



WWF Sweden strategy 2026–2030





Roadmap 2030



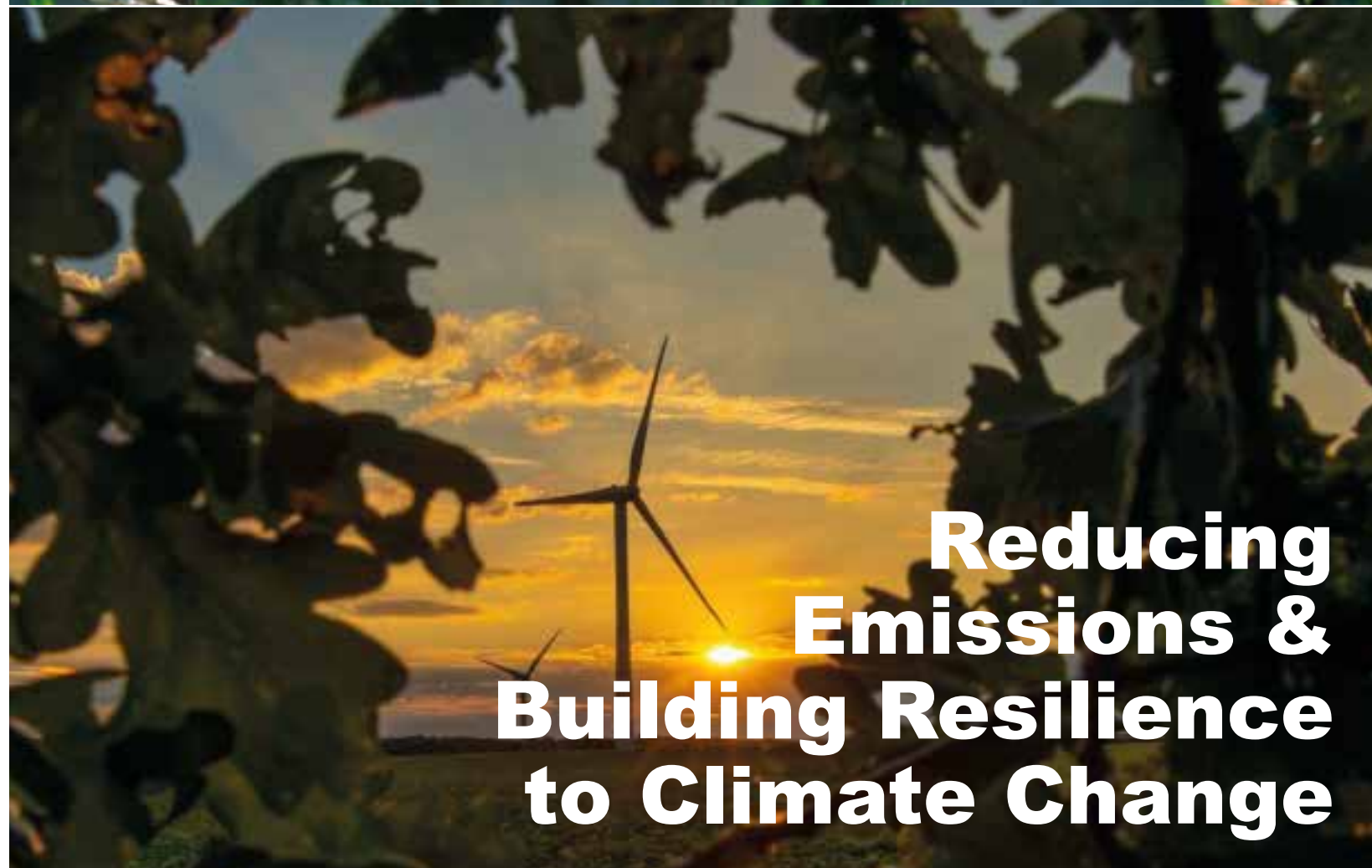
**Thriving
Biodiversity**



**Amplifying
Locally Led
Conservation**



**Transitioning
Food & Agricultural
Systems**



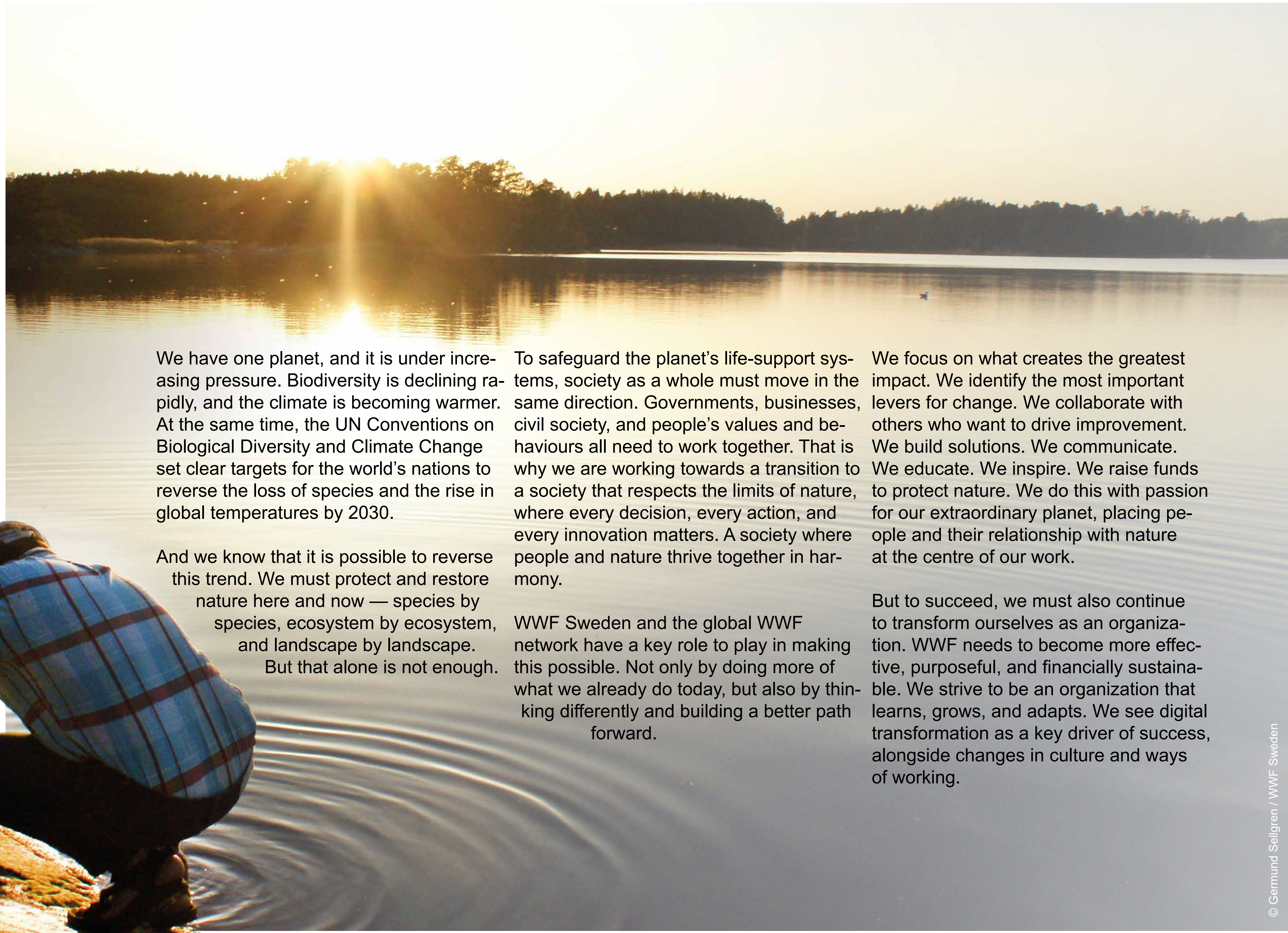
**Reducing
Emissions &
Building Resilience
to Climate Change**



**Mobilizing
Finance**



**Elevating
Nature**



We have one planet, and it is under increasing pressure. Biodiversity is declining rapidly, and the climate is becoming warmer. At the same time, the UN Conventions on Biological Diversity and Climate Change set clear targets for the world's nations to reverse the loss of species and the rise in global temperatures by 2030.

And we know that it is possible to reverse this trend. We must protect and restore nature here and now — species by species, ecosystem by ecosystem, and landscape by landscape. But that alone is not enough.

To safeguard the planet's life-support systems, society as a whole must move in the same direction. Governments, businesses, civil society, and people's values and behaviours all need to work together. That is why we are working towards a transition to a society that respects the limits of nature, where every decision, every action, and every innovation matters. A society where people and nature thrive together in harmony.

WWF Sweden and the global WWF network have a key role to play in making this possible. Not only by doing more of what we already do today, but also by thinking differently and building a better path forward.

We focus on what creates the greatest impact. We identify the most important levers for change. We collaborate with others who want to drive improvement. We build solutions. We communicate. We educate. We inspire. We raise funds to protect nature. We do this with passion for our extraordinary planet, placing people and their relationship with nature at the centre of our work.

But to succeed, we must also continue to transform ourselves as an organization. WWF needs to become more effective, purposeful, and financially sustainable. We strive to be an organization that learns, grows, and adapts. We see digital transformation as a key driver of success, alongside changes in culture and ways of working.



Vision

People live in harmony with nature.

Mission to 2030

WWF Sweden works to halt the loss of habitats and promote a world where people live in harmony with nature, by:



Conserving, restoring, and sustainably using the world's biodiversity.

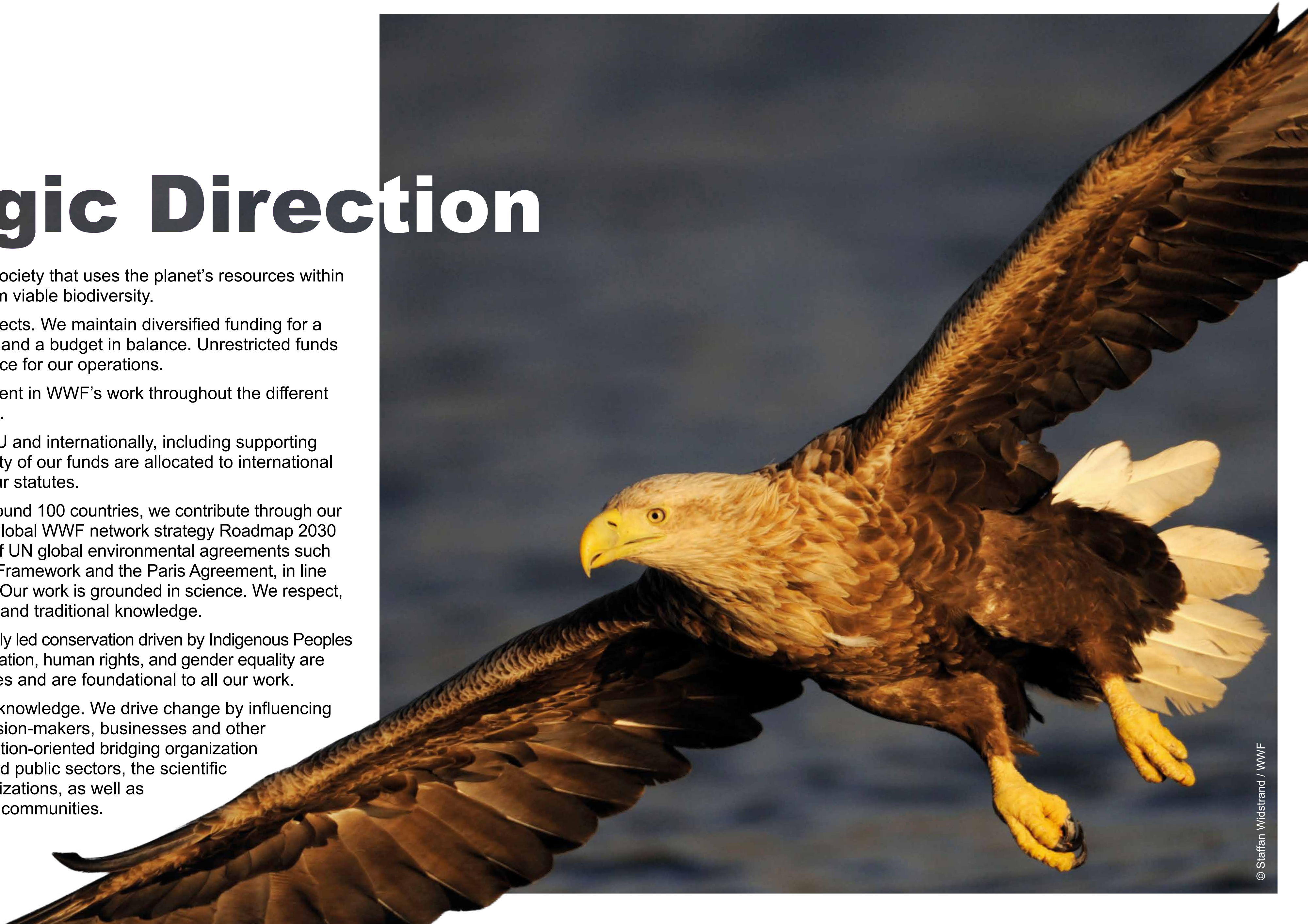


Promoting the use of natural resources in ways that minimize impact on climate and biodiversity.



Strategic Direction

-  We work for a transition to a society that uses the planet's resources within its limits, focusing on long-term viable biodiversity.
-  We raise funds to finance projects. We maintain diversified funding for a financially stable organisation and a budget in balance. Unrestricted funds are used as a strategic resource for our operations.
-  We foster long-term engagement in WWF's work throughout the different stages of our supporters' lives.
-  We operate in Sweden, the EU and internationally, including supporting the WWF network. The majority of our funds are allocated to international projects in accordance with our statutes.
-  Together with colleagues in around 100 countries, we contribute through our strategy to the delivery of the global WWF network strategy Roadmap 2030 (RM), for the implementation of UN global environmental agreements such as the UN Global Biodiversity Framework and the Paris Agreement, in line with the foundation's purpose. Our work is grounded in science. We respect, promote and learn from local and traditional knowledge.
-  We work with and promote locally led conservation driven by Indigenous Peoples and local communities. Participation, human rights, and gender equality are captured in our social principles and are foundational to all our work.
-  We develop and disseminate knowledge. We drive change by influencing and engaging the public, decision-makers, businesses and other stakeholders. We act as a solution-oriented bridging organization in partnerships with private and public sectors, the scientific community, civil society organizations, as well as Indigenous Peoples and local communities.





Strategic Objectives





Strategic Objectives

WWF Sweden will, by working with five strategic objectives, contribute to the six objectives of WWF's international strategy; Roadmap 2030.

-  **Thriving Nature**
By 2030, WWF Sweden has contributed to conserving and strengthening the world's biodiversity, promoting sustainable use of natural resources, achieving thriving nature and reduced climate impact.
-  **Transformative Change**
By 2030, WWF Sweden has contributed to transformative change in the use of natural resources towards enhancing biodiversity and reducing climate impact.
-  **Communication and Brand**
By 2030, WWF Sweden is a strong societal force that has informed, engaged and mobilized to promote biodiversity and sustainable use of natural resources.
-  **Fundraising**
By 2030, WWF Sweden has an ambitious fundraising operation which secures diversified revenue streams that meet the growing need of resources globally and in Sweden.
-  **Purposeful and Efficient Organization**
By 2030, WWF Sweden is an innovative, competent, results-oriented, and resource-efficient organization.
-  The Board regularly monitors the strategy and its implementation. This includes assessment of whether there is any need to adjust the operational plan and, in exceptional cases, revise the strategy.



Strategic Objectives:

Thriving Nature

By 2030, WWF Sweden has contributed to conserving and strengthening the world's biodiversity, promoting sustainable use of natural resources, achieving thriving nature and reduced climate impact.

Strategy follow-up



a. Protect and restore prioritized ecosystems. (ref. RM1)



b. Status of populations of WWF's focus species. (ref. RM1)



c. Sustainable use of forest- and agricultural land and fisheries. (ref. RM3)



Strategic Objectives:

Transformative Change

Transformative change in the use of natural resources towards enhancing biodiversity and reducing climate impact.

Strategy follow-up



a. The extent to which managed capital integrates biodiversity and climate goals. (ref. RM5)



b. The use of policy instruments (legal, economic, etc.) aimed towards integrating consideration for biodiversity or climate, or for nature and climate actions. (ref RM5 och RM6)



c. Implementation of new targeted decisions, policies and commitments that prioritize biodiversity within the public sector. (ref. RM6)



d. Measures for transformative change towards a food system that minimizes impact on climate and nature.



e. Transformative partnerships with businesses.



Strategic Objectives:

Communication and Brand

By 2030, WWF Sweden is a strong societal force that has informed, engaged and mobilized to promote biodiversity and sustainable use of natural resources.

Strategy follow-up



a. Brand awareness



b. WWF's media reach – monthly measurements of listeners/readers/viewers and number of articles on biodiversity mentioning WWF.



c. Knowledge about the nature crisis.



Strategic Objectives:

Fundraising

By 2030, WWF Sweden has an ambitious fundraising operation which secures diversified revenue streams that meet the growing need of resources globally and in Sweden.

Strategy

a. Stable and diversified financing that by 2030 has increased:



- 1) revenue: total
- 2) revenue: unrestricted funds
- 3) donors: total number

b. Investments in nature and climate actions:



- 1) carried out by other WWF offices and financed by WWF Sweden
- 2) where financing of WWF offices has been enabled through WWF Sweden's active efforts. (ref. RM5)



Strategic Objectives:

Purposeful and Efficient Organization

By 2030, WWF Sweden is an innovative, competent, results-oriented, and resource-efficient organization.

Strategy follow-up



a. Ambassador engagement (eNPS)



b. Resource efficiency:
1) Program costs in relation to total funds raised
2) Program costs per FTE



WWF Sweden's Critical Success Factors for Strategy Implementation



Ability to prioritize and adapt operations based on continuous external and internal analysis.



Professional organization with knowledgeable staff, high cost-efficiency, strong quality standards, and effective project management.



Clear leadership at all levels.



Coordination with the WWF network and long-term partnerships with prioritized WWF offices.



Strategy Follow-up

- 🕒 The Board regularly monitors the strategy and its implementation. This includes assessment of whether there is any need to adjust the operational plan and, in exceptional cases, revise the strategy.





Position Change in the 2026–2030 Strategy Compared to 2021–2025

During the strategy period, WWF Sweden will focus on fewer thematic areas.



Thriving Nature

We will increase our focus on biodiversity. Our work with restoration and ecosystem-based measures will be strengthened to enhance resilience, climate adaptation and greenhouse gas absorption.



Transformative Change

Greater emphasis will be placed on locally led conservation and sustainable food systems. Corporate and financial partnerships will be more of a focus area than previously and we will expand efforts in innovative financing. Our climate work will be more focused on ecosystem-based solutions and collaborations with businesses and the financial sector.



Fundraising

We will strengthen our fundraising operations with the goal of securing diversified funding.



Communication and Brand

We will strengthen and develop our external communication to share knowledge, raise awareness, and inspire engagement, in alignment with fundraising efforts.



Purposeful and Efficient Organization

We will reinforce our efforts to be a purposeful and efficient organization with a balanced budget. We will be more focused and invest in modernization, efficiency, and digitalization.



WWF Sweden's Sub-strategies 2026–2030

**Approved by the Secretary
General on September 30, 2025**

- The sub-strategies are reviewed annually in preparation for the operational planning.
- Adjustments can be made as necessary throughout the strategy period.





WWF Sweden's Sub-strategies 2026–2030

Conserve and Enhance Biodiversity

Desired State

By 2030, WWF Sweden has contributed to conserving and strengthening the world's biodiversity, promoting sustainable use of natural resources, achieving thriving nature and reduced climate impact.

- Species populations and habitats have been strengthened through scalable and replicable models for protection and restoration.
- Science-based solutions for restoration and protection have been implemented by key stakeholders.
- Global, regional and national commitments and targets for biodiversity are robust and effectively implemented.
- Strengthened civil society organizations, Indigenous People and local communities are participating in decisions and actions related to the conservation and restoration of habitats.



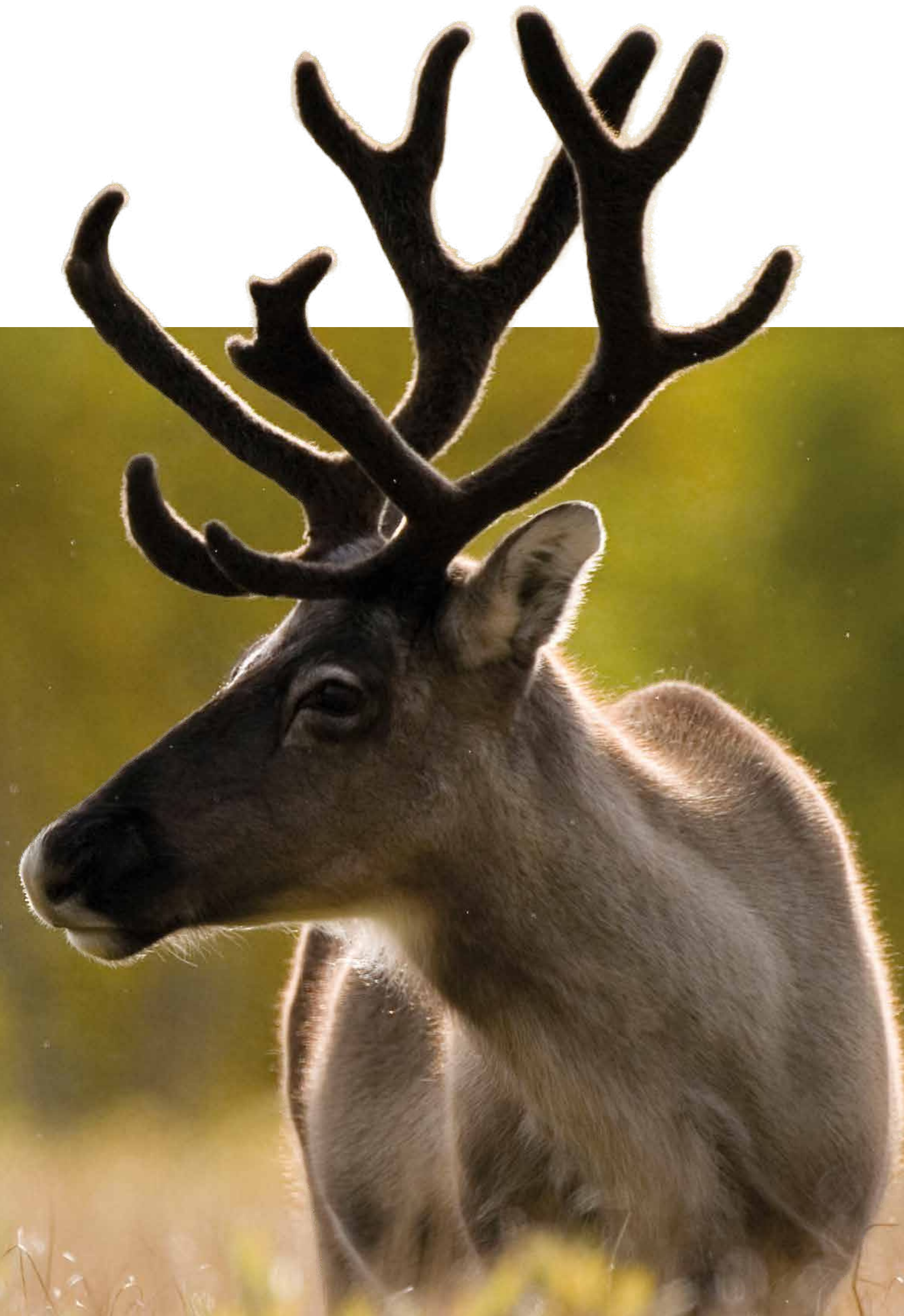
**WWF Sweden's
Sub-strategies 2026–2030**

Sustainable Resource Use, Responsible Trade and Nature-based Solutions

Desired State

By 2030, WWF Sweden has contributed to conserving and strengthening the world's biodiversity, promoting sustainable use of natural resources, achieving thriving nature and reduced climate impact.

- Sustainable practices that enhance biodiversity, ecosystem function, climate resilience, and increased carbon sequestration are widely adopted by key stakeholders in agriculture, forestry, aquaculture, and fisheries.
- Knowledge-driven solutions for the sustainable use and trade of natural resources are implemented by key stakeholders.
- Global, regional, and national goals and commitments for sustainable resource use are robust and effectively translated into action.
- Civil society organizations, Indigenous peoples, and local communities are empowered and actively engaged in decisions and initiatives related to the sustainable management of habitats.





WWF Sweden's Sub-strategies 2026–2030

Advocacy

Desired State

Decision makers within policy, authorities and courts make more decisions that support a thriving biodiversity and green transition.

- Decision makers and influential actors have increased knowledge and a common vision for Thriving biodiversity and Green Transition.
- Nature and climate are more integrated in all relevant policy areas.
- An increased interest in, and priority for, environmental and climate issues in the national and EU elections.
- WWF's proposals and knowledge are requested and welcomed by political parties and influential actors.



WWF Sweden's Sub-strategies 2026–2030

Participation and Rights in Nature Conservation

Desired State

Strategic Direction: WWF Sweden actively works for locally led nature conservation driven by Indigenous Peoples and local communities. Our work is permeated by participation, rights and equality in accordance with our social principles.

- Indigenous Peoples and local communities influence processes and decisions regarding nature, environment and climate, and lead conservation activities aligned with WWF's goals, resulting in a positive impact on their lives.
- WWF offices have strengthened the impact of their conservation work through inclusive and rights-based conservation, gender equality and locally led conservation.
- Participation, human rights and gender equality permeate all activities implemented and funded by WWF Sweden.
- The WWF network and WWF International are stronger, with better coordination, stable global functions and robust offices that can better deliver on their conservation goals.





WWF Sweden's Sub-strategies 2026–2030

Food Systems

Desired State

By 2030, WWF Sweden has contributed to transformative change in the use of natural resources towards enhancing biodiversity and reducing climate impact.

- Strategic key actors have taken measures for a sustainable food supply chain that benefits vibrant nature and climate.
- Strategic key actors have designed food environments that lead to sustainable food consumption.





WWF Sweden's Sub-strategies 2026–2030

Climate

Desired State

By 2030, WWF Sweden has contributed to transformative change in the use of natural resources towards enhancing biodiversity and reducing climate impact.

- Until August 2027, WWF Sweden contributes to cities implementing relevant, inclusive and integrated measures in line with science-based climate targets in a transparent process.
- Politicians implement measures advocated by WWF to enable Sweden and the EU to reduce emissions in line with the 1.5-degree target.
- Prioritized companies and sectors implement relevant transition plans, including measures advocated by WWF, to reduce emissions in line with the 1.5-degree target.



WWF Sweden's Sub-strategies 2026–2030

Business and Finance Systems

Desired State

By 2030, WWF Sweden has contributed to transformative change in the use of natural resources towards enhancing biodiversity and reducing climate impact.

- Corporates and financial actors from WWF Sweden's prioritized sectors actively contribute to the transformation in line with WWF Corporate Asks.
- Corporates and financial actors support WWF's projects and landscape initiatives, in Sweden and globally, in line with WWF Sweden's strategy.
- Influential Swedish corporates and financial actors advocate for public policies in line with WWF Sweden's strategy.





WWF Sweden's Sub-strategies 2026–2030

Communication and Brand

Desired State

By 2030, WWF Sweden is a strong societal force that has informed, engaged and mobilized to promote biodiversity and sustainable use of natural resources.

- WWF's brand remains strong, with high credibility and relevance. We are perceived as knowledgeable, inspiring, and results oriented.
- WWF is a strong force in society with clear and engaging communication.
- Knowledge and insight about biodiversity and climate have increased among both the public and decision makers.
- WWF is a clear source of knowledge and a counterforce to false news, particularly for media and journalists.
- WWF not only reaches out – we make an impact, mobilise, and strengthen engagement across today's and tomorrow's generations.





WWF Sweden's Sub-strategies 2026–2030

Fundraising

Desired State

By 2030, WWF Sweden has an ambitious fundraising operation which secures diversified revenue streams that meet the growing need of resources globally and in Sweden.

- Growth of 20 % during the strategy period compared with the previous period (3 bn SEK).
- A good balance between unrestricted funds and restricted funds.
- Diversification – we have a wide range of funding sources, making us independent of any specific source or funder.
- Revenue directly to other WWF offices from Swedish funders.



WWF Sweden's Sub-strategies 2026–2030

Modern and Purposeful Organization

Desired State

By 2030, WWF Sweden is an innovative, competent, results-oriented, and resource-efficient organization.

- Governance processes are used as intended, ensuring strategic prioritization, and resource allocation, as well as cost-efficient operations that deliver intended outcomes within a balanced budget.
- Processes, work routines, systems, methods and expert support are available and enable staff to work efficiently and to a high standard of quality.
- Our processes and working methods foster and encourage innovation.
- Secure systems and high security awareness.
- Robust internal sustainability work with high achievement of goals.



WWF Sweden's Sub-strategies 2026–2030

Employer of Choice

Desired State

By 2030, WWF Sweden is an innovative, competent, results-oriented, and resource-efficient organization.

- The right competence in the right place.
- Motivated, healthy, safe and secure employees.
- An inclusive workplace culture and leadership that promotes innovation, openness, accountability, and collaboration.
- A learning culture that encourages development and knowledge sharing.