



TOGETHER FOR ACTION 2030

WWF GLOBAL EDUCATION AND ENGAGEMENT STRATEGY FOR 2030

AT A GLANCE



ONE PAGE SUMMARY OF THE STRATEGY

Guiding stars



Vision

People of all ages have a deep connection to the environment and are actively driving change towards a just and sustainable world.

Overall objective

People of all ages are empowered and contribute, through feasible & appropriate local to global engagement activities and individual actions and choices, to the achievement of WWF's global goals, and in turn supporting the implementation of global biodiversity and climate agreements.

Specific objective

By 2030: Active Global Citizens of all ages conduct 30 million actions for the planet that contribute to:

- reducing our global footprint by half and
- restoring and protecting nature, climate and biodiversity

Impact statement

WWF delivers the most effective and impactful education & engagement programs that contribute to WWF's Global Goals and climate and biodiversity protection by:

- incorporating the latest behavior change science
- driving up Active Global Citizenship
- delivering impact now and in the future

Target Groups

Internal (national to global): WWF leadership, education and engagement staff (national to global)

External: Policy makers, institutional leaders and staff, partner organizations, multipliers and educators, children (<14 y/o), youth (15-24 y/o), young professionals (24-35 y/o), and communities

WWF offices, with global support, develop and implement local to regional interventions that reflect the fundamental principles and support the pillars of the strategy.

Pillar 1: Align institutions and advance policy

Advocate for greater integration and implementation of ESD & Active Global Citizen education into national-global policies and institutional operations

Pillar 2: Build capacity of educators

Build the capacity of formal and non-formal educators and multipliers to put learners on the path toward becoming Active Global Citizens

Pillar 3: Engage, empower and activate Key Target Groups

Support the development of key target groups (children, youth, young professionals, and communities) into becoming Active Global Citizens

Fundamental principles for developing and implementing programs

Focus on individual development	Co-design programs using design thinking	Incorporate behavior change science	Apply program evaluation and assess impact	Collaborate for impact	Integrate principles of inclusion, justice and diversity
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KEY INFORMATION



For whom is the strategy developed?

“Together for Action 2023” is developed:

- primarily WWF education and engagement staff.
- WWF management and leadership who are considering integrating such programs in their national strategies.
- WWF partners in order to align workstreams.



What is the need for the strategy?

- Have a common set of goals, a course of action and direction for greatest impact
- Show the real potential of education to the network
- Provide guidance to the National/Country Offices
- Support more collaboration across the network
- Increase our collective fundraising potential
- Better communicate with external partners and stakeholders



What is the aim of the strategy?

WWF delivers the most effective and impactful education and engagement programs that contribute to WWF’s Global Goals and climate and biodiversity protection:

- incorporating the fundamental principles for designing and implementing programs
- driving up Active Global Citizenship,
- delivering impact now and in the future

By 2030: Active Global Citizens of all ages conduct 30 million actions for the planet that contribute to: reducing our global footprint by half and restoring and protecting nature, climate and biodiversity.



How should one use and implement the strategy?

Guidance in designing and implementing programs:

- Pillars provide key areas of focus for offices to consider in their education and engagement efforts
- Fundamental principles provide underlying concepts and approaches that should be applied in all interventions

Alignment and collective impact:

- Offices should support “Active Global Citizens” by creating interventions and opportunities that lead to “actions” as described in the strategy document. Network measurement procedures and tools will be developed for offices to capture and report on their results.



Who is an Active Global Citizen?

According to the United Nations, an Active Global Citizen is someone who takes social, political, environmental, and economic actions and contributes to society and the planet from local to global levels.



Achieving our specific objective

“By 2030: Active Global Citizens of all ages conduct 30 million actions for the planet that contribute to: reducing our global footprint by half and restoring and protecting nature, climate and biodiversity”

What is an action?

An “action” should be the desired result of an educational intervention. Depending on the intervention, this can range from a simple to a complex activity that an individual completes on their own, with others (including other organizations), or as part of a bigger initiative or activation campaign. (See the full strategy for examples and more complete description).

What is our role?

WWF staff and our partners should support the development of and encourage individuals to become Active Global Citizens. Regardless of the target group’s age, programs should ensure that learners gain the attitudes, knowledge, abilities/skills and have opportunities to be active members of society.



Supporting the pillars

The three pillars of the strategy align to the Theory of Change that proposes that to drive change and support WWF’s Global Goals:

- Key key target groups (individuals and communities) need to be empowered and motivated to take action for the planet: climate and biodiversity.
- WWF and our partners support this transition by ensuring that learners have the necessary knowledge, attitudes, and skills and have meaningful opportunities to get active.
- To ensure that programs reflect these aims, policies and procedures as well as methodologies need to be in place to prepare educators (formal and nonformal) to develop and implement programs that support Active Global Citizens.
- Thus, policies are advanced and institutions (including WWF offices) are aligned to support the processes needed.



Incorporating the fundamental principles

Six fundamental principles have been identified that support the strategy and underpin its effectiveness:

- Focus on individual development: WWF programs and partnerships should support the development of foundational behaviors, skills and qualities of people of all ages that lead to AGC and the inner capacity for driving a sustainable future.
- Co-design programs using design thinking to ensure greater impact.
- Incorporate behavior change science into WWF education programs.
- Apply program evaluation and assess impact and effectiveness of programs.
- Collaborate with other offices and partners for greater impact.
- Integrate principles of inclusion, justice and diversity into our approaches



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