



WWF-CANADA STRATEGIC FRAMEWORK 2020-2030

OUR VISION: A CANADA WITH ABUNDANT
WILDLIFE, WHERE NATURE AND PEOPLE THRIVE.



INTRODUCTION

THE DRIVERS OF WILDLIFE DECLINE INCLUDE:

- Habitat loss
- Climate change causing and accelerating drought, floods, Arctic sea ice loss, avalanches, heatwaves, wildfires, acidic and warming oceans, low flowing rivers and disappearing streams, loss of diversity in the natural world, and disruption of predator/ prey relationships
- Industrial stressors such as mining, large scale energy production, deforestation/low diversity reforestation, unsustainable commercial fishing, unsustainable tourism, and pollution

WWF-Canada is a national conservation organization with an instantly recognizable brand and supporters from all walks of life and all regions of the country. As part of a global network, we have a half-century history of fighting to strengthen and protect nature in Canada.

In this new Strategic Plan, we challenge ourselves to fearlessly and determinedly act to protect and preserve nature and wildlife in Canada, and the meaning that people draw from it. The global nature crisis, playing out at an unprecedented rate and intensified by the climate crisis, demands it.

Dramatic loss of large numbers of wildlife throughout Canada indicates that natural systems – air, land, sea, and freshwater – are failing. The other heartbreaking news is that the decline of wildlife, in numbers and diversity, is a harbinger of an even bigger loss of the beauty and vitality of nature overall.

The 2017 Living Planet Report Canada found that half of Canada's wildlife populations are in steep decline, by over 80 per cent, on average, from 1970 to 2014. The numbers are dropping due to the destruction and disruption of areas where wildlife find food and water, give birth and raise their young, escape predators, migrate and hibernate. Efforts to halt and reverse wildlife decline are essential to the long-term viability of species throughout Canada.



10-YEAR COMMITMENT

The magnitude of the challenges facing nature, wildlife and people is enormous. Ten years to make a measurable difference is not much time in the natural world. But it is enough time for a positive change to be realized if enough actions bear fruit. Ten years of concentrated effort to achieve greater sustainability of wildlife populations will only yield results if the overall well-being of nature improves, benefitting both wildlife and humans. In other words, we will focus on achieving healthy natural systems – for both nature and people.

WWF-Canada will work relentlessly towards a set of 10-year goals. For an entire decade, we will do everything we can to achieve these goals with the understanding that collaboration and partnership, and sometimes circumstances beyond our direct control, are essential to our success. To ensure we continue to take the most effective actions, our targets will be updated every three years to reflect changing context, the lessons we've learned and the revisions we need to make.



Learning and Partnering for Indigenous Knowledge and Other Ways of Knowing

The conditions that cause wildlife loss result from human activity but also deeply affect people throughout Canada. Communities and individuals that are sensitive to changes in the natural environment for cultural or economic reasons, including many Inuit, First Nations and Métis, often feel the loss most quickly and profoundly. Indigenous elders and communities also hold great knowledge about how natural systems work and how they can be sustainably stewarded, managed and restored.

Drawing on and respecting Indigenous wisdom is essential to restoring and maintaining healthy natural systems.

Wherever possible, from the very beginning, we will support Indigenous-led conservation and draw on Indigenous knowledge and partnership in a way that advances Indigenous rights and governance.





OVERALL 10-YEAR GOAL

By 2030, Canada is home to greater numbers of stable and increasing native wildlife populations.

Measured by: Living Planet Index and population trends for representative species in regions where we work.

WWF-Canada believes that healthy and diverse wildlife is a strong measure of the well-being of ecosystems and communities. We will achieve this goal by building on diverse knowledge systems, including supporting Indigenous knowledge and leadership alongside technical science and innovation, while joining with partners from all walks of life and through the transformation of humans' relationship with nature.

Note: Wherever we mention wildlife or species throughout this document we are referring to native species.

EXPAND VIABLE, SUSTAINED HABITAT

By 2030, there is an increase in area of habitats that effectively support the long-term viability of native wildlife populations (healthy ecosystems and ecological processes) in marine, terrestrial and freshwater systems and places of Indigenous significance.

MEASURED BY:

- The amount of long-term ecologically viable habitat for aggregations of at-risk, sensitive or declining wildlife populations
- Representative wildlife population trends, using 2014 or our first year of work in an area as a baseline, in chosen priority areas

FIGHT CLIMATE CHANGE WITH NATURE

By 2030, Canada is using nature-based actions to reduce and restrict greenhouse gas emissions with at least 10 per cent of needed reductions resulting from nature-based climate solutions, including restoration initiatives*.

*For example, the restoration of previously carbon rich zones (e.g. in coastal marine areas, soils, peatland, river basins, wetlands and within cities and city regions) with long term on-going carbon capture benefits. This also relies on halting the annual and one-time destruction of significant carbon sinks.

MEASURED BY:

- Amount of greenhouse gas captured through the restoration of carbon sinks.
- Amount of greenhouse gas restricted from entering the atmosphere through avoided conversion or destruction of documented and secured stored carbon.

REDUCE INDUSTRIAL STRESSORS ON WILDLIFE

By 2030, major industrial stressors are reduced with measurable benefits to native wildlife populations.

MEASURED BY:

- Evidence of sustainable practice consistent with healthy habitats for wildlife and people in regions of wildlife decline or risk