




Together possible
WWF FINLAND STRATEGY
2021-2030



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A flock of pink flamingos is captured in flight against a deep blue, twilight sky. The birds are scattered across the frame, with some in the foreground and others further back, creating a sense of depth. Their wings are spread, showing the characteristic pink and black plumage. The overall mood is serene and majestic.

"I am sustaining life on our planet
Day by day. With every single thing I do.
I stand up for coral reefs, rainforests,
tundras, deserts and grasslands.

I work with communities in the Amazon, the Arctic, Asia, and Africa.
I work with the largest businesses on Earth to make
their processes less wasteful and more sustainable.
I influence governments to create
policy that recognises the importance of nature.

But because I am WWF, I am not doing it alone.
Seven thousand staff, five million members. In over 100 countries.

More than 3,000 corporate partners.
Working with the world's largest foundations.

For almost 60 years.
Businesses, Governments, Communities, Individuals
And one iconic panda.

Together, we create innovative solutions.

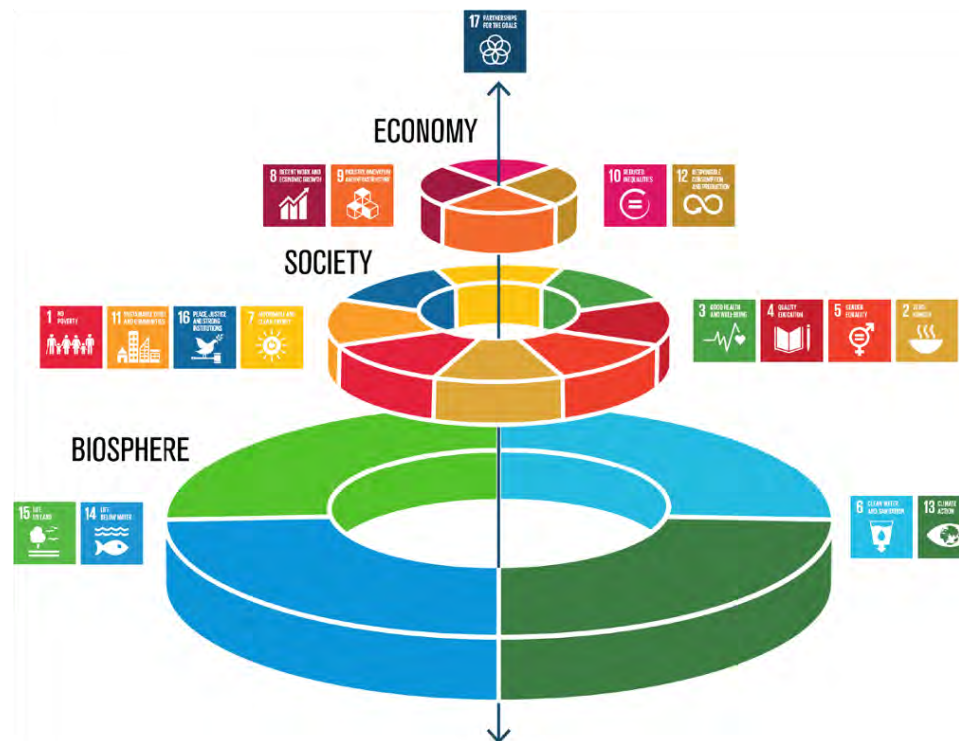
Together, we work to meet the needs of the Earth's inhabitants
Because together, anything is possible."



1. Why we are needed more than ever

The situation is critical. Our planet's nature is being degraded at an alarming rate. There is a global mass extinction under way – the first one to be caused by humanity. The Living Planet report by WWF shows that vertebrate populations have declined at an alarming rate over the past few decades. Also in Finland, the state of the environment has also deteriorated continuously.

Our current lifestyle is a threat to nature and, consequently, to humanity as well. We are completely dependent on the ecosystem services nature provides us with, such as clean water, food and air as well as species that are used to produce medicines. According to a UN expert report, the degradation of the natural environment threatens the achievement of all of the goals of sustainable development, as our well-being is based on nature and the sustainable use of natural resources.



In order to achieve the 17 Sustainable Development Goals (SDGs) we need to stop the degradation of nature.



Fortunately, solutions are available.

The major reasons behind the degradation of the natural environment are the excessive consumption of natural resources and the land use that leads to habitat destruction. Land is cleared for various purposes, including agriculture, forestry and construction. The diversity and vitality of nature is also threatened by invasive species, pollution and climate change. As the degradation of the natural environment and climate change are closely interlinked, these problems must be solved together.

The only alternative is to urgently reverse the current trend to ensure that by 2050 we no longer exceed the world's biocapacity. The key is to increase nature conservation, cease the excessive consumption of natural resources and bring a major change in attitudes, as the conservation of nature must become the starting point for economics and politics. At the same time, individuals must be encouraged to take on a more active role in daily life.

At WWF Finland, we have achieved significant results both domestically and internationally. We now want to inspire a growing number of Finns – individuals, companies, decision-makers, research institutes and other partners – to work with us to stop the environmental emergency.

The 2020s is a crucial decade for our planet. In this strategy period, we need to be even more impactful, innovative and inspiring to achieve a turnaround towards sustainable development.

WWF's mission is to stop the degradation of the natural environment. This is the only way we can realize our vision of building a future in which humans live in harmony with nature.

We face a challenging journey that will be guided by our main messages:

- Nature is being degraded at an alarming rate. The conservation of nature is of tremendous urgency, as we are in the midst of a wave of extinction caused by humanity.
- Nature is the foundation of our well-being. It is essential that we stop its degradation.
- We will stop the degradation of the natural environment by increasing and enhancing conservation efforts, mitigating climate change and significantly reducing the consumption of natural resources.
- There is hope because we understand the impacts of our actions. What we need now is the determination to take action.

The role of WWF as the leading conservation organisation in Finland and the world is to lead the way, bring people together and identify solutions in cooperation with others. Together, we can build a world in which humans live in harmony with nature.

2. Introduction to conservation goals and how they can be achieved

WWF has national offices in about 100 countries. The entire international WWF Network works to stop the degradation of the natural environment. To achieve this overarching objective, the WWF Network has set three concrete conservation goals for 2030.

By 2030:

- 1) Zero loss of natural habitats
- 2) Zero extinction of species
- 3) Halve footprint of consumption and production

WWF mission:

Our mission is to stop the degradation of the planet's natural environment and to build a future in which people live in harmony with nature.





WWF Finland is committed to the conservation goals of the international WWF Network. Our conservation goals are discussed in more detail in section 3 of this strategy.

As we cannot accomplish these ambitious conservation goals alone, we want to inspire people to take an active role in stopping the environmental emergency. Our work is based on scientific data and the active participation of researchers in our working groups, for example. We also seek the most impactful forms of co-operation with the scientific community, companies, the public administration and other stakeholders to achieve our conservation goals. Stopping the environmental emergency must become a guiding principle in political decision-making, the public sector and corporate sector. These goals are discussed in section 4 of this strategy.

This document also addresses the role of our brand, communications, fundraising, corporate partnerships, financial management and personnel in achieving our goals.

The pursuit of all of our goals is guided by action plans and performance indicators prepared for each financial year. During the strategy period, we will conduct two interim evaluations and take corrective action as needed. We will also update our goals if the goals of the WWF Network change.

**Our work
is based on
scientific
data**



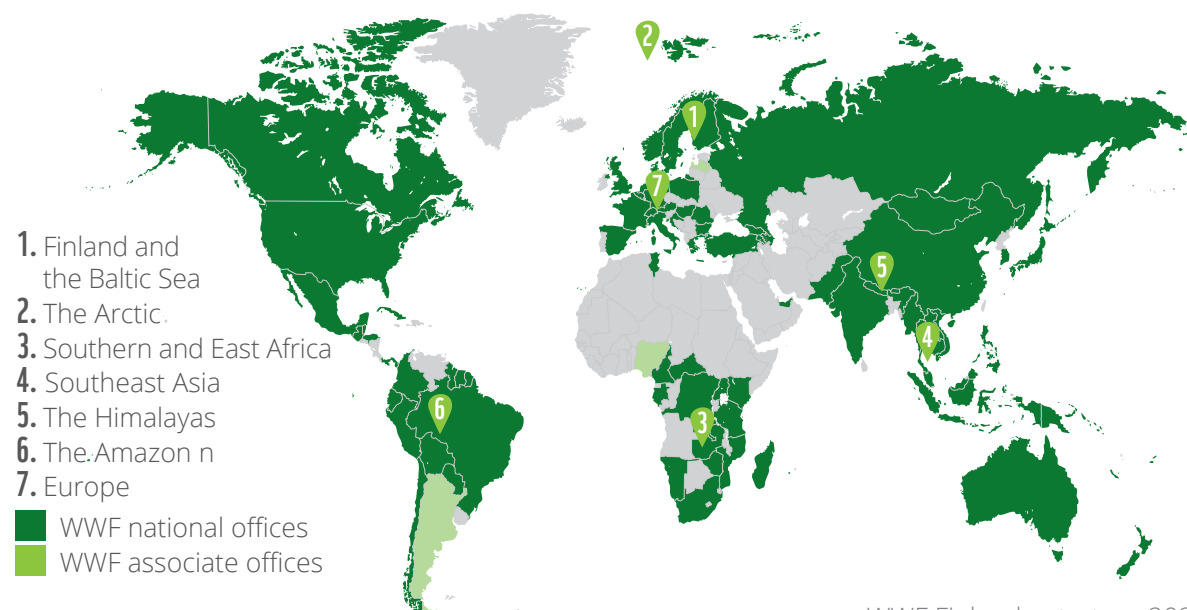
3. Conservation goals: Habitats, species and consumption

In this section, we discuss WWF Finland's strategic conservation goals for 2030 in more detail. The goals of the strategy use 2020 as the baseline. The goals we have set are in line with the conservation goals of the WWF Network. We prioritize the goals for which the WWF Network needs our help the most and for which we have the greatest capacity to make a positive impact. At the start of the strategy period, these are the goals that relate to forests, inland water areas, species and food. We work towards these goals in Finland and internationally.

In Finland, we will also continue our efforts to conserve seminatural landscapes, the Baltic Sea and Arctic nature. We also work actively against climate change in Finland.

Our activities as part of the international WWF Network are a key starting point for our effectiveness and impact. Within the limits of our resources, we support the WWF Network's EU-level and global advocacy efforts while also strengthening and expanding our long-term development cooperation activities. We also support the WWF Network's important and timely projects and campaigns within the limits of our resources.

Our regional priorities are as follows:



Our concrete conservation goals promote systemic change



3.1. Zero loss of natural habitats

Many people associate nature conservation with the conservation of iconic species, such as tigers, rhinos or the Saimaa ringed seal. However, it is important to keep in mind that often the best way to conserve species is to conserve their habitats. Habitat conservation and the restoration of degraded habitats is also important for safeguarding their intrinsic value and ecosystem services.



The 2030 goal of the WWF Network: *Zero loss of natural habitats*

What will WWF Finland do to promote the goal of the WWF Network?

By 2030, sites that are important for biodiversity have been more effectively conserved and restored in Finland and our international priority regions. As a result, the degradation of the natural environment has been stopped in these areas.

To achieve this goal, we will focus our efforts in Finland on inland water areas, the Baltic Sea, forests, seminatural landscapes and arctic tundra. Our goal, which applies to several different habitats, is that Finland's network of nature conservation areas has been significantly expanded by 2030. By 2030, previously degraded habitats will also be restored in Finland to meet the requirements stipulated by international agreements.

In our international work, we will focus primarily on improving the management of forests and inland water areas as well as safeguarding water resources.



3.1.1 Freshwater

Freshwater vertebrate populations have declined at an alarming rate since 1970. In Finland, for example, migratory fish species have become endangered. The most effective way to conserve species in freshwaters is to conserve their habitats. To this end, we will continue to improve the conservation of inland water areas at the national and international levels during this strategy period.

WWF Finland's 2030 goals:

- A good ecological state has been achieved in Finland for inland waters, especially in the small waterbodies.
- The conservation status of endangered fishes and other running-water fauna has been improved in Finland through habitat restoration and taking action to address the underlying causes of their endangered status.
- The number of free-flowing rivers has turned to an increase in Finland and elsewhere in Europe thanks to restoration measures, such as the removal of dams.
- The adverse impacts of agriculture and forestry on water systems are decreasing in Finland and the water retention ability in catchments is improving.
- In WWF Finland's partner countries, the condition (e.g. forest cover) of watershed areas has been improved to secure water resources and freshwater biodiversity.

All migratory fish species in Finland are endangered.

3.1.2. Marine

Our focus is in the conservation of the Baltic Sea, which is one of the world's most sensitive seas. The Baltic Sea suffers particularly from eutrophication, but over-fishing and the risk of oil spills are also serious problems. We cooperate with WWF's international Baltic Sea ecoregion programme to improve the state of the Baltic Sea.

WWF Finland's 2030 goals:

- A good ecological status has been achieved for the Baltic Sea.
- The coverage of protected areas in the Baltic Sea has increased.
- The adverse impacts of agriculture and forestry on the Baltic Sea catchment areas are declining.
- Finland has an excellent level of preparedness for oil spills.
- Fishing in the Baltic Sea is sustainable.
- The adverse impacts of plastic on marine nature have been reduced.

30% of the total area of seas must be protected.



3.1.3. Forests

Forests could be called the cradle of biodiversity, and they are also the most important habitat for endangered species in Finland. However, the biodiversity of forests – and therefore the future of many species – is under threat in Finland. This is why we remain committed to improving the conservation of forests in Finland. Deforestation is still a major international problem, and we support the WWF Network in forest conservation by sharing our expertise and participating in funding.

WWF Finland's 2030 goals:

- Forest policy in Finland and in WWF Finland's international priority areas is in line with the goals of international biodiversity agreements and climate agreements.
- Conservation network has increased remarkably.
- Restoration of degraded forest habitats has improved and are aligned with the international agreements
- Forestry and forest industry is ecologically sustainable in Finland and internationally.
- Continuous-cover forestry has become mainstream in Finland.
- The level of nature management in forestry ensures that biodiversity is maintained.
- FSC certification is more widely used and it more effectively safeguards the biodiversity of forests.
- Deforestation caused by Finnish consumption has been halted.
- Ecological sustainability of forest management has been improved and forest conservation and restoration promoted in WWF Finland partner countries.
- Deforestation has stopped in WWF Finland's international project regions.

**76% of
Finland's forest
habitat types
are endangered.**



3.1.4. Semi-natural habitats

Semi-natural habitats are important habitats for endangered species. Unfortunately, their current status is poor, as all of the semi-natural habitats in Finland are endangered. Our goal is to promote the species richness and aesthetic value of cultural landscapes.

WWF Finland's 2030 goals related to semi-natural habitats:

- The status of valuable cultural landscapes has been improved in Finland.
- The management and restoration of cultural landscapes has been ensured.
- The use of grazing has increased.

**All of Finland's
semi-natural
habitats are
endangered.**

3.1.5. Arctic habitats

Among Finland's habitat types, climate warming presents the greatest threat to the animals and plants in the fell habitats of Lapland. Indeed, the species of fell habitats face a critical situation: their habitats are getting smaller because they cannot get higher than the peaks of the fells or further north than the coast of the Arctic Sea. We will focus on the conservation of Finland's fell habitats as part of WWF's international Arctic Programme.

WWF Finland's 2030 goals:

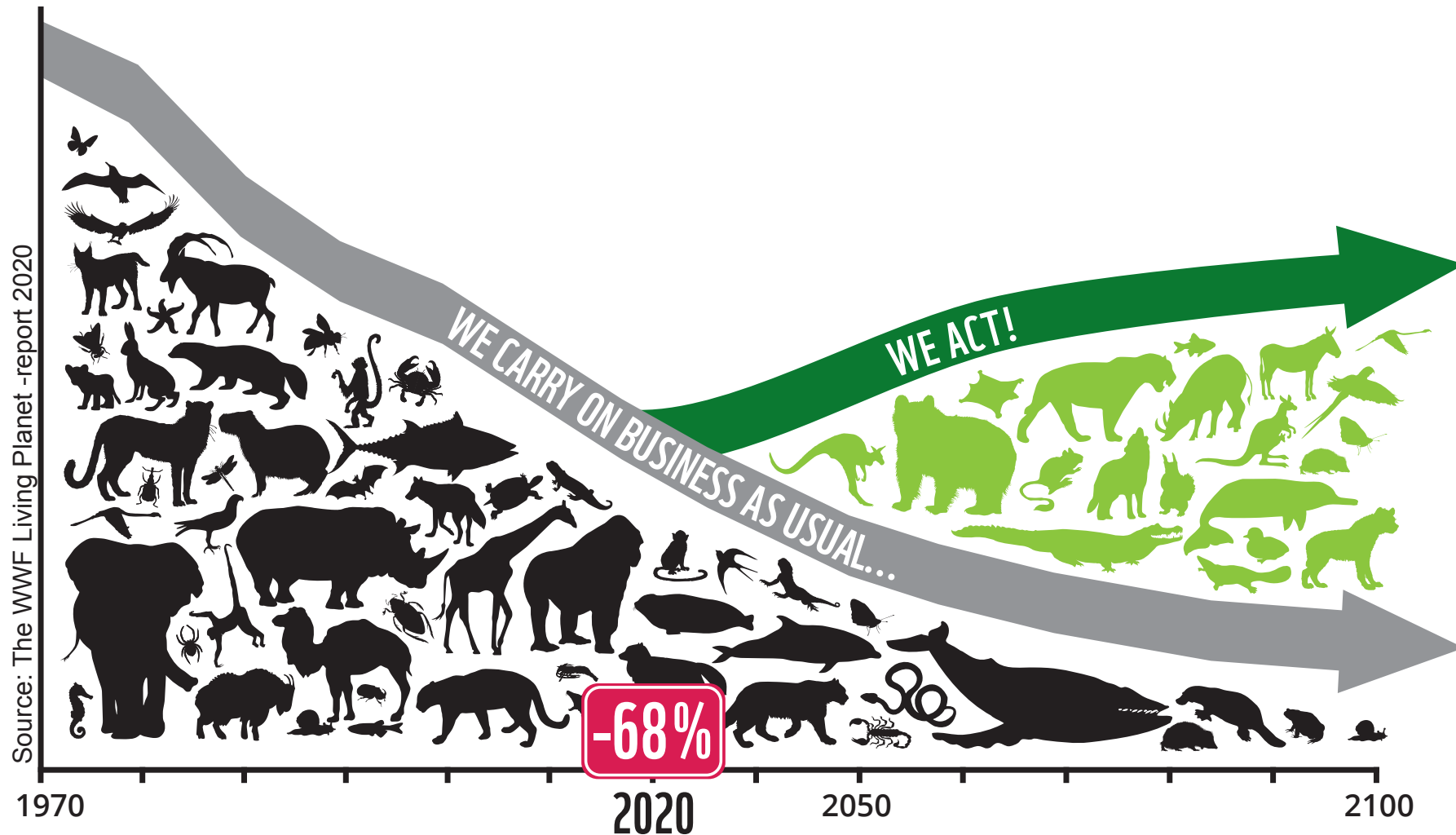
- The deterioration of the endangered status of species in fell habitats has been slowed down.
- The ecological sustainability of reindeer husbandry has been improved in Finland.
- The mining industry operates in an ecologically responsible manner.

**Climate
warming leads
to habitat
loss for fell
species.**

Vertebrate species populations declined by an average of 68% between 1970 and 2016.

3.2. Zero extinction of species

According to the Living Planet report published by WWF in 2020, the populations of wild vertebrates declined on average by 68 percent between 1970 and 2016. The Living Planet report is clear indication that the Earth's nature and species are facing a critical situation. We will continue our diverse efforts to conserve species in Finland and expand our support for the conservation efforts of the WWF within the limits of our resources.





The 2030 goal of the WWF Network:
Zero extinction of species.

What will WWF Finland do to promote the goal of the WWF Network?

We will conserve our high-priority species in various ways in Finland and internationally. At the start of the strategy period, our solutions in this area include ploughing snowdrifts to support the nesting and reproduction of the Saimaa ringed seal in low-snow winters, funding Arctic fox feeding machines in Northern Lapland and supporting tiger research using trail cameras in Nepal. However, the most important focus area is the conservation of habitats. This applies to species that live in inland waters, the Baltic Sea, forests, cultural landscapes and fells.

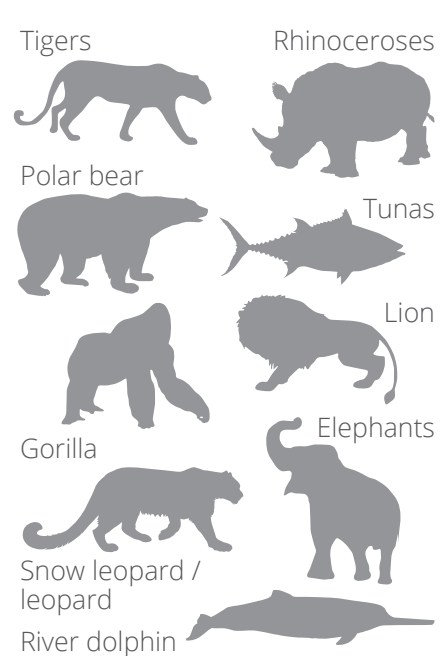
WWF Finland's 2030 goals:

- The conservation status of WWF Finland's high-priority species has been improved in Finland and in WWF Finland's international priority areas.
- The adverse ecological impacts of invasive species have been significantly reduced in Finland.
- Human Wildlife conflicts has been reduced in Finland and WWF Finland partner countries.

Finland



Global





3.3. Halve footprint of consumption and production

Excessive consumption is a major factor behind the degradation of the natural environment. For example, the consumption of natural resources and energy by people in Finland exceeds the world's biocapacity by nearly four times. The excessive consumption of natural resources must be addressed, and this can only be achieved through systemic change in society.



The 2030 goal of the WWF Network:

Halve footprint of consumption and production.

What will WWF Finland do to promote the goal of the WWF Network?

The excessive consumption of natural resources has led to an environmental emergency. Carbon dioxide emissions represent roughly half of the ecological footprint, which measures excess consumption. The consumption of fossil fuels accelerates climate warming. The production and consumption of food also has a significant effect on the ecological footprint, especially with regard to land use. Accordingly, promoting the WWF Networks climate and food goals is a high priority for us.

The excessive consumption of natural resources must be addressed.

3.3.1. Climate

As the degradation of the natural environment and climate change are closely interlinked, these problems must be solved together. Climate change has a negative impact on nature and the loss of nature contributes to the warming of the climate.

We work to mitigate climate change in Finland and at the EU level in cooperation with WWF EPO. Our goal is to contribute to a fair transition to a fossil-free welfare society in Finland and the EU within the schedule necessary to remain within the science-based 1.5 °C limit to global warming. We will also participate in international climate policy as needed and when possible.

WWF Finland's 2030 goals:

- The Finnish energy system is based on sustainable renewable energy and, also in transport, sustainable alternative energy sources have replaced fossil fuels to a significant extent.
- Significant companies have transformed their operations in accordance with science-based low-carbon targets.

Greenhouse gas emissions must be halved globally by 2030.



- Finnish institutional investors operate in alignment with the 1.5 °C limit to global warming.
- The greenhouse gas emissions of the land use sector have started to decrease substantially and carbon sinks have grown steadily.
- In Finland and WWF Finland partner countries capacity to adapt to climate change has been improved.

3.3.2. Food

Unsustainable food production is a major cause of the degradation of the natural environment. Food production is also a significant source of greenhouse gas emissions globally. With this in mind, we strive to reduce the environmental impacts of food.

We have already emerged as a significant player in promoting the goals of the WWF Network's Food Practice. During this strategy period, we will further increase the ambition of the Network's food-related efforts. Our efforts enable us to reach a large audience that extends beyond Finnish consumers.

WWF Finland's 2030 goals:

- The adverse impacts of food consumption on biodiversity, water systems and the climate have been reduced in Finland and internationally.
- The consumption of meat, milk and cheese has been significantly reduced, approaching a level that has been scientifically estimated to be environmentally sustainable in Finland and internationally.
- The proportion of sustainably caught and produced fish products consumed in Finland continues to grow.
- Fish farming in Finland is responsible.
- The structures of the Finnish food system support a shift towards more sustainable food choices.
- In WWF Finland's partner countries climate resilient agriculture is promoting food security and livelihoods.

**Food production
has caused 70%
of terrestrial
biodiversity loss.**



4. Only together can we succeed

The ambitious conservation goals outlined in the previous section cannot be achieved by us alone. With this in mind, we will work even more closely together with our stakeholders during this strategy period and inspire people to become active environmental citizens.



4.1. We inspire and engage people

During this strategy period, our goal is to achieve a significant increase in the number of Finns who act as active environmental citizens. We also aim to help them find ways to practice environmental citizenship that suit them best. Our role as a supporter of environmental citizenship takes different forms according to operating environments, target audiences and communities.

By environmental citizenship, we refer to active individual or community-based efforts aimed at making the prevailing circumstances sustainable i.e. more responsible and fairer towards the environment.

One key method for promoting environmental citizenship is environmental education, which is one of WWF's strengths in Finland and internationally. Environmental education supports lifelong learning by bringing the values, knowledge, skills and actions of individuals and communities into alignment with the principles of sustainable development. In accordance with the WWF Network's guiding principles, our environmental education activities are target group driven, participatory and goal-oriented. We build the capacity of educators and other influential stakeholders to promote sustainable development in their respective communities, thereby supporting the mainstreaming of sustainable lifestyles.

The primary focus of our efforts to promote environmental citizenship is in Finland. Outside Finland, we support the strengthening of civic society in our international priority areas through WWF's offices and their partner organisations by supporting the implementation of WWF's social principles and a human rights -driven perspective. The aim is to support the capacity of citizens, communities and civic society organisations to work as active part of local civic society.

Fieldwork and species working groups play an important role in our efforts to conserve habitats and species in Finland. As part of our fieldwork, we provide people and communities with participation opportunities by which we promote the achievement of our conservation goals in a concrete manner while also providing ways to become active environmental citizens. Community participation is a way to get people to care about their environment and take responsibility for it.

People are active citizens in stopping the environmental emergency.

Environmental education is a key method for promoting environmental citizenship.



WWF Finland promotes active environmental citizenship:

- By strengthening the awareness, motivation and ability of people and communities to act in the interests of the environment; for example, through environmental education and communication.
- By identifying active citizens and by helping them to find influencing channels.
- By providing people and communities with opportunities to help us in achieving our conservation goals.

Examples of our volunteer activities:

- Volunteer work camps
- Oil spill response troops
- WWF Youth teams
- Species working groups
- WWF ambassadors

4.2. We convince political decision-makers

The goal of the WWF Network in political decision-making is to be in line with the international goals concerning biodiversity and climate goals as well as the recommendations of the intergovernmental panels on climate change and nature. This means that the excessive consumption of natural resources or otherwise incompatible with the 1.5 °C climate target will be phased out and that decision-making guides behaviour towards a more sustainable direction. Sustainable consumption must become the new normal. This transition must be achieved in a manner that is fair to everyone.

WWF Finland advocates the achievement of its conservation goals in political decision-making:

- Through active networking with key influencers, such as political parties, members of parliament, MEPs and the public authorities.
- By presenting solutions that are fair, realistic, comprehensive, science-based and feasible to political decision-makers and by exercising influence to promote the adoption of ambitious government programmes.
- By helping the public authorities by participating in key working groups that support our conservation goals and through advocacy efforts related to legislation, various international agreements, recommendations, guidelines and the state budget.
- By participating in EU-level advocacy efforts in cooperation with EPO.
- By promoting the implementation of agreements related to biodiversity and the climate, such as the UN Convention on Biological Diversity, the Paris Agreement and the Sustainable Development Agenda. The main focus of our advocacy efforts is in Finland, but we also support the WWF Network to the extent that we can.

The One Planet approach must be the guiding principle in all decision-making.



4.3. We promote transformation together with companies

Corporate sector drives much of the global economy. They have both the opportunity and the responsibility to ensure that the natural resources and the ecosystems that underpin their business are used sustainably. To stop the degradation of the natural environment, companies must, for example, invest in more sustainable production, use natural resources wisely, promote the circular economy and phase out the use of fossil raw materials.

By working together with companies, the WWF Network can achieve conservation goals that would otherwise not be possible. We encourage companies to transform their business operations in a way that benefits nature, the environment and people. In particular, we aim to work together with companies that are in the best position to have an impact on the biggest global environmental challenges.

WWF Finland promotes the achievement of its conservation goals in cooperation with companies:

- By engaging in contractual corporate partnerships, especially in sectors where companies and industries have significant environmental impacts as well as significant opportunities to exert influence towards achieving conservation goals.
- By engaging companies and other organisations in our projects or encouraging them to implement sector-specific and thematic initiatives and programmes based on our conservation goals. Examples of these include the WWF Finland Green Office environmental management system and the international WWF Network's efforts related to the Science Based Targets for climate and Forests Forward initiatives.
- By also working together with companies on a non-contractual basis, including stakeholder cooperation, sector-specific advocacy work, cooperation in political advocacy efforts, various petitions, campaigns, commitments and scorings as well as active ownership in selected companies.

Companies have both the opportunity and the responsibility to contribute to improving the state of the environment.



5. Our brand is our most valuable asset

To achieve the ambitious goals of our strategy, we need to inspire and convince the general public, decision-makers, companies and partners. It is not enough that we do the right things and know that we are doing the right things. We also need to win people and organisations over. Our brand is key to this effort and it is our most valuable asset.

Our brand is what people think about us. It influences the attitudes towards us – including our messages, demands and requests. Having a widely recognised, trusted, valued and well-liked brand makes it easier to win people over and achieve our goals. Our brand is the reason people and organisations listen to us and choose us as a partner or decide to support us.

Our goals for this strategy period:

- 1) Further increase our brand awareness.
- 2) Strengthen our desired brand associations.

We promote the above-mentioned goals through communications and marketing as well as diverse cooperation with various parties. A brand is the sum of many factors, and it is important to remember that every encounter with our brand shapes our image in someone's eyes. Accordingly, everything we do must be in line with our brand values and operating methods.

The entire WWF Network shares the same brand, values and guiding principles. They also guide all of our operations in Finland.

**Our brand is
what people
think about us.**

Our vision

"Our vision is to build a future in which humans live in harmony with nature."

Our mission

"Our mission is to stop the degradation of nature."

Our brand personality is:

Optimistic
Determined
Knowledgeable
Approachable

Our values are:

Courage
Integrity
Respect
Collaboration



6. We enhance our impact through communications

Communication is crucial for the achievement of our strategic goals. Communication is how we inspire people and convince decision-makers and companies to act for nature.

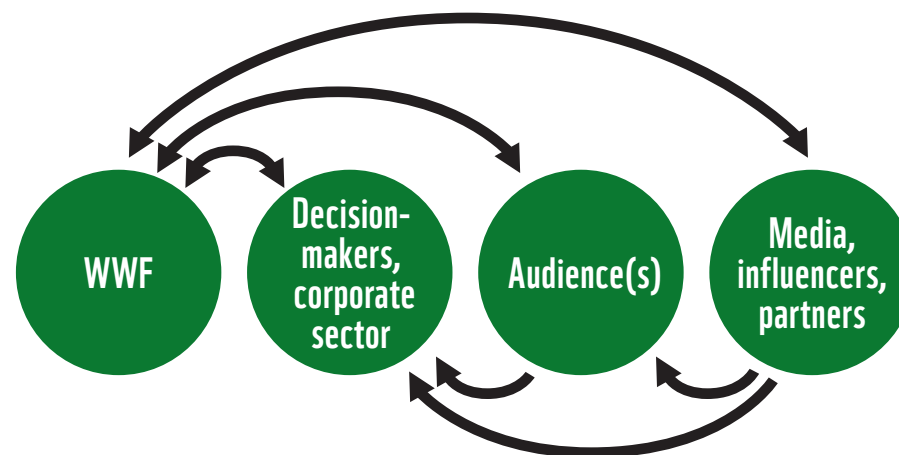
We provide the general public with news related to nature and conservation. We also provide timeless experience-oriented content and concrete tips to help people adopt environmentally friendly lifestyles. We choose our topics and phrase our messages in such a way as to inspire people to act in the best interests of nature.

We want to increase our visibility in order to shape our brand image and guide people towards active environmental citizenship. From the perspective of communication, the term “active environmental citizens” refers to people who take action inspired by our messages and move forward on the paths of content that we provide.

As we increase our visibility, we will also better identify our key target audiences and how to address them. We will direct our communications at selected target groups as necessary. We will also develop ways to engage people and create commitment.

The achievement of our strategic goals depends on major decisions in society in the coming years. To this end, we will also develop the way we use communications to influence politics and the corporate sector.

**We will
increase our
visibility
and better
identify our
key target
audiences.**



To increase our visibility and engage people, direct our messages more effectively at the right target audiences and convince decision-makers and corporate sector, we will develop our own channels and consider the adoption of new channels.



We will maintain our high visibility in news media and aim to increase our visibility in magazines and journals. We will also give more attention to other potential communication channels: productions, our partners' channels and the tools of influencer cooperation.

Our messages are also tied together by our tone of voice:

- Our messages are emotive
- Our messages are clear
- Our messages are designed for the right target groups

To link our various topics and messages to the broader WWF story, we will keep repeating our key messages defined for this strategy period:

- Nature is being degraded at an alarming rate. The conservation of nature is of tremendous urgency, as we are in the midst of a wave of extinction caused by humanity.
- Nature is the foundation of our well-being. It is essential that we stop its degradation.
- We will stop the degradation of the natural environment by increasing and enhancing conservation efforts, mitigating climate change and significantly reducing the consumption of natural resources.
- There is hope because we understand the impacts of our actions. What we need now is the determination to take action.

During the strategy period, we will also strengthen the cooperation between our communication and fundraising activities and develop the WWF online shop to support our brand visibility.



7. We increase our income from different sources

We will ensure that WWF Finland has the best possible means of continuing to achieve successful conservation outcomes in an environment where the competition between charities and charitable projects is increasing and economic trends change. Our key funding sources are private individuals, the Finnish Ministry for Foreign Affairs as well as EU and other public funding, foundations and companies. We are all responsible for ensuring that high-quality fundraising strategies are in place and we are committed to responsible fundraising.

7.1. Private fundraising

Private supporters are the cornerstone of our funding. By offering us their financial support, our donors give us a mandate to act with them – and on their behalf – to promote the well-being of people and nature.

To minimise risks and maximise our influence, we seek to raise private funds from a variety of sources and a mixture of donor groups. We place particular emphasis on attracting and retaining regular donors, as they are a source of regular income that improves predictability.

The themes of our fundraising campaigns are geared towards conservation strategy goals and they increase our brand awareness and make us more interesting in the eyes of the general public. The main goal of our fundraising campaign is to recruit new regular donors.

We also offer diverse opportunities to support our work with one-off donations. We receive one-off donations through, for example, direct mail letters and school fundraising campaigns as well as in the form of major donations, legacies and online donations. We will also assess and develop new forms of participation and donation. We will encourage our one-off donors and non-financial supporters to become regular donors.

During the strategy period, we will further strengthen cooperation between communications and private fundraising. We will actively communicate with all of our supporters through our own channels and our media on current topics, the progress of our work and our achievements. Expressing our gratitude to our supporters is an essential aspect of strengthening their commitment.

By supporting us, our donors give us the mandate to act on their behalf.



7.2. Corporate fundraising

In corporate fundraising, we utilise and develop diverse concepts to broadly engage the commitment of the business sector to participate in supporting nature conservation. To ensure high impact and the continuity of fundraising, we primarily seek long-term partnerships. We also offer companies the opportunity to support our work on a one-off basis.

The key concepts of our corporate fundraising include partnerships, royalty cooperation, one-time donations and the WWF Finland Corporate club concept. We also carry out fundraising campaigns targeted at companies to reach new corporate donors.

We enter into fundraising partnerships with companies that support the pursuit of our conservation goals as well as the implementation of our communications and brand development efforts. In addition to generating income, corporate fundraising inspires companies and their stakeholders to participate in environmental conservation. At the same time, corporate partnerships and fundraising campaigns create an opportunity to communicate our conservation efforts.

We also raise funds for our conservation efforts through the joining fees and annual fees of the Green Office concept collected by Oy Nooan Arkki Ab, which is a company owned by WWF Finland.

7.3. The public sector and funding from foundations

We aim to increase the funding we receive from the public sector as well as foundations in Finland and abroad. In addition to our partnership with the Finnish Ministry for Foreign Affairs, we actively seek funding from the EU, for instance.

**We
offer diverse
opportunities
for companies
to support
our work.**



8. We spend and manage our funds responsibly

Responsible financial management is at the very core of our operations.

- In accordance with the WWF Network's guiding principles, we spend at least 70% of our total expenditure on conservation activities and related communications, a maximum of 20% on fundraising and no more than 10% on financial management and administration.
- We make cost-effective and targeted use of the funds at our disposal.
- To prepare for unpredictable financial situations, we have taken action to ensure that our reserve fund in each financial period is equivalent to at least six-months' operating expenditure.
- We are a pioneer in responsible investment. We invest reserve funds responsibly and in line with our conservation goals.
- We have a zero tolerance policy for corruption.

The guiding principles of our spending and financial management are trust, cost-efficiency and transparency.

9. For us, we are the best workplace in Finland

Excellent results can only be achieved by having highly competent, committed and motivated personnel. Effective cooperation, a highly functional organisational structure, good internal communication and excellent working conditions are also essential. The values and guiding principles we have agreed upon with the WWF Network provide the foundation for everything we do.

We want to be the best workplace in Finland for us. This means that we maintain a high standard of management, trust, mutual respect and team spirit. This also means that WWF Finland becomes an increasingly highly-regarded and sought-after employer and this supports our efforts to recruit the leading professionals and specialists in our field. Our annual personnel plans and regular personnel surveys guide our work in the right direction.

We follow the WWF Network's human rights -driven approach and equality plan – along with other personnel-related operating principles – in everything we do.

We are proud of everything we achieve together.



We are part of the extensive WWF Network, which has offices in about 50 countries and operations in over 100 countries.

Our mission is to stop the degradation of the natural environment and to build a future in which humans live in harmony with nature.

together possible™