



# Ocean-based solutions for climate and biodiversity

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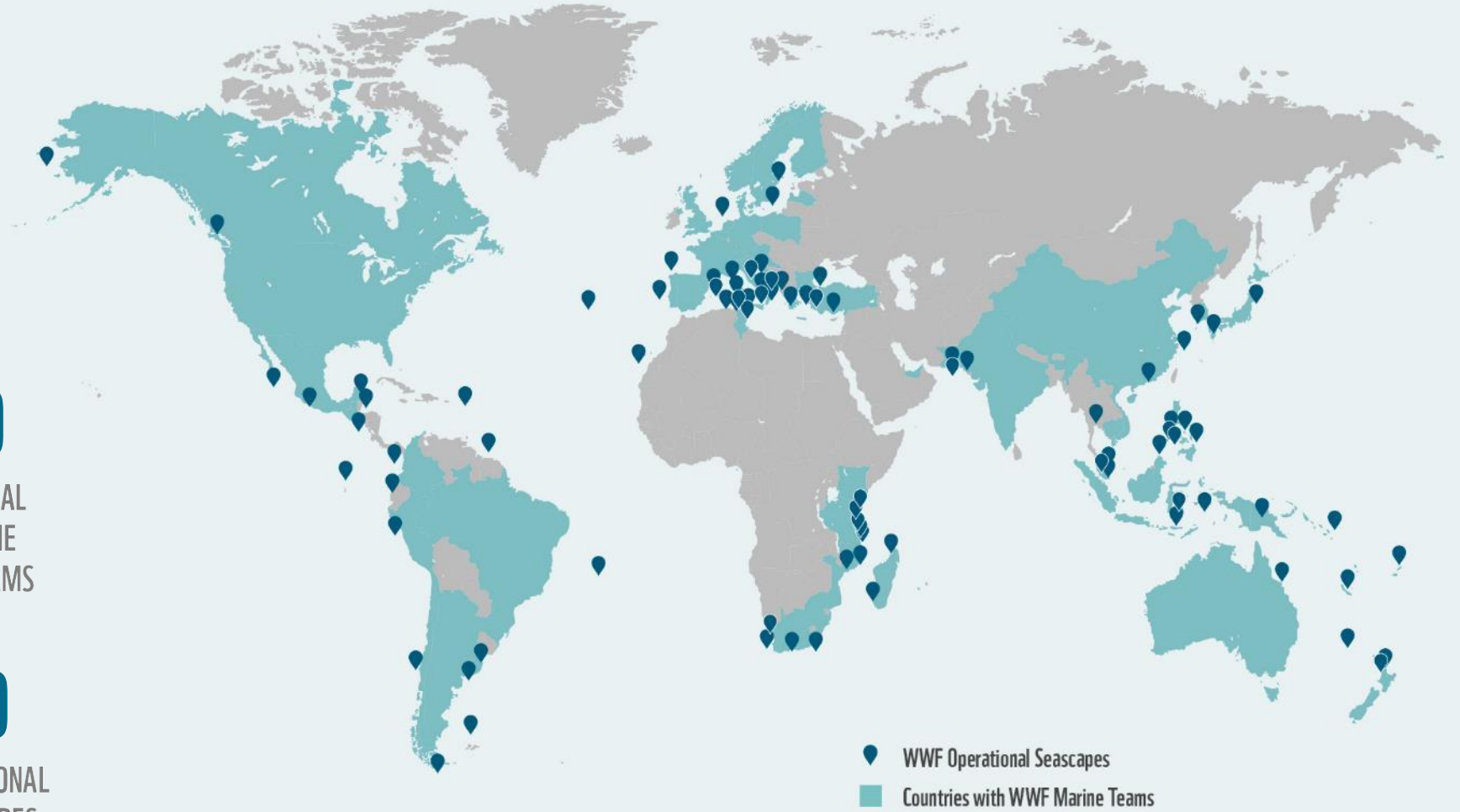
# OUR COMMUNITY

**550+**  
MARINE  
CONSERVATION  
EXPERTS

**60**  
NATIONAL  
AND COUNTRY  
OFFICES

**10**  
REGIONAL  
MARINE  
PROGRAMS


**90**  
OPERATIONAL  
SEASCAPES



# OUR OCEAN FACES FORMIDABLE PRESSURES

**OVERFISHING, POLLUTION,  
HABITAT LOSS AND CLIMATE CHANGE.**

**BUT IT DOESN'T NEED  
TO BE THIS WAY.**

A photograph of three people on a beach at sunset. The sun is low on the horizon, creating a bright glow. One person on the right is wearing a white t-shirt with a WWF logo. Another person in the center is holding a blue folder. The third person is sitting on the left. The background shows the ocean and a sandy beach.

**BY WORKING TOGETHER, WE CAN TURN THE TIDE TOWARD  
HEALTHIER OCEANS, USING PROVEN TOOLS THAT ALLOW MARINE SPECIES  
AND ECOSYSTEMS TO RECOVER OVER TIME.**

# OUR VISION

**PRODUCTIVE AND RESILIENT OCEAN ECOSYSTEMS,  
SUSTAINING PEOPLE AND NATURE.**



# NATURE BASED SOLUTIONS

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PROMOTING  
OCEAN-CLIMATE  
ACTION IN GLOBAL,  
REGIONAL AND NATIONAL  
POLICY PROCESSES

ENSURING WWF'S  
MARINE CONSERVATION  
AND FISHERIES  
MANAGEMENT WORK  
IS INFORMED BY  
CLIMATE SCIENCE

PRIORITIZING  
CONSERVATION ACTIONS  
THAT ENHANCE THE  
CLIMATE RESILIENCE  
OF ECOSYSTEMS AND  
COMMUNITIES

CONTRIBUTING TO  
CLIMATE MITIGATION  
EFFORTS BY CONSERVING  
AND RESTORING  
CARBON-RICH MARINE  
ECOSYSTEMS

CONSERVING AND  
RESTORING COASTAL  
ECOSYSTEMS TO  
REDUCE HUMAN  
VULNERABILITY  
TO CLIMATE CHANGE



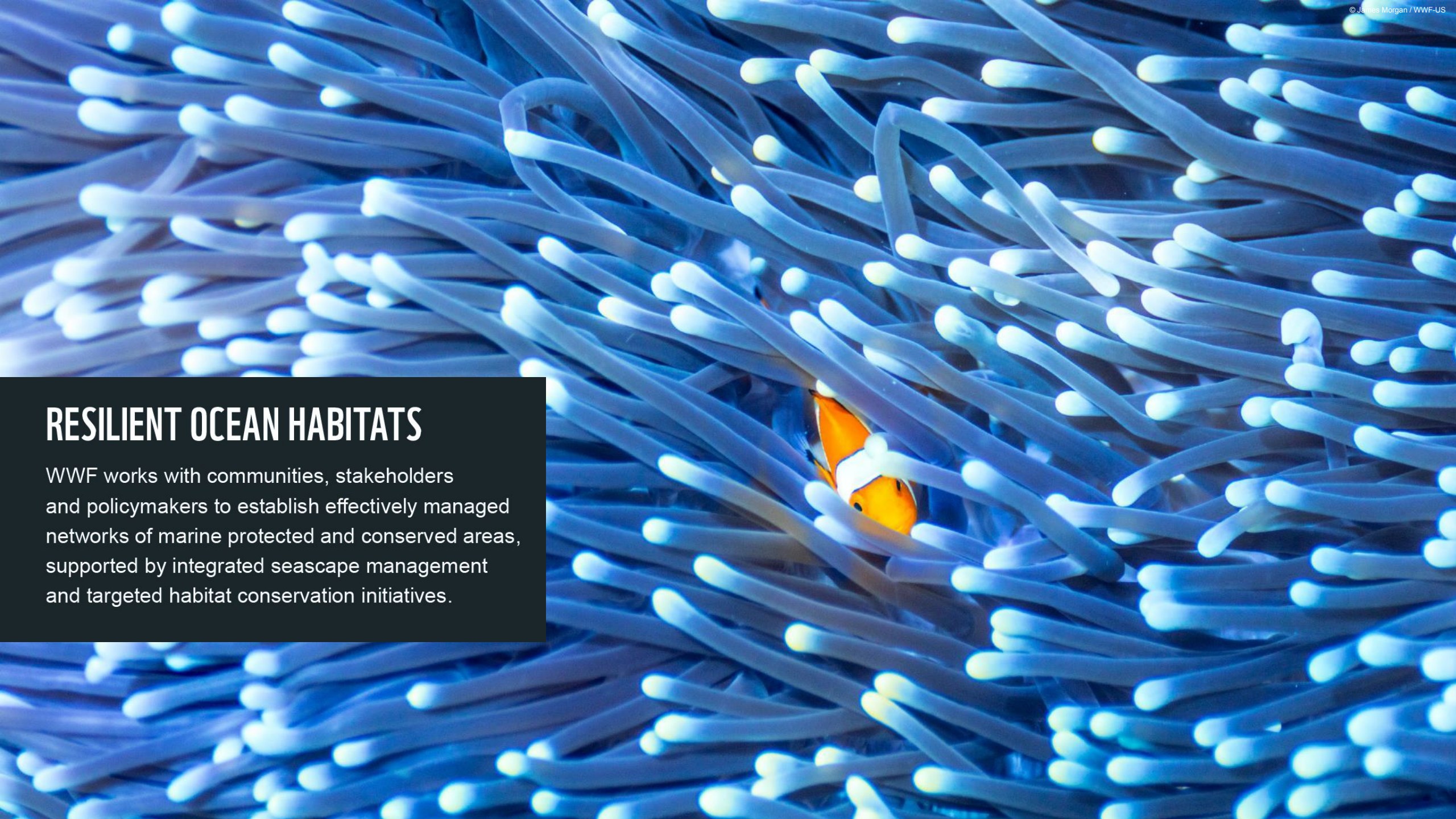


## Presentation overview

Ocean habitats  
Coastal communities  
Climate resilient fisheries  
Phasing out fossil fuels

## RESILIENT OCEAN HABITATS

WWF works with communities, stakeholders and policymakers to establish effectively managed networks of marine protected and conserved areas, supported by integrated seascape management and targeted habitat conservation initiatives.





# PRIORITIES

© Alexis Rosenfeld

## COASTAL COMMUNITIES

WORKING WITH COMMUNITIES TO CONSERVE HABITATS AND FISH STOCKS

## INTEGRATED OCEAN MANAGEMENT

MARINE SPATIAL PLANNING AND ECOSYSTEM-BASED OCEAN MANAGEMENT

## PROTECTED AND CONSERVED AREAS

ESTABLISHING EFFECTIVELY MANAGED NETWORKS OF MARINE PROTECTED AREAS

## TARGETED HABITAT CONSERVATION

CONSERVING CORAL REEFS, MANGROVES, SEAGRASS AND DEEP-SEA HABITATS



# CORAL REEF RESCUE INITIATIVE

RESILIENT REEFS · RESILIENT COMMUNITIES



90%

HALF OF ALL  
TROPICAL REEFS HAVE  
BEEN LOST IN THE  
LAST CENTURY. WE ARE ON  
COURSE TO LOSE UP  
TO 90% BY 2050.

IF WE DON'T  
ACT NOW, WE WILL  
SEE CORAL REEFS  
DISAPPEAR IN  
OUR LIFETIME.

70%

SCIENTIFIC  
ANALYSIS HAS FOUND  
THAT 70% OF CLIMATE  
RESILIENT CORAL REEFS  
ARE FOUND IN 7  
COUNTRIES.



THE CORAL REEF  
RESCUE INITIATIVE DELIVERS  
TARGETED ACTION  
TO REDUCE LOCAL THREATS  
TO CLIMATE RESILIENT  
REEFS, ENHANCING  
THEIR LIKELIHOOD  
OF SURVIVAL.

# Blue Forests: Carbon rich coastal ecosystems



WWF works with partners around the world to conserve, manage and restore mangroves, seagrass meadows and kelp forests.



# 30x30

**GLOBAL SUPPORT FOR  
CONSERVING 30% OF THE  
WORLD'S OCEANS BY 2030  
PRESENTS A HISTORIC  
OPPORTUNITY**

**WWF EXPERTS ARE WORKING WITH  
POLICYMAKERS, STAKEHOLDERS  
AND COMMUNITIES IN 50 COUNTRIES  
AROUND THE WORLD TO PROMOTE:**

- **PARTICIPATORY, SCIENCE-BASED  
DESIGN OF MPCA NETWORKS,  
INFORMED BY ROBUST ANALYSES OF  
CLIMATE IMPACTS**
- **ENABLING CONDITIONS FOR  
EFFECTIVE MANAGEMENT,  
INCLUDING LONG-TERM FINANCE,  
MONITORING AND ENFORCEMENT**
- **INCLUSIVE AND EQUITABLE  
PROCESSES FOR THE ESTABLISHMENT  
AND MANAGEMENT OF MPCAS**



## TRACK RECORD

FROM TROPICAL CORAL REEFS TO POLAR SEAS, MARINE PROTECTED AND CONSERVED AREAS PROVIDE A VITAL SAFE HAVEN FOR MARINE LIFE, ENHANCING FISHERIES RESILIENCE AND SUSTAINING LOCAL LIVELIHOODS.

OVER FIVE YEARS,  
WWF WORKED WITH PARTNERS AND  
POLICYMAKERS TO SECURE:

**153**

NEW MARINE  
PROTECTED AREAS

**672**  
MILLION

HECTARES OF NEW MARINE  
PROTECTED AREAS

**274**  
MILLION

HECTARES UNDER  
IMPROVED MANAGEMENT



## COASTAL COMMUNITIES

By supporting community-led management of coastal fisheries, locally managed marine areas and marine protected areas, WWF is sustaining local livelihoods, restoring coastal ecosystems and enhancing climate resilience.

## TRACK RECORD

**1,010**

COASTAL  
COMMUNITIES  
SUPPORTED

**18,000**

COMMUNITY  
MEMBERS TRAINED  
IN 2022

**87 MILLION**

HECTARES UNDER  
COMMUNITY MANAGEMENT

**700**

LOCAL AND  
INTERNATIONAL  
PARTNER  
ORGANIZATIONS



## OUR AMBITION

BY 2030, WE AIM TO CONSERVE 400 MILLION HECTARES OF COASTAL ECOSYSTEMS BY BUILDING LOCAL CAPACITY, SUPPORTING LOCAL NETWORKS AND ADVOCATING FOR POLICIES THAT EMPOWER COASTAL COMMUNITIES.



## SUSTAINABLE FISHERIES

To halt and reverse declines in wild fish populations, WWF works with partners to secure science-based harvest strategies, supported by measures to curb bycatch, illegal fishing, overcapacity and destructive fishing methods.





# PRIORITIES

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## COMMUNITY BASED FISHERIES MANAGEMENT

WORKING WITH  
COMMUNITIES TO  
CONSERVE HABITATS AND  
FISH STOCKS

## TACKLING OVER FISHING AND RESTORING STOCKS

SECURING  
SCIENCE-BASED  
HARVEST STRATEGIES  
AND REBUILDING  
PLANS

## REDUCING BYCATCH AND HABITAT IMPACTS

TACKLING BYCATCH,  
ILLEGAL FISHING AND  
DESTRUCTIVE  
FISHING METHODS

## CREATING AN ENABLING ENVIRONMENT

CURBING FISHING  
SUBSIDIES AND  
LEVERAGING  
SEAFOOD IMPORT  
CONTROLS

## TRACK RECORD



# 200+

OVER THE PAST FIVE YEARS, WWF OFFICES SECURED  
OVER 200 FISHERIES MANAGEMENT AND POLICY MEASURES.

# 44

FISHERY IMPROVEMENT  
PARTNERSHIPS TO  
SUPPORT SUSTAINABLE  
INDUSTRY PRACTICE



# 21%

REDUCTION IN FISHING  
PRESSURE ACROSS THE  
MEDITERRANEAN AND  
BLACK SEAS SINCE 2012



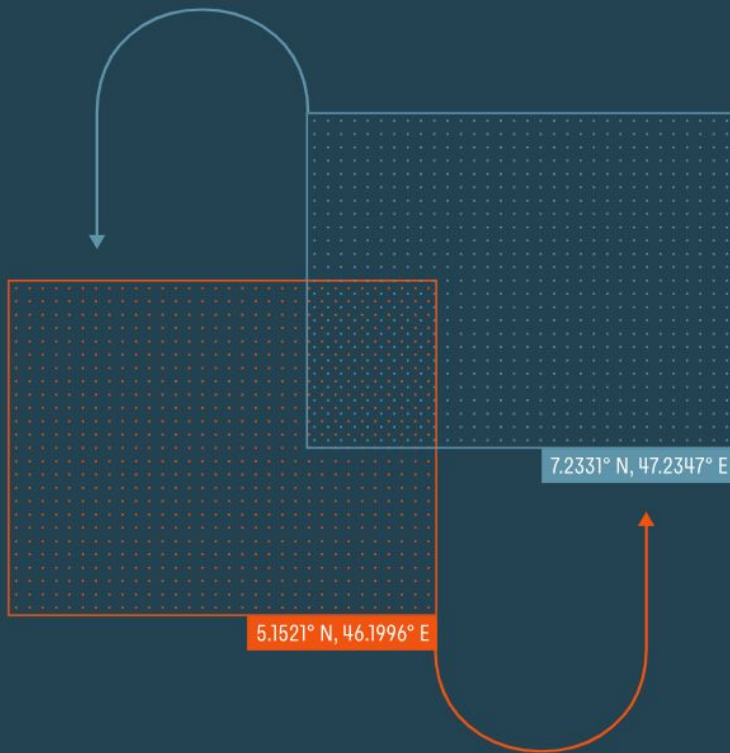
# 4x

INCREASE IN  
DEPLETED PACIFIC  
BLUEFIN TUNA  
POPULATION SINCE 2015





Access to fisheries has become a geopolitical flashpoint. Climate change is causing fish stocks to move, and newly fish-rich and fish-poor places will face increased conflict and disruptions to food and job security. Existing solutions are not enough, but there is still time to act.

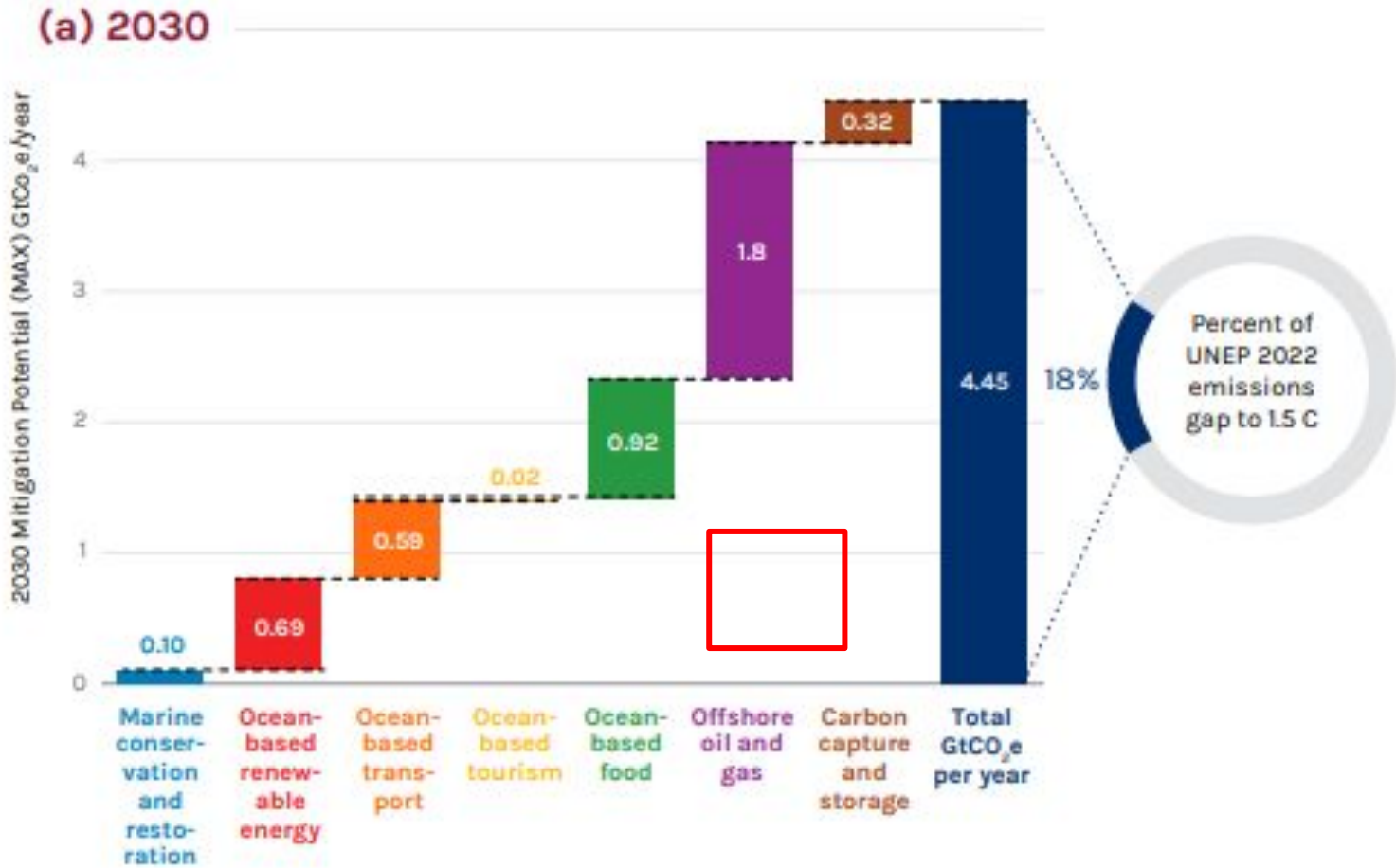


**WE PROVIDE EARLY  
WARNING OF FISHERIES  
CONFLICT HOTSPOTS TO  
ENABLE COLLABORATIVE  
ACTION FOR PEOPLE AND  
NATURE.**

# Ocean champions must be climate champions



To halt and reverse the decline of the ocean, conservation efforts must be accompanied by a rapid phase out of fossil fuels.





Working to sustain the natural world for the benefit of people and wildlife.

together possible™

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