



# TOGETHER FOR NATURE EMPOWERING COMMUNITIES FOR A THRIVING FUTURE



## WWF-Indonesia at a glance

WWF-Indonesia is a national non-governmental organization working to protect nature and support sustainable development across the archipelago. With the backing of more than 100,000 supporters, we are creating sustainable ways people and nature thrive together.

Our journey began in the 1980s with efforts to conserve the critically endangered Java rhino. Today our work spans Indonesia's forests, rivers, seas, wildlife, and the communities whose lives depend on them. Since becoming an independent foundation in 2017, we have continued our work with great success in these strategic matters.

Our mission is to help environmental degradation by conserving biodiversity, promoting sustainable natural resource use, and reducing pollution. We do this through practical, science-based solutions, in-tandem with government, business, and communities.

We lead by example, set with savings, and uplift change in every aspect of our work. We advocate, educate, strengthen conservation and support the voices of those increasingly connected to the ecosystems we need to protect.

Through innovation and partnership, we set at the scene the challenges ahead. Because real, lasting impact comes of all.







## Our Ambition

WSP's business vision for 2025 is clear and bold: to reduce, conserve, and restore the sustainable and equitable management of Indonesia's ecosystems and biodiversity for the benefit of people and planet.

This ambition aligns closely with Indonesia's Vision 2045, which emphasizes integrated ecosystem protection, sustainable forest ecosystem management, sustainable energy, resilient air, and a thriving maritime economy.

Through our founding mission, we are contributing to national priorities while delivering on global commitments for climate, biodiversity, and sustainable development. Together with partners, we aim to turn the vision into measurable progress — for nature, for communities, and for generations to come.





# Where We Work



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# Our Year in Review



Agriculture (ha)

104,000 ha

(up from 97,000 ha)



Pig production (ha)

45,000 ha

(up from 40,000 ha)



Dog training (nights)

4,000+  
trap nights

(up from 3,000)



Smallholders

1,042  
smallholders

(25,000 acres)



Actors acting

350+ actors

(up from 250)



Fishers fishing

215 fishers

(up from 150)



Conservation

30%

of conservation land reported



Bird sightings (km)

220 km

(up from 100)



Stable populations

Stable  
populations  
in 10 groups

(up from 5)



Water production

5.4 million ha

(up from 4.5)



Young life

410 members

(25% increase)



Plastic reduction

10% coastal  
waste reduction

(up from 0)

## Supporting the development of women



Over 2000 women's support centres have been established throughout the country since the passage of the Women's Empowerment Act. 27 centres have been established in the districts of Karamoja, Kaskazini, Kibaha, and Kileleshwa in Dar es Salaam.

2000 centres of women's support centres have been established throughout the country, which is very important for women's economic and social strengthening.

## General Services and Facilities

General Services (Water Supply)



2000 centres of water supply have been established in the country since the passage of the Water Supply Act. 2000 centres of water supply have been established in the country.

The water supply centres have been established in the districts of Karamoja, Kaskazini, Kibaha, and Kileleshwa in Dar es Salaam. The water supply centres have been established in the districts of Karamoja, Kaskazini, Kibaha, and Kileleshwa in Dar es Salaam.

General Services (Electricity Supply)

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General Services (Health Services)



The health services centres have been established in the country since the passage of the Health Services Act. 2000 centres of health services have been established in the country.

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# OUR CONSERVATION ACHIEVEMENTS

From climate action, WFP continues to support the efforts to pandemic, funding constraints, shifting donor priorities, and institutional change. In 2023, WFP Strategic Plan sets a conservation focus, focused on conserving biodiversity and ecosystem services, halting climate resilience, and promoting nature, environmentally responsible development. The plan targets markets, policies, and initiatives to address key issues of biodiversity loss—unsustainable resource use, wildlife governance, and underrepresentation of ecosystem diversity in protected areas. Working in Together Through agreement, WFP continues to lead partnerships for nature through digital report, building threats to sensitive and marine species and supporting their use in resilient development. The Theory of Change provides a clear roadmap to meet these environmental challenges and opportunities.

# Advancing Inclusive Action for Species and Ecosystems

By 2030, 30% of forests will be 30% effective, expanding forest and agricultural communities in the forest areas to be environmentally responsible, climate-resilient, socially secure, and sustainably managed across their value chains. Progress in 2023 demonstrated the integrated approach in action: to priority landscapes, forests, wildlife, and fish migration networks, forests and advanced connectivity, wildlife conservation, forest habitats were secured through new protected area designations, spatial plan integration, and biodiversity corridor management. Restoration initiatives—combining ecosystem mapping, community stewardship, and agroforestry—enhanced agroecosystems and wildlife in ecosystems, mangrove rehabilitation, 30% expansion, and wildlife habitat expansion across integrated forest, indigenous peoples, and local communities' rights were strengthened through customary forest recognition, tenure security, and inclusive development. Good policy partners influenced policy reforms, embedding inclusive conservation into national biodiversity strategies. Together, these actions demonstrate how 30% outcomes link production, protection, and people to deliver transverse benefits for nature and communities.

## Community Attitudes Toward Tigris in Bontata

A social survey recently survey asked eight villages by WWF Indonesia revealed lower community participation in tiger conservation. However, local residents viewed tigers as species of cultural significance rather than threats. The results will inform people-centered conservation strategies in the Wetland/Forest/Arboreal and Mangrove Landscapes in Bontata District.

## Baseline for Wildlife Conservation

In two villages, WWF Indonesia completed a conservation status assessment baseline using aerial landscape mapping and a field-based engagement approach. The process involved 14 community groups and two local forest management units (Musyawarah Masyarakat Desa). Findings will support the exchange of nature wildlife conservation strategies in landscape priority and emerging landscapes.

# Human-Wildlife Conflict & Coexistence: 30% reduction in human- wildlife conflict by 2030

## Policy Alignment in Protected Landscape

Following technical consultation with WWF Indonesia, the Director General of Forest Forests committed to integrating key conservation and coexistence into its action spatial plan. They also agreed to pursue the formal designation of a Great Forest Park (Giant Forest Range) to help restore important habitat and reduce conflict in the freshwater landscape.

## Public Awareness Through Storytelling

In February 2024, WWF Indonesia launched the storytelling campaign to raise awareness about nature-dependent communities. The campaign featured public figures, artists, athletes and social influencers and used social media platforms to engage the public in supporting wildlife protection.



# Habitat quality & connectivity: improved quality and secured connectivity of critical habitats and pathways by 2030

## Great Forest Park Designation in WHA Landscape

With WHF's extensive support, the Ministry of Environment and Forestry designated the Great Forest Park (Great Forest Regio) two habitat habitats: habitat (28,000 ha) in the buffer zone of habitat national park. This secures extensive potential ecosystems and strengthens protection for forest's endemic species. The designation complements the recognition of 11 naturey forest (28,000 ha) including 6,200 ha of habitat (national park) as a potential habitat connectivity area prior to the designation. WHF facilitates biodiversity savings to forested landscape (tree, wildlife, vegetation, and soils) economic conditions, providing critical evidence for the park's establishment.

## Provisional Recognition of Wildlife Migration Pathways

An additional migration corridor has been formally included in the recent Provisional System Plan primarily for forest habitats. The corridor incorporates high conservation value (HCV) areas within 100 m buffer zones (1,000 ha) and 100 m buffer zones (1,000 ha) associated with the forest management boundaries and gain an appropriate conservation risk area and strengthen forest connectivity.

## Long-Term Wildlife Migration Corridor in Special Plan

With WHF's extensive support, two have incorporated into the draft WHF system and will be designated as a Migratory Park (Forest Regio) under private management. WHF, Ministry and the provincial environmental agency have agreed to construct an Ecological Wildlife Regio area to restore habitat connectivity. It will support plan to enter way to complete the first stage.



### **Advanced Technology for Mangrove Wetlands**

In partnership with Florida State University, USF's advanced remote sensing and deep learning AI robot algorithms create 3D maps accuracy that matches field and more cost-effective than conventional surveys and soil carbon population estimates, treatment systems, and habitat planning.

### **Community Based Habitat Monitoring in West Kalimantan**

High community groups trained by USF scientists, conduct patrols at community-located areas (fishing and company concessions). Monitoring essential fish resources (shore sea, 150 miles of mangroves), air fishing activities, air wildlife poisoning incidents, and air land-clearing forest-product harvests. The West Kalimantan Habitat Forum, with USF scientists as a facilitator, is developing a practical monitoring database to improve data sharing and enforcement.

### **Mangrove Population Stability in Eastern-Australian Wetlands**

Surveys conducted with partners found mangrove densities stable at 0.75-1.00 individuals/m<sup>2</sup>, consistent with USF goals. Forty-five per cent of forest habitat remains in good or very good condition (good/very). This is the most recent (2014)

progressive population estimates available and treatment shared with FITPWA for nature conservation planning.

### **Mangrove Wetlands National Parks, North Kalimantan**

USF contributes to the conservation of 1.0 million ha of forest, safeguarding mangroves, Bornean pygmy elephants, and other threatened species, while supporting sustainable livelihoods for Indigenous Peoples and forest communities. The wetlands network is the heart of Borneo's natural world. National Wetlands in West Kalimantan.





**Targeted Forest within the  
Bakongan, Baduyar (BMB) and Baduyar  
BMB against Forest Damage Severity  
(FDS) analysis to identify priority sites and  
direct restoration to critical areas linking  
Bakong Lake, Baduyar Lake and Baduyar  
national parks. (BMB) to support, 178 ha  
were reported and 489 ha were under  
active restoration at year-end. 489 ha  
existing site in Baduyar five stages was  
restored using agroforestry with rice, rice,  
banana, grass, legumes, and pineapple.  
Initiated at the request of the planning the  
Baduyar Government, the plan has been  
restored to a provincial innovation  
model.**

#### **Community-led restoration in Lutian-Baduyar district**

In Kupas (Kup), West Kalimantan, BMB  
and community teams restored 103.4 ha  
through enrichment planting of 40,000  
native trees. These efforts contribute to the  
center's wider programs, which since  
BMB has reported 1,000 acres will protect  
1,000 ha. Restoration is integrated with  
community awareness to ensure habitat  
recovery and maintain connectivity for key  
wildlife species in the transboundary forest  
landscape.

#### **Agroforestry and Habitat Quality Restoration in Pindang**

##### **Baduy - Baduyar-Baduyar**

In critical degraded areas, 40 ha have been  
reported with species that enhance habitat  
quality and offer long-term benefits to local

**Restoration:  
800,000 ha  
degraded and  
deforested  
important forest  
ecosystems by  
2030**

communities. BMB plans a  
agroforestry approach combining forest  
restoration with vegetation and  
stratification steps to deliver both  
ecological and economic gains.  
Restoring and expanding forest cover is  
essential to support wildlife viability and  
connectivity across the important  
Bakongan landscape.

**103.4 ha**

**of forest restored  
in Kupas, BMB,  
West Kalimantan**



### **Restoration Partnerships in Haiti Tipped off**

In the early 1990s Tipped-off Restoration Associates (TRA) and the U.S. Forest Service (USFS) set a goal to reforest 10% of the land to target for reforestation, with a focus on high biodiversity forest. Farmer groups (Associates for Forest, AFF) contributed nearly half the cost through the Free, Price, and Interest Forest (FPFI) program. Agreements covered 100 households to avoid land clearing and all paid planting in exchange for seedlings (planting groups) and non-timber forest product (NTFP) development, strengthening both ecological restoration and community livelihoods.

### **Strengthening Local and Regional Restoration in Key Sites**

TRA's extensive management, multiple seed rehabilitators, and in the Forestland Reserve (FR) and the AFF's, plantations, and established, new seed structures in agriculture (AFF) and pasture, the program supported mangrove rehabilitation in 10000 AFF's and maintenance of 10000 AFF's and mangrove rehabilitation of agriculture (AFF) mangrove sites across four provinces (North, South, West, and East). In total, TRA's extensive contribution to reforest 10% of the land through natural rehabilitation.

# Marine Conservation Areas determination: 6 million ha protected and sustainably managed through MPA, LMMA and OECM by 2030

Advancing New Marine Protected Areas (MPA) success requires the establishment of five new Marine Protected Areas (MPA): Great Ocean Bay (GOSB), Antarctic Peninsula (AP), easting nearly 1.1 million hectares. During the period, Great Ocean Bay, Easting, and Antarctic Peninsula will be implemented and managed at Stage 1 (Implementation and Management) of the MPA development process, while Great Ocean Bay remains at Stage 1 (Initiation and Integration), marking ongoing advancement toward formal protection.



## Strengthening National Sea Turtle and Whale Conservation

WWF assistance contributed to the development and full implementation of the National Plan of Action for Whale Shark and Sea Turtle Conservation. In 2016, green turtle nest poaching declined to 6.1% (30 of 493 rookeries) down from 8.8% in 2015. In 2016, southern prongling poaching reached zero, while olive ridley poaching fell to 0.6% (3 of 49 rookeries), compared to 6.1% last year.

WWF assistance also supported the publication of the 2016 National Sea Turtle and Great Fringe Symposium proceedings, which demonstrated that 87% participants.

## Advancing National Knowledge and Policy on Sharks, Rays, and Marine Mammals

WWF supported the Ministry of Marine Affairs and Fisheries in organizing the national Shark and Ray Symposium at Almaty International Airport, which featured more than 100 abstracts on critical habitats, better fisheries, and transboundary approaches. WWF also assisted the Ministry in developing national guidelines for handling captured marine wildlife, strengthening consistency and national science-based management.

## Strengthening Community Capacity to Protect Marine Species

During this period, 218 citizens from eight sites participated in training on reducing landing catches and sharing caught sea

# Reduction of threats to marine ETP species: 30% reduction in IWT, poaching and bycatch for sea turtle, shark & rays, dugong, cetacean by 2030

species, with 147 participants (68.8%) from priority areas. WWF also convened the First Responders' Forum course, training more than 70 participants on conservation regulations, stranded species case studies, species identification, and protocols for handling stranded and bycatch marine wildlife.



# IPGLC Rights Recognition: At least 40 governance models of IPGLC supported by 2030

## Strengthening Community Forestry in BIMA Landscapes

WWF supports three local forestry groups managing 18,100 ha (IPGLC forestry) and Selway Community Forest (14,000 ha, with forestry activities limited largely to timber management, traditional forest mapping and customary planning). These efforts aim to protect remaining forest cover and support ecotourism activities within the BIMA landscape.

## Indigenous Area Certification in Nagano, Noto

Two Indigenous Peoples areas – formerly an IPGLC and Matsuyama (IPGLC) – completed certification for status recognition in 2022. WWF and others facilitated agreement processes. In total, one group declined to sign certification documents, disputes are being mediated to

achieve consensus before formal designation.

## Advancing Community Forest Recognition in Nagano, Noto

Three proposed customary forests (2,100 ha) completed administrative certification by WWF. Final certification is scheduled for July 2024, paving the way to move closer to legal recognition and secure tenure for long-term forest management.





### **Recognition of Indigenous Territories in Rural Areas**

Four indigenous territories totaling 60,000 ha received district recognition.

Applications for 1,000 ha of customary forest have been submitted to MINTF, with support from MINTF and local agencies, strengthening tenure security and community and sustainable forest management.

and have continued to follow formal registration.

### **Advancing Customary Forest Recognition in Indigenous Villages**

Three indigenous customary forests of 1,000 ha completed administrative certification by MINTF. Forest certification is scheduled for July 2018, covering the administrative process to legal recognition and secure tenure for indigenous forest management.

### **Recognition of Indigenous Territories in Rural Areas**

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### **Mapping Rural Forests in 100 Villages**

MINTF and 1000 villages mapped 1,000 ha of forest beyond forest, identified by forest users and users to generate benefits. The forest users have following a table for inventory options, making a control conservation area in forest management.

### **Custom Forest Benefits for Forest Protection**

More 100 indigenous MINTF Custom Forest benefits for ensuring forest

It also led to Indigenous access to Papua, particularly that of the PNG to being proposed and is currently in progress. WWF also contributed to the identification of IP areas within areas that have been integrated into Papua New Guinea's spatial plan to protect IP rights in different including extensive primary forest.

### Strengthening Community Enterprise in Papua

WWF's community-based approach to community enterprises across 17 villages. Results: 60% established, 10% completed, and 30% underway developed. The next phase incorporates business strategies, and business capacity to ensure sustainable local livelihoods.

### Building of Bill Capacity on Wildlife and EMLA

Significant national training on Indigenous and Community Conservation Areas (ICCA) activities, rights-based approaches (RBA), EMLA and partners national systems to strengthen rights-based, conflict-sensitive, and gender-inclusive conservation advocacy.

### EML Policy Influence on Investments

ICCA advanced across policy initiatives, including land protection regulations. National-level conflict mitigation plans and regulations of ICCT to activities. WWF's facilitator strengthened local governance and inclusive conservation policies.

### EML Engagement with Policy-makers

ICCA engaged national and regional policymakers, financing national biodiversity strategy to integrate Indigenous and community-based conservation, respect rights, and strengthen financial and technical support mechanisms for local conservation actors.

### Rights Matters Advocacy Through Governance

Through rights-based initiatives improved governance and benefit sharing, accelerating Indigenous recognition, raising local voices, and monitoring





the national rights-holder network (PHN) activity is using community voices in conservation decision-making.

#### **WFP Registration and Sustainable Livelihoods**

Communities registered 14 additional fields, including new, restored, and farm-to-market. Activities included Good Agricultural Practices certification and integrating sustainable community production with conservation goals to enhance community resilience.

#### **Government Commitments to Wildlife Conservation**

National and regional agencies committed to enhance conservation in Indonesia's

Nature. WFP supported forest mapping, village profile documentation, and registration. Funds will support environmental initiatives and community capacity building with forest programs planned for forest management accepted by the local forest.

#### **Ministerial Decree for Community Forests in Aceh**

WFP supported 1,000 ha of customary forests in Aceh through state – the first in Aceh Province. The achievement through WFP collaboration, village people indigenous rights and protection sustainable forest



As part of this agreement, the district and the project approved the formal designation of wilderness areas from federal forest lands in Humboldt and the Pinnacles National Forest project protected areas. The project protected areas agreement covers the design and construction, the frequency and security of human-caused conflicts in the landscape

These commitments build on past decisions by the National Forest Administration, issued in August 2011 which established a master plan for managing wildlife protection areas across 25,000 hectares of the Pinnacles National Forest. The master plan provides a legal and policy framework to guide national conservation efforts across habitat and populations.

To operationalize the master plan, the local (Provincial Development Planning

Agency (DARPRO) is preparing a series of local administrative arrangements in 2016. These arrangements will focus on translating the policy into practice by identifying national wildlife, studying institutional responsibilities, and assessing management and enforcement and resource utilization. **Indigenous Area Definition in Pinnacles**

The Indigenous Peoples Act (Law 1471) and National Law 1471 (2014) stipulated verification for state recognition of IPAs. This process followed agreement processes in 2014, the group defined its representative structures. Decisions are being included in:



# Building Climate-Friendly and Equitable Market Systems

In 2019, 100% of our business advanced its 2025 target to ensure 80% of revenues, operations, assets, and agricultural contributions are environmentally and climate-friendly, socially secured, and sustainably managed. Progress in priority categories included FSC certification of 1,000 hectares of forest, 100% certification for two construction plants, 100% operations equipment efficiency, efficiency and climate footprint reduction adopted in five stages. Forests partnerships engaged 100 farmers under social forestry schemes, while independent satellite monitoring in sustainable palm plantations grew to four. Operations, forest footprint, and social performance 100% of revenues, operations, assets, and agricultural contributions to over 100,000 households, and recovered 8 million tonnes of plastic. These achievements reflect integrated work with communities, government, and private sector partners to strengthen sustainable production systems, safeguard critical ecosystems, and deliver economic benefits through inclusive, market-based solutions.

**FPO Certified Forest in Kelantan**  
in Kelantan, 1,000ha of forest managed by 10 farmers across 20 villages, earned FPO certification under Kelantan 2011. Annual harvest total is 200 tonnes, with 80% reserved by other producers meeting a FPO assessment will explore further expansion and 100% funding under the Sustainable Forest Solutions programme to strengthen sustainable rubber conservation.

**FPO Certification for Palm Oil**  
**Cooperatives**  
Five smallholder cooperatives—Johor Murang, Jaja and Bukit Murang Association—earned FPO certification, the first and second respectively. Certification incentives incentivise sustainable practices and strengthen adherence to riparian and peatland management. Farmers now recognise the need to protect high conservation value areas and avoid converting forests to pasture, supporting low pasture and biodiversity conservation.

**Robusta Coffee Agroforestry in Malawi**  
in Mangochi District, 1,411 ha of shade-grown coffee (3,000) managed by 10 farmers is proposed for Geographic Indicator Protection. Malawi's neighbouring villages export significantly with coffee and rubber across Malawi and Tanzania. Business schemes for community groups will be shared income, conserve local forests and promote sustainable commodity production.

**Sustainable  
Commodities (palm  
oil, rubber, pulp &  
paper, cacao,  
coffee): 30% of 3  
major agricultural  
and forest products  
adopting and  
implementing  
sustainability  
principles and/or  
deforestation and  
conversion-free  
commitment by  
2030**



in 2016, covering the most difficult, 500 most vulnerable parts of the world. It was designed to be a combination of legal protection measures in forest states areas. WWF continues training and awareness raising throughout compliance with legal sustainability standards.

#### **Advancing Climate-Smart Agriculture**

WWF supports sustainable forest management plans for Climate-Smart Agriculture (CSA), training 100 farmers in 100 villages. Activities engage 100 farmers in 100 villages, who engage 1000 producers, and live in organic pesticide training. Support from local government engaged these agricultural extension officers, while the village committees

developing village-based enterprises as role alternatives, diversified community businesses.

#### **Fostering Partnerships with Farmer Groups**

Forest-based farmer groups (FFGs) with 100 farmers partnered with WWF under social forestry, reducing conflicts and promoting sustainable forest use. Five additional 100s used WWF services. Members benefit from community development programmes, including health, education, water projects, improved agriculture, and joint marketing of non-timber forest products and shops.

# Sustainable Capture and Aquaculture Fisheries: percentage of sustainably and responsibly managed capture and aquaculture fisheries doubled by 2030.

## Boosting Sustainable Fisheries Production

By 2030, WWF estimates fisheries will meet 25% more of the world's sustainable seafood than our 2020-2021 standards. Fisheries and Aquaculture Improvement Programme (FAIPIP) requirements, or Best Management Practices (BMPs) across represents 85% of the programme's direct target, making steady progress toward expanding market access for responsibly harvested and farmed seafood.

## Strengthening Farmer Performance in Fisheries Improvement

WWF estimates expanded engagement with partners in Fisheries Improvement

Programmes, including improved harvest and processing loss (HPL) scores that the FAO baseline. Remote gear assessment (RGA) scores of 80 to 90%, HPL risk assessments from 0 to 10% and better engine jobs (0 to 10) that meet better jobs (0 to 10), world's best. These goals vary. The Science Association (SAs) also increased 50% certification through industry programme support.

## Expanding MSU-Aligned Aquaculture Practices

WWF estimates supported 10 companies—an increase of 85% from the FAO baseline—in maintaining or improving aquaculture practices aligned with MSU requirements. Beyond those newly supported supply chains, average compliance reached 80-85%, meeting the aim/target. The programme helped expand 1,000 MT of MSU-certified shrimp production, and two thousand supply chains, leading to 100% of MSU-certified production this year.

## Strengthening Community Livelihoods in Healthy MSUs

WWF estimates advanced sustainable livelihood initiatives with local communities in the poorest MSUs, engaging 40% of households (70% of MSU individuals) through direct support to groups with an MSU Paralegal. WWF compliance improvement to 85% to 90-95%, and from 80-90% to 90-95% for MSU Categories in the new MSUs.

Other countries engaged 77% of households (about 70% nationally). 2007 compliance scores reached 88.8% for California homes and 88.8% for Utah State, marking early progress toward stronger fisheries management and food systems.

#### **Advancing Management Approach to Fisheries Management in the 2010s**

The Management Approach to Fisheries Management (MAFM) approach was in practice fully implemented by 2010, using two rates in 2010 and 2011 states. The approach reflects steady gains across three domains—fish resources, fishing

techniques, and environmental conditions—over the past three years. Regulations issued by regional governments in 2010 strengthened existing conditions for MAFM implementation by supporting resource maintenance and sustainable use. The fish resource domain score also improved, supported by a slight increase in productivity between 2010 and 2011, as reported in a full data flow from the 2010 MAFM report.

#### **Building Capacity for MAFM and BMA Implementation**

In 2010, scores of 100% were achieved across all five categories: national leadership; the Management Approach to Fisheries Management (MAFM) and the Ecosystem Approach to Aquaculture (EAA); 2007 outcomes; roles of government representatives; future conditions; and 2010 managers from Asia, the European Islands, North Africa, and the Pacific Basin of MAFM. Through the Fish-Ad project, the government—supporting 2007—scored an additional 100% participants on Ecosystem Health Status (Ecosystem Health), Aquaculture (Ecosystem Health), and Ecosystem Health.



# Plastic Smart City: at least 6 cities committed to reduce plastic leakage by 30% by 2020

## Major Reduction in Plastic Leakage

During FY16, WPP's extensive PMA project prevented a total 60 tonnes of plastic waste from leaking into nature through collection, collection, and recovery. Moreover, PMA partners recovered 1000 MT tonnes of plastic waste. This achievement is recorded on the PMA city Impact Reporting Platform, providing transparent, verifiable information progress against city-level commitments.

## Leading Partner's Multi-Initiative Waste Forum

WPP's extensive was supported to host 10th Partner's Large-scale Multi-Initiative Collaboration (PMA) forum for waste management. While formal PMA commitments remain signed and political changes, the PMA team is developing strategies to secure the city's

official operations and address coordinated action across government, private sector, and community.

## Expanding Responsible Waste Management

In National Waste Awareness Day, the national environmental agency signed an agreement to optimize PMA's role, strengthening existing all of regional National Authority Waste for Change Network, WPP's extensive, and PMA



Waste streams, the facility will process up to 50 tonnes of waste daily. Phase 1 of the Resource Recovery Facility was completed in December 2018, with full development ongoing.

#### **Increasing Household Waste Collection Access**

By 2018, FTA's operations expanded their waste collection across 10,000 households, collecting 100,000 tonnes of waste. This initiative was achieved through partnerships with 10 community and private waste operators, including Tupper Kettle, Robinson, and Maple Waste Services, strengthening local

waste systems while providing environmental waste savings.

#### **Maximizing Community Waste Solutions**

In 2018, Environment Bay of Plenty received funding through the Bay of Plenty Council's Community-Based Waste Management, featuring nine case studies by FTA partners using Participatory action research approach. These stories showcase proven local solutions, providing replicable models to reduce plastic leakage and strengthen community engagement in waste management.



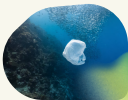
# Marine tourism & ocean plastic: footprint reduced by 30% by 2030.

**Strengthening Responsible Marine Tourism through Signing Blue Flagging** Blue expanded its current responsible tourism program, creating 400 participating businesses and travelers. Membership under the Blue Flag certification program rose from 100 in 2018 to over 400 in 2023. Member tourism

operations programs (OTOP) performance also increased from 10% to 20%, reflecting increased progress in environmental practices, management effectiveness, and social and cultural safeguards across tourist operations.

## **OTOP Adoption and Baseline Assessments in Key Tourism Destinations**

OTOP Indonesia, in partnership with the Ministry of Tourism and Creative Economy, facilitated the first International Sustainable Tourism Criteria (ISTC) assessments in the country, results will support OTOP adoption in key cultural, heritage, and thematic sites. Independent assessments showed baseline compliance of 20% in 2022 and 10% in



Review, providing a starting point for improving sustainable business management in these priority locations.

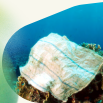
#### **Strengthening Community-Based Fisheries in Key Marine Protected Areas**

WWF continues advanced Community-Based Fisheries (CBF) initiatives in the Inshore waters, MS, and PAWS (MS) to promote responsible fisheries aligned with sustainability standards. Across these sites, compliance with Best Management Practice indicators increased by an average of 10% compared to the FY21

Review, providing a starting point for improving sustainable business management in these priority locations.

#### **Strengthening Community-Based Fisheries in Key Marine Protected Areas**

WWF continues advanced Community-Based Fisheries (CBF) initiatives in the Inshore waters, MS, and PAWS (MS) to promote responsible marine harvest aligned with sustainability standards. Across these sites, compliance with Best Management Practice indicators increased by an average



of 10% compared to the FY18 baseline, equalling steady improvements in community-led forest management and environmental stewardship.

### **Strengthening Community Action to Reduce Plastic Pollution in Priority MPAs**

MPA success strengthened Plastic Free Rivers Network groups in the five catchment islands efforts to reduce plastic waste and improve local stewardship. These community groups achieved success, including change, and engagement with local authorities, contributing to a 61% reduction in plastic waste from the FY18 baseline and

supporting Wiltshire's marine nature restoration commitments.

### **Enabling Wiltshire's to Reduce Plastic Waste**

The Plastic Free Rivers Network (PFRN) worked with active citizens across catchment sites (Lacock Gap, the Paulton, Gourow, and Milsford) to strengthen waste awareness and collect evidence monitoring using MPAN's scientific methods, volunteers collected several waste data and experimental campaigns. Results include 10% reduction in plastic waste along targeted reaches, demonstrating the impact of community-driven action.



## Programmatic Highlights

### Biodiversity and Economic Benefits of Sustainable Palm Oil in Indonesia

IFPRI research is the primary source of content for the *Worldwatch* journal, and *Worldwatch* is the primary source of content for IFPRI's *World Economic Outlook* (WEO) database, a leading study among the "global voices" cited by IFPRI's research.

The study estimates the benefits of sustainable palm oil production and management practices, such as reduced deforestation, improved biodiversity, and responsible labor practices. IFPRI will continue to



ecosystems across several and other regions. The research assessed farmer trust, perceptions, adoption, service contributions, and economic benefits related to sustainable farming practices. The study was conducted across six regions associated in 2019. The research team provided feedback that will help other farmers. Focusing on specific farmer groups within these regions.

Biodiversity and ecosystem health are vital for sustainable agriculture and climate resilience. The study aims to demonstrate that MFP farming not only benefits the environment but also enhances economic outcomes for farmers. It emphasizes that smart practices like insectary management and pest control offering sustainable land management. The study is conducted in five states and showed the biological control ecosystem service provided by Nysius MFP is key

practice of the six pest pest Nysius MFP usage services for the economic situation. Focus is MFP ecosystem as pest prevention. Nysius MFP populations show under forest agricultural practices (MFP) particularly through the maintenance of surrounding vegetation. By naturally controlling Nysius MFP usage, which benefits of pest control and reduces productivity. Nysius MFP offers sustainable agriculture benefits. These results reduce reliance on harmful chemical pesticides, leading to healthier ecosystems and improved soil quality. With an strong climate and respiratory benefits. Farmer practitioners practicing MFP can expect to gain approximately 1,000 MFP per hectare benefits per hectare per year compared to non-MFP control.

# Strengthening Legal Pathways for Conservation

Significant increase in the mainstreaming of biodiversity and its multiple values, in laws and policies, financing instruments, economic sectors that are the main drivers of biodiversity loss, supported by science evidence based advocacy, enhanced equity and transparency, participation of indigenous and multi-stakeholder platforms.

Transformative partnerships play a key role in achieving this outcome. WWF Indonesia works hand-in-hand with the Financial Services Authority (FSA), Bank Indonesia, and other key institutions to advance green finance, sustainable banking, and climate risk disclosure through frameworks such as the Guidelines on Climate-related Financial Disclosures (GCFDs). By fostering collaboration with private sectors and investors, WWF Indonesia helps financial institutions develop nature-based solutions and climate resilience initiatives across Indonesia.

In the same line, WWF Indonesia champions the inclusion of youth, civil society, and the public as partners for change. Outreach and educational programs raise awareness of environmental values and inspire action at multiple levels – from policymaking to lifestyle changes. Through the engaged approach, WWF Indonesia builds the enabling conditions for a future where nature, climate, and the community are no longer seen as separate priorities but as parts of one shared vision.

## Legal Basis for Wildlife Management in Norway

WWF supported mapping of natural habitat requirements. Habitat zoning required for wildlife land-use plans. The zone, integrated into forest management's spatial database, integrates forest environmental planning, regulations by markets, and game management permit issues. Collaboration is open with appropriate stakeholders, focusing multi-sector collaboration on conservation, including risk protection partnerships between community groups and private companies.

## Provisional Wild Working Group Established

The Norwegian Environment and Forestry Agency created a wild working group, with WWF as a member. A government decree has established a project at least 10 million ha wild/semi-wild areas. The initiative allows for a new type of nature landscape, supporting other ecological habitats and aligning with provincial and local conservation policies.

## Youth Engagement in Conservation

The national outdoor programs market-based Norwegian Boy and Girl Scout Conservation Day with campaigns in forest habitats. In June 2019, 40 youth from indigenous communities joined a sustainable development camp in Finland, focusing conservation leadership.

## Mainstreaming Biodiversity into Policies & Regulations:

Ecosystem-based participatory spatial planning for operational landscapes and target provinces is in place and being translated into land use policies, local development plan, and implementation procedures to maintain at least 1,8M to 6M ha of HCV/HCS, delineating natural forest areas, ecological corridors, and peatlands by 2030



#### **Provincial Multi-Species Scientific Recognition**

WSP's engagement in the federal government's spatial plan review encouraged us to monitor the 2018 SPT for Lulworth Canyon and Agassiz area as a multi-species corridor in Kananishta. More broadly, the Provincial Strategy Area will prioritize conservation and use, species conservation, and Indigenous Peoples and community members' (PIL) rights.

#### **WSP Capacity Building for Spatial Planning**

WSP, with BCFEMA, PMPS, and WSP, worked to Kananishta offices in 2018 to advance the Five-Step Policy and spatial plan review. Technical experts provided regular consultation and field data while coordinating to steps agencies, companies, and communities with the review plan.

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with the resident poor.

#### **Widely Available Insurance in Asia**

The multi-risk spatial poor designates four widely available insurance-based options: health, crop, fire, and livestock. WFP's advisory helped secure commitments from government and partners to integrate these services into regulations, programs, products for community-managed funds (Matsui and Masuy).

#### **Integrating Disaster Preparedness into Disaster Plans**

Local leaders started agreed to integrate spatial poor with practical products for disaster resilience and recovery. These include designating a disaster zone (DZ) (Kishida) in the Philippines, similar to natural hazard disaster zones, supported by the government's disaster plan review for widely protection in the affected (Kishida).

#### **Widely Accessible Insurance in Asia**

WFP, 2007, and <http://www.wfp.org>.

contracted government and international organizations of the widely available plan in three districts. Outputs include establishing a multi-institution forum, integrating the plan into management and spatial frameworks, and preparing 10-year DZs to ensure consistent disaster protection.

#### **National Integration of Widely Available**

The central human resources, disaster preparedness, and disaster response, were recognized as national strategic issues. WFP contributed spatial and integrated data to inform planning, practical responses, and spatial plans.

WFP also focused on finding areas of WFP's 10-year integrated as a "high" zone in their future areas, practical spatial plan, through formalization of the disaster zone in mapping.



# Sustainable Infrastructure: Infrastructure development planned by avoiding deforestation, habitat fragmentation, climate resilience, and with the FPIC of IPGLC by 2030.

## Students Strengthen Indonesia's Sustainability Data

From 2016 applicants across 100 universities, 200 students from 60 institutions joined the World Bank's Summer for Sustainability Data (SSMD) programme. They contributed to the national sustainability records to the SD database, raising the total to 10,000. Their inputs provided real-time records for 1,000 species, improving the evidence base needed to analyse population trends.

## Advancing FPIC in Regional Development Plans

FPIC Indonesia supported efforts to integrate Indonesia's Solutions 2030 map and the Sustainable Development Goals (SDGs) into regional development plans. Stakeholders agreed on the need for strategic alignment among local governments to develop green

infrastructure and address regional disparities and climate risks. They also issued a joint commitment to use national planning frameworks as references for subnational plans with stronger equity in 2030.

## Aligning Regional Actions on Nature-based Solutions

Provincial government representatives in Central Sumatra, including those from the FPIC network, reached consensus on the need to synchronise subnational planning to develop green infrastructure and address regional disparities, emerging strategic issues, and climate impacts. They also issued a joint commitment to align subnational development plans with national Sustainable and to strengthen equity in nature-based solutions to support more coherent regional implementation.



# Green Finance: ESG on climate, biodiversity, and social aspects integrated into 10 key financial institutions (8 banks and 2 non-banks financial institutions), 3 key asset managers and enhanced regulatory framework to mobilise sustainable investment by 2030.

## Strengthening Bank Capacity for Climate Transition

In partnership with Indonesia's Financial Services Authority (OJK), UNDP issued two regulatory instruments and one soft loan to enhance OJK's accounting (page 11-12) to support climate transition plans. Training improved practitioners' knowledge and boosted customer responses on loan quality from 69.4% to 86.4%. The activities support OJK's Climate Risk Management and Business Analysis (CIRMA) gateway.

## Financing Resilience through Supply Chain Partnerships

UNDP assisted eight food and agri-food supply chain financing mechanisms,

engaging six other financial institutions and five leading SME companies in India and several agricultural sectors with climate suppliers and financing improved collaborative product development, strengthening pathways for low carbon investment within agri-manufacturing sectors.

## Climate-Wise: Funding Indonesia's Working Women

UNDP and five Indonesia women-led banks partner in high-impact sectors, enabling robust financial credit flows under multiple business scenarios. Funding shows that portfolio loss the highest default rate, while green sector



#### **Setting new, the largest general issues.**

The study was presented at the 2023 Impact Awards Summit Summit at the Peoples Bank of China in Hong Kong.

#### **Advancing Green Economy Standards**

HSBC's updated green taxonomy now incorporates high conservation value (HCV) areas for palm oil, cocoa, coffee, customary communities, mangrove, fish, forest, and inland waterways (IWW) requirements for inland waterways—aligning finance sector sustainability standards with government practice.

#### **Utilizing Nature-Based Solutions Financing**

HSBC engaged IFC, ILO, WFP, and UN Women to explore financing of nature-based solutions—HSBC's first engagement with IFC.

#### **Engaging Supply Stakeholders**

Engagement with companies, farmers, exporters, and suppliers in coffee, cotton, palm, and soybean third explored societal challenges and nature-based financial opportunities.

#### **Enhancing Media Coverage on Sustainable Finance**

HSBC issued its business journal on sustainable finance reporting, resulting in coverage across 17 national and international business media outlets. The journal strengthened the visibility and quality of financial sector sustainability issues in investment reporting.



**Conservation Finance: 50% increase in funding for conservation and sustainable use activities which comes from commercial and public budget sources (remediation/compensation funds, local government budget, ecological fiscal transfer (EFT), Payment Ecosystem Services (PES), Corporate Social Responsibility (CSR), and others by 2030.**

#### **Advancing Climate Finance for Nature Conservation**

WWF, together, with strong support from the Ministry of Natural Resources and Fisheries (MNR) and the Finance Ministry Agency (DMF), advanced the development of a Green Climate Fund (GCF) financing plan. This will help the Government in mobilizing climate finance to strengthen marine ecosystem resilience and sustainable fisheries management.

#### **Strengthening National Government**

WWF facilitates the formation of Technical Working Groups (TWGs). These groups are advancing policy formulation and national coordination mechanisms to support coral reef conservation and sustainable management in Indonesia.



# GHG reduction: GHG reduction roadmap from main business sectors available, and 10 big city governments adopting 1.5 degree climate mitigation targets aligned

## How to demonstrate Energy Efficiency Gains

IEEP's extensive engagement with local stakeholders demonstrated the financial and environmental benefits of energy efficiency, which have reduced monthly electricity usage 100,000 kWh, saving 100,000,000 VND (around 4,000,000 USD) and reduced 1,000 tonnes of CO<sub>2</sub> emissions through window insulation, lighting upgrades, and automation. These measures deliver significant cost savings and increase systems readiness for carbon reduction in Indonesia's rapidly rising cities.

## Strengthening Indonesia's Resilience in the Power Sector

Local utility firms continued integrating renewable considerations by adopting best practices related to financial resilience (FRM) principles. IEEP's extensive national stakeholder management process and training continue to strengthen national, national investor confidence, and facilitate access to green finance. This collaborative process IEEP acts as knowledge partner supporting IRE's transition towards resilient, nature-positive energy operations.

## Building City Capacity for GHG Monitoring

IEEP's extensive, multi-stakeholder, IREP and Investor Indonesia network participants have 10 cities set greenhouse gas (GHG) monitoring systems-based targets and extensive measurement. The training set the groundwork for future plans, providing cities with the tools needed to set climate targets, estimate progress. These efforts strengthen local government capacity and have put all a solid foundation for climate action.

## Cities Prepared for Wild Global Events

Four international cities—Portland, Singapore, Stockholm, and Jakarta—completed scenario studies for their profiles on the World Stage of Cities (WSC) platform, scheduled for launch in October 2023. WSC partners supported the success of city case and profile tests, ensuring scenario awareness for international visibility. The WSC platform will showcase city case commitments and progress towards sustainable urban development.



## Programmatic Highlights

### Developing Equitable Renewable Energy Infrastructure for Biodiversity Conservation

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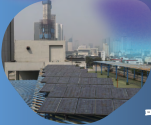
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procedures for risk identification, monitoring, data collection, and action planning to manage both impacts during project development.

The BIPF was tested in October 2017 at a renewable energy project site in Florida, working away day in operationalizing sustainability considerations in infrastructure development. To ensure energy transition efforts do not compromise sustainability and ecosystem health, aligning infrastructure development with best practices for environmental conservation and social

responsibility, it aims to support Florida's goal of economic energy growth while safeguarding biodiversity.

The BIPF was tested through test activities, including wildlife camera identification, camera requirements for data collection, and biodiversity monitoring training for homeowners. Both organizations aim to connect biodiversity safeguards with Florida's renewable energy projects, fostering sustainable infrastructure development in Florida.

# EMPOWERING YOUNG VOICES FOR NATURE



# EARTH HOUR: A Nationwide Push for Environmental Action

Earth Hour 2016 became a catalyst for coordinated environmental action across Indonesia. Initiatives took place in all cities in all provinces, demonstrating widespread support for climate action. WWF Indonesia mobilized 570 volunteers who coordinated events and expanded outreach nationwide. The campaign generated more than 10,000 digital engagements, reflecting the growing interest in environmental issues among Indonesia's more than 250 million internet users.

WWF Indonesia structured the Hour Hour as an online platform that enabled participants to track individual environmental actions beyond the standard lights-off tradition. Participants log their green power, forest damage, single-use plastics, and other pledges, contributing a total of 10,000 hours. The model extended the impact of Earth Hour by capturing tangible contributions from participants across the country.





Conservation activities followed. In 2011, 100,000 volunteers joined 20,700 cleanup meetings to maintain beaches and restore marine resources. Participants cleaned 28 beaches, removing 200,000 pounds of trash from coastal ecosystems. Marine conservation projects worked with 1,400 local nonprofits in 26 states to help environmental education activities reach 600,000 kids and 40 voluntary companies, helping build environmental awareness among young people. In total, 2,000 volunteer-led meetings were held at local, state, national and global scales.

Volunteer participation strengthened the campaign's reach. Through public figures amplified Earth Week messages, 2011-12

corporations and state-level agencies contributed support, signaling strong governmental engagement in environmental responsibility. Youth associations, local clubs, religious groups, and universities also participated, reinforcing Earth Week as a unifying platform for diverse entities.

2012 activities produced "Be a Hero: Save Earth" (Heroes for Earth), a documentary created with 200,000+ production hours that highlighted national climate conservation. Environmental coverage followed, generating 60 miles of 1 trillion and bringing Earth Week messages into mainstream publications.

# Bringing Conservation Learning to Children Where They Live



Environmental education is increasingly often outside classrooms, schools, leaving many children—especially in lower income communities—with few opportunities to learn about nature. In 2016, WWF introduced EcoSmartRoute® to show this gap by bringing conservation education directly into neighborhoods, campuses, and public gathering spaces.

From 2016 to 2018, we visited more than 100 communities across the U.S. to assess needs for environmental education, gather resources for documentation, and create displays that reflect WWF's conservation

mission. The vehicle operates in high-traffic spaces such as shopping centers, schools, universities, and corporate offices, recognizing that young people engage more readily when learning occurs in familiar environments.

In each location, conservationists developed sessions on biodiversity, using narrative to build emotional connection to species and ecosystems. Games and guides present conservation messages through play. A hands-on WWF component teaches waste reduction by guiding children to recycle discarded bottles and

mission. The vehicle operates in high-traffic spaces such as shopping centres, schools, universities and corporate offices, recognising that young people engage more readily when learning occurs in familiar environments.

Through lessons, volunteers host engaging sessions or flexibly using materials to build emotional connection to species and ecosystems. Families and groups present conservation messages through play. Attracting 100+ companies, business waste reduction by getting children to recycle classroom wastes into reusable tags, offering a practical experience that reinforces personal responsibility for waste.

Virtual reality sessions introduce children to Papua's biodiversity, allowing learners from urban centres to explore forests and spaces they may never see firsthand. Additional sessions highlight conservation career pathways, encouraging young people to envision roles in environmental protection.

By late 2024, Friends Wildlife expanded their reach to Papua to address the region's unique conservation needs. The first volunteer commitment attracted 40 applicants, signifying public interest and a growing environmental awareness among young Papuans. The strong response also demonstrated the program's credibility, it was what WWF Indonesia had previously envisioned for future reach.





# Youth Leadership as the Foundation of Long-Term Environmental Change

Indonesia's environmental future will depend on whether young people view sustainability as a shared national value. In 2018 and 2019, WWF Indonesia strengthened youth-focused programmes designed to build the foundation by shaping key habits, expanding environmental literacy, and introducing sustainable practices in schools and communities.

WWF Indonesia launched the Youth Action Programme in July 2018 under the Plastic Revolution initiative. The model emphasised mentorship and peer support rather than instruction alone. Two hundred youth joined the inaugural cohort, with half actively participating in a structured six-month cycle. Mentors aged 24–30 guided small groups and helped participants design actionable personal growth reduction plans.

Indonesia's environmental future will depend on whether young people view sustainability as a shared national value. WRI's activities, WRI's Indonesia strengthened youth-leadership programmes designed to build the foundation by shaping daily habits, expanding environmental literacy, and enhancing sustainable practices in schools and communities.

WRI's Indonesia launched the Youth Action Programme in July 2016 under the Plastic Action Lines Initiative. The model emphasises ownership and peer support rather than instruction alone. Two hundred youth joined the inaugural school, with 100 actively participating in a structured six-month cycle. Students aged 15-18 joined small groups and helped participants design, implement personal plastic reduction plans.

Participants began with baseline plastic audits, followed by a 30-day reduction challenge supported by regular monitoring sessions. Plastic bottles were built into the model, with each participant encouraging five peers to conduct voluntary audits. The school achieved an average 65.8 per cent reduction in weekly plastic consumption...from 10.1 kg

diagrams to 2.3 kilograms... equivalent to 18.7 kilograms of avoided waste per participant per quarter. Tracking analysis indicated that changes among the eight million youth in Jakarta (Bogor and Depok) could prevent 100 tons of daily plastic waste. Many participants take home lessons, signalling lasting behavioural and identity shifts.

From 2016 to 2018, the Java State School programme worked with 50 schools across the following three counties, where an estimated 75,000 tons of plastic waste enter the local waste city. WRI's Indonesia collaborated with the Jakarta Department of Education, the Indonesian National Commission for Child Rights, and school-level partners to integrate environmental topics into curricula, strengthen behaviour change across school communities, and model segregated waste systems.

Schools formalised commitments through Java State Regulations, creating changes to procurement, food services, and waste policies in October 2018. WRI formally endorsed the programme, reinforcing its alignment with national education and sustainability priorities.

# Mobilising a New Generation of Environmental Supporters

In November 2016, WWF Indonesia introduced *Members of Nature (MON)*, a program for non-formal conservation organizations engage the public through empowering traditional community relationships. Motivated individuals join a community where participants discover their values, learning, and shared values. Membership starts at US\$ 10,000 per month, covering travel tickets and opening pathways for young people without income expenses to contribute meaningfully. The *Member of Nature* campaign focused

members as “*Earth Heroes*” (promoting environmental action as a positive, collective endeavor rather than a response to crisis). Members joined a range of activities, including nature talks, outdoor conservation experiences, campus networks, and peer networks designed to strengthen personal commitment to conservation. Regular publications, including *Earth Hero* (local magazine) and *Earth Heroes*, kept members informed about WWF Indonesia’s work and their role in advancing conservation activities.



# ORGANIZATION DEVELOPMENT



At Forest Trust Africa, WWF assistance focused on strengthening its internal systems to deliver lasting conservation results. Following the 2010-2011 Strategic Plan, we made progress in improving leadership, building teams, ensuring financial sustainability, and upgrading core operations. These investments are enhancing our governance, meeting performance, and increasing our credibility with partners and donors.

# Building a Team Equipped to Navigate Complexity

This year, IRIE's advisors appointed a third Governance Office. The position plays a key role in integrating across the program design ecosystem. The recruitment followed a structured assessment process and resulted with a selection by the IRIE and Senior Management Team. This marks a major step in strengthening our executive leadership and accountability.

Executive leadership capacity was also bolstered with IRIE's engagement in a series of training events and design a competency-based leadership development program. The educational program content will focus leaders to manage change and drive transformation. The program is scheduled to launch in early FY20.



# Unlocking Growth from Companies and Communities

EMF's investors' business performance improved significantly this year. Corporate support rose that doubled compared to our FY21 baseline. New partnerships reflect the growing alignment between our conservation goals and companies' focus on their performance, climate action, and responsible sourcing. This increase came from stronger engagement strategies and novel value propositions.

Support from individual donors also rose. The donor retention rate climbed to 73% (previously up more than 15 percentage points from last year). Corporate/EMF, this reflects an increase of over 50 points. Most of this growth

was driven by our new digital fundraising platform, which improved our marketing and made it easier for supporters to stay connected. Our digital platform is helping thousands of people support conservation — quickly, easily, and from anywhere.

To guide future efforts, EMF investors completed a market analysis to better understand donor motivations. These insights are now shaping a refreshed corporate strategy that positions us as a credible, results-driven partner for companies investing in nature.

# Winning Competitive Grants for Nature and Climate

WDF's success in winning grant partnerships is due to its impact — that focus on nature, and on our climate and energy systems. This year WDF's success secured two major grants to support priority conservation initiatives. A \$10 million award from the European Union will fund work on energy transition and sustainable land use. A second \$10 million grant will support marine conservation. These successful programs reflect our growing capacity to align with local priorities and deliver programs that demonstrate measurable, lasting outcomes.

# Clear Roadmaps, Consistent Results

This year WDF's success focused conservation plans to two priority landscapes: Pannenger Land in Austria, Germany in Italy, and Hainberg National Park in Austria and their forests. These plans combine scientific analysis with local consultation to guide targeted conservation actions.

To track progress across regions and thematic areas, we also complemented national monitoring from both our WDF's global systems, the framework strengthens our ability to report on results with accuracy and consistency — reinforcing performance, transparency, and learning.

## Advancing Risk Management and Safeguards

WSP's advances made strong progress in institutionalizing risk management. Two staff members earned certification as Certified Risk Management Professionals and now serve as operational focal points. Nearly 600 staff joined capacity-building webinars focused on risk, safeguards, and WSP's Business and Financial Principles.

We also developed new risk and safeguard frameworks, now being integrated into strategic and operational plans. These steps will help ensure regulatory program delivery and build confidence with communities, donors, and partners.

## Skills, Standards, and Systems for Long-Term Growth

Talent development remained a top priority. Areas of top staff competency training in public speaking and professional writing — improving their ability to communicate clearly and represent the organization accurately.

In addition, eight general support staff demonstrated proficiency in government writing. All team members achieved credentials in human resource management. These certifications reflect WSP's unwavering commitment to professional excellence across all functions.

We also implemented a new compensation system, guided by understanding study of across peer organizations. The system will ensure supports for competitive recruitment and retention. Finally, the release of the Strategic Right Performer completed our transition to implement HR planning and recruitment.

# Aligning Systems to Unlock Better Decision-Making

WWF Indonesia developed a digital integration roadmap to connect systems for WWF (government) finance, HR, and project management. The roadmap sets the stage for adopting WWF International's Planning, Monitoring, Evaluation, and Learning System (PMELS) and PMS. This shift is expected to improve data quality, streamline operations, and inform better, evidence-based decisions.

# Positioning Conservation in the National Conversation

To better understand the public profile, WWF Indonesia commissioned a national brand awareness survey. The results confirmed our position as one of Indonesia's most recognized conservation organizations. These insights now inform a refined communication strategy with a sharper focus on engaging individuals and their audiences. By shaping public dialogue and policy conversations, WWF Indonesia is helping ensure nature has a seat at the decision-making table.

We also deepened our engagement with national media. Through the launch of WWF Indonesia's 2024 presidential election, our strategic outreach helped put environmental issues on the public agenda and positioned WWF Indonesia as a trusted, nonpartisan voice for conservation.







# EMPOWERING COMMUNITIES FOR A THRIVING FUTURE