha-Pekka Kervinen / WWF



© Staffan Widstrand / WWF

WHAT WE WANT TO ACHIEVE

Worldwide, over 6,000 WWF employees in more than 100 countries are working to achieve six global goals: The **ocean** is being managed and protected in a way that ensures humans and species continue to benefit it; the world's most important **forests** are in a better condition; we are committed to a future where **energy** is used efficiently and is renewable; **freshwater ecosystems** serve humans and nature; the population of the most important, endangered **animal and plant species** is stable and growing; the global **food system** ensures the planet's resources are preserved. The most important levers to achieve our goals are **education, business, finance and politics**.



© Antonio Busiello / WWF-US

OCEAN

Our ocean is extremely rich in terms of biodiversity and is of incredible value and importance to people. The threats to the oceans are vast and include pollution from sewage, oil, pesticides and plastics, global warming, as well as overfishing, illegal fishing, bycatch and side-effects of fish farming that further damage the ecosystem.

OUR GOAL

The world's most important fisheries and ocean ecosystems are productive and resilient and improve livelihoods and biodiversity.



© Matt Atz / unsplash

FORESTS

Forests regulate the climate, protect the soil from erosion, are huge sources of a range of raw materials and provide a habitat for countless species. Despite their immeasurable value, around 10 million hectares of forest are being destroyed worldwide every year – that’s almost two and a half times the size of Switzerland. The biggest threats are forest fires and slash-and-burn practices, illegal logging and the clearing of forests for pastures and farmland.

OUR GOAL

The integrity of the world’s most important forests, including their benefits to human well-being, is enhanced and maintained.



© Kathleen Prior / KTF / SolarBuddy / WWF-AUS

CLIMATE AND ENERGY

Oil, gas and coal have brought us prosperity and comfort, but at a high price: massive air pollution and habitat destruction are the result. Greenhouse gas emissions are having a devastating impact on our climate, posing an existential threat to humans, countless species and their ecosystems.

OUR GOAL

To have a society that protects humans and nature and does everything in its power to limit global warming to 1.5 degrees Celsius. A global shift towards a low carbon and climate resilient future is achieved.



© Fabian Fopp

FRESHWATER

Freshwater only makes up three percent of the water on earth. Freshwater ecosystems are vital for humans and the balance of nature. In the last forty years, more than half of the world's freshwater resources have been destroyed, resulting in flooding, droughts and mass species extinction. This also has implications for the global economy and especially for agriculture.

OUR GOAL

Freshwater ecosystems and flow regimes in key river basins provide water for people and nature.



© naturepl.com / Danny Green / WWF

WILDLIFE

Animals shape our cultures and civilizations, inspire our mythology, form the foundations of life, and are considered key indicators of the state of a habitat in the field of environmental protection. But above all, they are under threat: Since 1970, the populations of over 4,000 species of mammals, fish, birds, amphibians and reptiles have shrunk by an average of around 60%.

OUR GOAL

The world's most iconic and endangered species are secured and are recovering in the wild.



© oticki / iStock

FOOD

By 2050 the world's population will increase to nine billion and the demand for food will at least double. Today, the production, processing and distribution of food is putting a huge strain on wildlife habitats and precious ecosystems. Overconsumption and waste further exacerbate pressure on resources.

OUR GOAL

Sustainable food systems conserve nature and maintain food security.

WAYS TO GET INVOLVED



PHILANTHROPIC PARTNERSHIP

Make a contribution in the form of a non-restricted donation, donate for a specific topic or for the project of your choice.

INHERITANCES AND LEGACIES

Make a meaningful difference to the future of nature with your last will and testament. WWF is exempt from inheritance and gift tax.

NETWORK

Mobilize your community and environment for our cause. For example, by exchanging ideas and connecting with like-minded people in our Circle for Nature.

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SELECTED INTERNATIONAL PROJECTS

FISH CONSERVATION IN THE MEKONG

The Mekong River is the lifeblood of South-east Asia and boasts the second largest fish biodiversity in the world. It is home to over 1,000 fish species as well as the largest freshwater fish in the world – namely the Mekong giant catfish and Mekong freshwater sting-ray. Overfishing and the construction of power plants are placing the fish population under increasing pressure.

The protection of this habitat is crucial for both the survival of endangered species and the food security of the people in Laos and Thailand, as fish is the most important source of protein for the population. This project **builds on and scales up effective fish conservation activities** on the Mekong River that WWF Switzerland has been supporting since 2016. To date, 58 fish conservation zones have been established on the Mekong River in Laos and Thailand. By promoting **sustainable fishing practices**, the livelihood of the population is also improved.

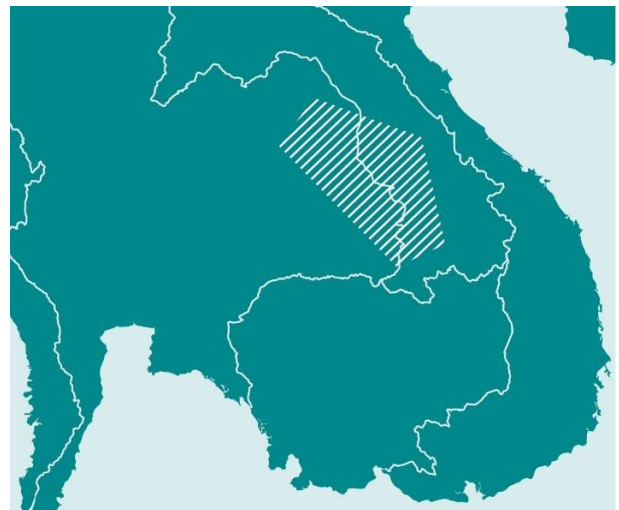
In addition, local communities are being trained on how they can **diversify their income** with **alternatives to fishing**. Together with local communities and authorities, WWF is creating structures so that the local population can sustainably run the fish conservation zones on their own in the long run.

TOPICS **Wildlife conservation, sustainable fisheries, income generation**

DURATION **2023–2026**

COSTS **CHF 1.5 mil.**

REGION **Laos and Thailand: Mekong border region**



INTACT NATURE AND PLASTIC-FREE COASTLINES

The Ticao Burias Pass Protected Seascape in the Philippines is home to a rich marine biodiversity. **Whale sharks, manta rays, dolphins, dugongs and sea turtles** can be found here. The local people who live in these coastal areas are strongly connected to this ecosystem. Pollution of the shoreline, over-fishing and deforestation of the mangrove forests pose major threats.

Protecting this habitat is paramount to the survival of endangered species and to ensuring food security for the local population. Authorities are being trained at the local level and effective waste management is being developed and implemented.

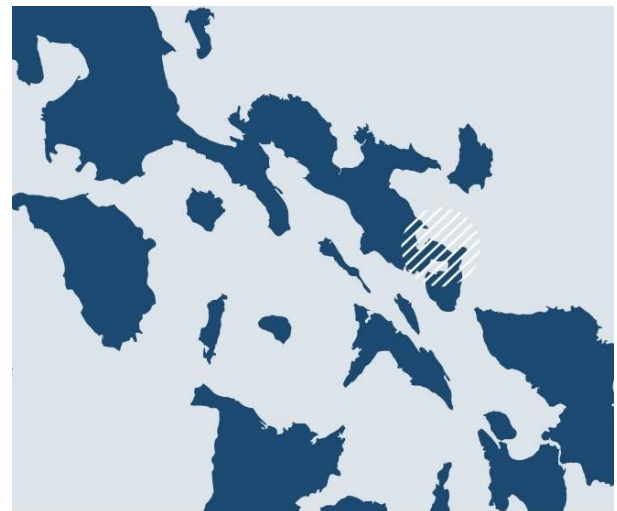
The aim of this WWF project is to protect the seascape and dazzling underwater world of the Ticao-Burias strait, improve its ecological quality and safeguard the livelihoods of indigenous peoples and local communities so that they can become indispensable actors who actively shape and protect their coasts and habitats.

TOPICS **Wildlife conservation, marine conservation, income generation, education**

DURATION **2022–2026**

COSTS **CHF 1.3 mil.**

REGION **The Philippines: Bicol Region, Luzon Island**



PROTECTING THE LEOPARD

The Caucasian leopard was once widespread throughout the South Caucasus. However, today, there are only small, isolated populations left. Habitat destruction and fragmentation, as well as poaching, have taken a toll on leopards and their prey.

WWF has spent the last 10 years working in the Caucasus to save these leopards and their prey. Populations of some prey, such as the bezoar ibex and the mouflon, are now stable and **leopard sightings are being reported more frequently throughout the region**. However, the existing conservation areas are still very small, fragmented and isolated from each other for this shy big cat.

With this project, we want to ensure the critically endangered Caucasian leopard can survive in its habitat long term. Together with local authorities and communities, WWF is creating wildlife corridors and developing new sources of income for locals, thus ensuring alternatives to poaching.

TOPICS **Wildlife conservation, human-wildlife coexistence, income generation**

DURATION **2023–2027**

COSTS **CHF 960,000**

REGION **South Caucasus: Armenia, Azerbaijan**



FOREST CONSERVATION FOR HUMANS AND ANIMALS

The Dawna Tenasserim mountain landscape stretches across Southeast Asia, encompassing one of the region's largest and most biodiverse forested areas. At around 180,000 km², is more than four times the size of Switzerland. The forests are home to the last large population of Indochinese tigers and a variety of other species such as leopards, Asian elephants and wild cattle.

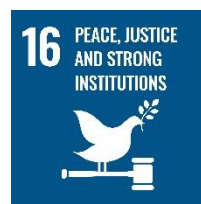
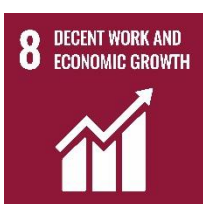
This unique landscape is under increased threat due to uncontrolled deforestation, creating space for agriculture. To counteract these challenges and developments, WWF is expanding and monitoring **conservation areas**; developing ideas and solutions to **address conflicts between humans and wildlife**; fostering active participation from the local population and strengthening their rights. In this way, people are empowered to stand up for nature and animal conservation in their homeland.

TOPICS **Wildlife conservation, forest conservation, human-wildlife coexistence, income generation**

DURATION **2023–2027**

COSTS **CHF 1.3 mil.**

REGION **Myanmar and Thailand: Dawna Tenasserim Landscape**



BAREFOOT COLLEGE MADAGASCAR

Around 28 million people live in Madagascar. Only 20% have access to electricity. This figure drops to just 5% in rural areas.

WWF is harnessing Madagascar's potential for **sustainable energy production** while training women from rural areas to become solar technicians. Upon completing their training, these women return to their communities, utilizing their **newfound skills for the benefit of all**. Introducing electrical light will advance the villages' development.

Our goal: By 2030, we aim to have trained approximately 740 women in Madagascar to be solar engineer, ensuring that a total of 630,000 rural households have access to solar energy. This initiative will improve living conditions for residents while protecting the climate and forests.

TOPICS **Education, climate and energy, income generation**

DURATION **2024–2026**

COSTS **CHF 1 mil.**

REGION **Madagascar:
Northern Highlands, West Coast and Southwest**



ENHANCING LIVING CONDITIONS THROUGH FOREST CONSERVATION

Thorn, dry, and mangrove forests—these diverse ecosystems all exist in southwestern Madagascar. It's no wonder that this area harbors the island's greatest biodiversity.

However, these forests face severe threats as they are extensively cleared by the rapidly growing population to make space for farmland, construction, and firewood. The demand for firewood is particularly high in Madagascar, where locals predominantly rely on wood and charcoal for cooking.

Together with the local population, we aim to halt this trend and preserve these unique forests through **reforestation and sustainable forest management**. Additionally, we support the community by improving their living conditions by **developing alternative income sources** and using **fuel-efficient, wood-saving stoves**. Women play a crucial role in this. They are heavily involved in the production and distribution of these stoves and can pass on the knowledge that they've gained to their communities.

TOPICS **Forest conservation, climate and energy, income generation, education**

DURATION **2024–2027**

COSTS **CHF 1 mil.**

REGION **Madagascar: West Coast**



A FUTURE FOR FORESTS, HUMANS AND WILDLIFE

The coastal, lowland and submontane forests of East Africa are among the world's most endangered biodiversity hotspots. They are home to countless endemic species, such as the black-and-white colobus monkey and the Usambara eagle-owl.

The remaining forests in East Usambara are under significant pressure. As the local population continues to grow, human activities are encroaching on vital wildlife corridors, leading to more conflicts with wild animals, such as elephants.

The goal of this project is to **restore** the severely degraded **forests, rivers** and **wildlife corridors** together with local communities, authorities and civil society organizations, and **promoting the sustainable use of natural resources**. We want to achieve this goal by raising awareness among locals, by implementing land use plans, and with the help of climate-adapted agricultural practices and more efficient technologies for energy use.

TOPICS **Wildlife conservation, forest conservation, human-wildlife coexistence, income generation**

DURATION **2022–2026**

COSTS **CHF 1.6 mil.**

REGION **Tanzania:
East Usambara**



FRUITS OF THE RAINFOREST

The Iténez Regional Park in the Bolivian Amazon holds immense value due to its rich biodiversity and serves as a habitat for numerous species, including giant otters, jaguars, Amazon River dolphins, and the Bolivian red howler.

Due to the financial crisis affecting the Beni government department, the once very successful basic measures to control and protect the regional park can no longer be carried out. The area is now once again at risk of illegal activities, most notably poaching.

WWF has been actively engaged in the Iténez Regional Park for several years. In this project phase, the primary focus is on **collaborating with and bolstering the local environmental authority** through park management and patrols, alongside implementing a **sustainable funding mechanism**. Additionally, this phase of the project aims to support the local population in enhancing their income through **environmentally friendly economic activities**, particularly by promoting the use and processing of wild cacao and açai berries.

TOPICS **Wildlife conservation, forest conservation, income generation**

DURATION **2023–2026**

COSTS **CHF 1.4 mil.**

REGION **Bolivia:
Iténez Protected Area**



PRESERVATION OF COASTAL ECOSYSTEMS

The three municipalities San José, Iztapa and Sipacate on the Pacific coast of Guatemala are characterized by mangrove forests and coastlines. Sea turtles swim thousands of kilometers to get to the beaches of this coastal area to lay their eggs.

Located on the deltas of the rivers that flow into the ocean from the mountain ridge behind them, these rivers carry water and materials to the ocean. Unfortunately, today they also carry large amounts of plastic to the area. In addition, the unsustainable management and destruction of the mangrove forests have adverse effects on the ecosystems and livelihoods of the three municipalities.

This project aims to **restore coastal ecosystems and protect sea turtles and their habitat** through the **reduction of plastic waste, better management of the coastal area and sustainable management of mangrove forests**.

TOPICS **Wildlife conservation, marine conservation, forest conservation**

DURATION **2024–2027**

COSTS **CHF 1 mil.**

REGION **Guatemala: Pacific Coastline**



WWF GLOBAL YOUTH COMMUNITY

We only have this one planet, and yet, globally, we consume far more resources than our planet can provide. Pressing issues like climate change, deforestation, and biodiversity loss demand urgent action. Yet, within these challenges lies an opportunity. Today's youth recognize the urgency of the situation and are highly motivated, engaged and committed to creating positive and lasting change.

The WWF stands beside them, giving them the tools to make a positive and meaningful contribution and facilitating constructive engagement within their communities. Since 2017, WWF Switzerland has led the Youth Communities Program, empowering young individuals to actively engage in environmental conservation efforts and initiate projects for a healthier planet and society. Through the "WWF Youth Community," they connect with like-minded peers, grasp global environmental issues and collectively implement projects that benefit the environment. This impactful program has inspired countries like Bolivia, Ecuador and Madagascar to join WWF Switzerland and launch their own Youth Communities.

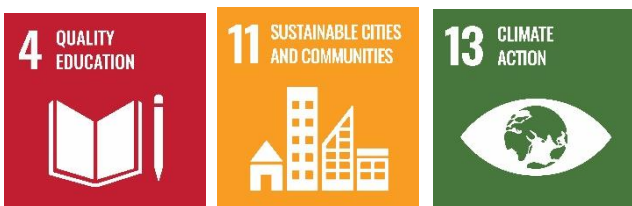
By fostering connections and providing practical tools for action, the program aims to equip young changemakers with the skills and network needed to help protect our planet for future generations and instill positive ecological behavior in the next generation. This educational initiative serves as a **crucial catalyst for change.**

TOPICS **Wildlife conservation, education, climate and energy, nutrition**

DURATION **2023–2026**

COSTS **CHF 450,000**

REGION **Bolivia, Ecuador, Madagascar, Switzerland**



GREENING FINANCIAL REGULATION (GFRI)

Banks and insurance companies wield significant influence over and help shape the economy through asset management and loan provision. Their heavy investment in activities exacerbating biodiversity loss and the climate crisis remains a pressing concern. It is high time that the industry redirects global financial flows towards sustainable pathways.

As part of the Greening Financial Regulation Initiative (GFRI), WWF engages central banks and financial market regulators in discussions addressing these critical issues, including running a comprehensive analysis of their integration of climate, environmental, and social considerations into their practices with annual progress assessments. Within this framework, GFRI hubs **actively and sustainably encourage central banks and financial regulators to embed climate and biodiversity protection into their financial policies**. This includes providing training and developing effective measures for a sustainable monetary policy.

TOPICS **Sustainable finance, climate and energy, wildlife conservation**

DURATION **2024–2030**

COSTS **CHF 1.2 mil. annually**

REGION **Central banks of the 40 largest economic regions**





SELECTED SWISS PROJECTS

NATURE UNITES - JOINING FORCES FOR BIODIVERSITY

Biodiversity is steadily decreasing in Switzerland with agricultural expansion being a primary contributor as natural habitats are converted into farmland and use of agrochemicals is steadily increased.

Biodiversity, however, is vital for humans, providing us with raw materials, protecting us from natural hazards, regulating the climate and maintaining a diverse landscape.

This project aims to **preserve and increase biodiversity in Switzerland** together with agricultural and forestry businesses. Volunteers lend their support by ecologically enhancing areas and creating natural corridors for wildlife. Through this collective effort, everyone involved learns about the value of biodiversity and the important ecosystem services nature provides. Together, we create added value for biodiversity, agriculture, forestry and society as a whole.

TOPICS	Wildlife conservation, education, sustainable agriculture
DURATION	2023–2026
COSTS	CHF 940,000
REGION	The whole of Switzerland



“SALMON COMEBACK” - WELCOME HOME

With the “Salmon Comeback” initiative, WWF has managed to bring salmon back into the thoughts and hearts of the Swiss people. Many people aren’t aware that salmon was once native to our country and that schools of salmon regularly swam through the Rhine, Aare, Limmat, Reuss and Thur rivers. Born in Switzerland, it swam through the Rhine River to the coast of Greenland. Years later, it made its way all the way back to its birth river to reproduce.

Today, power plants and a lack of habitats prevent this fascinating migratory fish from finding its way back into Swiss rivers. With the “Salmon Comeback” initiative, WWF is **creating a way for salmon to come back** to Switzerland.

Using salmon as a flagship species, **habitats can be protected, connected and enhanced**. The vibrancy of rivers is intricately linked to the presence of salmon, benefiting all aquatic life. Furthermore, the restoration of water bodies not only provides sanctuary for wildlife but also offers people spaces to unwind and reconnect with untouched nature along the banks of rejuvenated rivers.

TOPICS **Wildlife conservation, reintroduction of salmon, habitat revitalization**

DURATION **2022–2025**

COSTS **CHF 900,000**

REGION **The Rhine River and its tributaries, as well as the High Rhine River to Basel**



PRECIOUS WATER WAYS- PROTECTING SWITZERLAND'S LAST NATURAL RIVERS

The fears surrounding energy supply are influencing water conservation efforts. Strong countermeasures are urgently needed to combat this. This project offers an unparalleled opportunity: **With our positive, value-based approach, the importance of healthy, thriving watercourses can be conveyed and people inspired and motivated** to protect these ecosystems.

Our goal: to preserve and protect the last ecologically valuable watercourses in Switzerland. 64 rivers, streams and river sections are considered precious water ways in Switzerland. These biodiversity hotspots are largely intact, in other words, undeveloped and unused. They are a refuge for endangered animals and plants, such as the sandpiper, the white-clawed crayfish or the German tamarisk.

WWF and its partners have succeeded in **establishing an innovative conservation tool**. The new **“Gewässerperle PLUS” certification** honors near-natural rivers and streams, and thus protects them from construction and development. The Beverin and the Chamuera in Engadin are already certified as “Gewässerperle PLUS”. There are more to come.

TOPICS **Wildlife conservation, freshwater protection**

DURATION **2024–2027**

COSTS **CHF 1 mil.**

REGION **The whole of Switzerland
64 natural water ways
from A for Areuabach (GR)
to T for Talent (VD)**



WWF IN NUMBERS

6

global goals: wildlife conservation, food, climate and energy, oceans, fresh water and forests

4

important levers: Education, finance, business and politics



9,700+

volunteers in 23 cantonal sections

1961
established in Switzerland as a foundation

283,000+

supporters in Switzerland, 40,000 of which are children and young adults



Unser Ziel

Gemeinsam schützen wir die Umwelt und gestalten eine lebenswerte Zukunft für nachkommende Generationen.