



forests

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VISION

Conserve the world's forests to sustain nature's diversity, benefit our climate, and support human well-being.

PRIORITIES

1. Close the PFP initiative in Bhutan and advance the PFP initiatives in Colombia and Peru; create the foundation for Earth for Life, which seeks to do 10 PFPs globally (see below).
2. Transform the forest sector.

SIGNATURE PROJECT: Earth for Life

More than 15 percent of the world's land is designated as protected—an area nearly twice the size of the US. This is good progress towards the 17 percent that the UN Convention on Biological Diversity says is needed for planetary health and biodiversity. The problem is that only some of the areas that have been declared protected are under actual, robust protection. The rest are essentially “paper parks.” To ensure this land is permanently protected—from deforestation, decreases in wildlife populations and the like—we need adequate funding to build and sustain protected area systems. This will require increasing annual funding for protected areas from the \$850 million being spent today to approximately \$2.5 billion in order to achieve full protection. It will also require enacting programs and policies to ensure the money is well managed. While these numbers may seem daunting, there are innovative ways to attract the needed funds. WWF has established itself as the global leader in applying a market-based conservation funding model called Project Finance for Permanence (PFP) to begin to close this funding gap. Borrowed from Wall Street, PFP is a means for permanent and full funding of conservation areas.

To accelerate the creation and adoption of PFPs, WWF is developing an ambitious global partnership called Earth for Life. This initiative will grow the pool of long-term funding available to conservation by creating a portfolio of high-impact, feasible PFP projects. These deals will act at the cutting edge of conservation finance and go beyond protected area boundaries to include indigenous reserves, community-conserved areas, and other land uses, as well as potentially marine protected areas. Systematizing the already transformational PFP approach with unequivocal integrity, in innovative ways, and at a speed and scale that has never been seen before can secure nature at a scale that matters. Given the scale of the threats we face, we must move beyond business as usual. Our goal is to realize 10 PFPs by 2025, with projects currently underway in Bhutan, Peru, and Colombia.