

The image is a split-level photograph. The top half shows a small white motorboat with a person on board, floating near a rocky shore with dense green vegetation. The bottom half shows three divers underwater in clear blue water, with bubbles rising from their tanks. The overall tone is serene and emphasizes the connection between the surface and underwater worlds.

Saving nature, together

Our strategy to 2030

**Fauna
& Flora**
Saving Nature Together

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COVER: Divers carry out an underwater clean-up in Gökova Bay, Turkey.
© Akdeniz Koruma Derneği

A note from the Chief Executive

The world is changing before our eyes. The escalating climate crisis and the ever-increasing scale of biodiversity loss must be halted and reversed if we are to safeguard the health and resilience of the planet and thus of human societies. The task ahead may seem daunting, but we believe that by working together we have the capacity to drive change from the ground up.



It is truly a privilege to join Fauna & Flora as CEO as we launch our new strategy to 2030. This is a strategy that commits us to a much greater impact through using our unique collective, global experience and expertise at the local level, as a foundation for both replication and bold innovation.

Our approach will adapt to how the world is changing while remaining true to our principles, including working for nature with people at the heart of our approach, and working in genuine partnerships with local organisations and institutions. Over the remainder of this decade we will bring ever greater focus to achieving impact through well-informed community-based conservation based on science, aligned with local and traditional knowledge. And we will seek to use our influence as a trusted global organisation to ensure that the expertise of those working and living closely with nature shapes decisions made at national and global levels.

We are realistic about the scale of the many challenges humanity and the planet are facing, but together with our partners and supporters we meet them with pragmatism and optimism.

Together we are nature's champions and stewards of change, answering a calling to preserve and protect our planet for generations to come.

We hope that our strategy engages you, inspires you and motivates you to join us in our mission to save nature, together.

A handwritten signature in black ink that reads "Kristian Teleki". The signature is stylized, with a large, sweeping 'K' and a horizontal line above the name.

Kristian Teleki
Chief Executive, Fauna & Flora

We need nature. And nature needs our help.

Species and habitats are disappearing so quickly that the natural world stands on the brink of collapse. The rich tapestry of life on which we all depend is unravelling.

Nature makes our world habitable. Biodiversity powers the natural processes needed for life – the carbon cycle, clean water, pollination. It provides food and medicine, and supports livelihoods. This natural balance has always flexed. But pushed too far, too fast, nature will break. Threatening the health of the whole world.

Our survival depends on protecting and recovering nature. But the barriers are enormous. Nature is declining at rates never previously recorded in human history and a million species are now facing extinction.

The escalating climate crisis is driving the world faster towards tipping points. Meanwhile, health, food and water security are all under pressure. Short-termism, populism and misinformation are on the rise, and economic challenges are increasing.

But we know how to turn this around.

Nature is becoming a mainstream political issue as people, governments and businesses wake up to what is at stake. Conservation's impact on human rights, and the role of international NGOs within nation states, mean that the way conservation is done is changing. The importance of local experience and knowledge is coming into focus.

Nature needs us now more than ever. The actions we take in this decade will determine nature's future. And our own.

That's where Fauna & Flora comes in.

Why we are here

Stop. Take a deep breath and a moment to reimagine our world.

A world where nature is valued for its impact on our health, well-being, livelihoods and survival.

Where nature comes first and we live sustainably within its limits, respecting the rights of local people.

Species thrive and vulnerable habitats are protected and restored. From rainforests to reefs, baobabs to bees, deserts to dugongs, mangroves to magnolias.

A world with an ocean and forests full of life.

An end to human-caused extinction, illegal wildlife trade and uncontrolled climate change.

Temperatures are stable and extreme weather is the exception, not the norm.

The biodiversity emergency, fixed.



Our shared purpose is to protect the diversity of life on Earth. We support, sustain and strengthen local nature conservation action around the world. For the survival of species and habitats, the planet and people.

So, we work closely with local conservation partners in over 45 countries to save nature, together. Using our collective expertise to inspire positive change globally.

And, because the health of the planet affects us all, we are creating a worldwide conservation community where everyone can cooperate to share learning and opportunities.

This is the world we are collaborating to create. Together.

We were the world's first international conservation charity. Quietly shaping best practice for a century.

But now nature demands we roar.

What sets us apart?

Fauna & Flora has a successful track record in conservation spanning well over a century. We are renowned for our innovative, landmark programmes, many of which are cited as conservation best practice.

Today, we work in more than 300 sites and over 40 countries, and we influence the conservation of over 50 million hectares of crucial habitat on land and at sea. We tackle a broad spectrum of conservation challenges through the power of partnership. Whether protecting vanishingly rare primates in Vietnam, conserving fruit-and-nut forests in Kyrgyzstan or saving sea turtles in Nicaragua, we work closely with local partners. We have helped species – both iconic and obscure – to avoid extinction, including (to name just a few) the Arabian oryx, the Pemba flying fox and the Antiguan racer snake (which has bounced back from just 50 individuals to a population of 1,100).

We were pioneers of putting conservation in local hands. Today, this is considered standard practice, but Fauna & Flora continues to lead the field due to our long-term approach to partnership. We stick with our partners through thick and thin, for as long as it takes.

In the short term, this approach can seem complicated and time-consuming. But it pays increasing dividends as time goes on. Putting our partners in the driving seat means they can fulfil locally held ambitions, ensuring genuine – and sustainable – impact on the ground.

RIGHT: Community Conserved Area committee members Mbikoyo Wage (left) and Simon Zua (right) with Fauna & Flora's Bagunda Clement Salvatore (centre).





We were pioneers of putting conservation in local hands, and we continue to lead the field due to our long-term approach to partnership.

We stick with our partners through thick and thin. For as long as it takes.

What we do

We support, sustain and strengthen local nature conservation action. For the survival of species and habitats, the planet and people.

All over the world, we work on the ground with local partners and communities. By aligning our technical skills and experience with their expertise and their local and traditional knowledge, we each play to our strengths for maximum conservation impact.

We influence businesses and governments to make informed decisions that benefit nature by addressing impacts that affect our sites and improving global policies and practices, while also ensuring that the voices of those spearheading conservation on the ground are heard.

We innovate, test new approaches, share skills and accelerate learning in support of the evolution of the wider conservation community. We aim to embrace new sectors and communities in order to make a greater contribution to conservation, diversifying the skills that can help solve the crisis before us.

Lastly, we recognise that the biodiversity and climate crises are two sides of the same coin. Our projects are integrated, effective and sustainable so we can deliver the best outcomes for climate, food security, livelihoods and health, as well as nature.



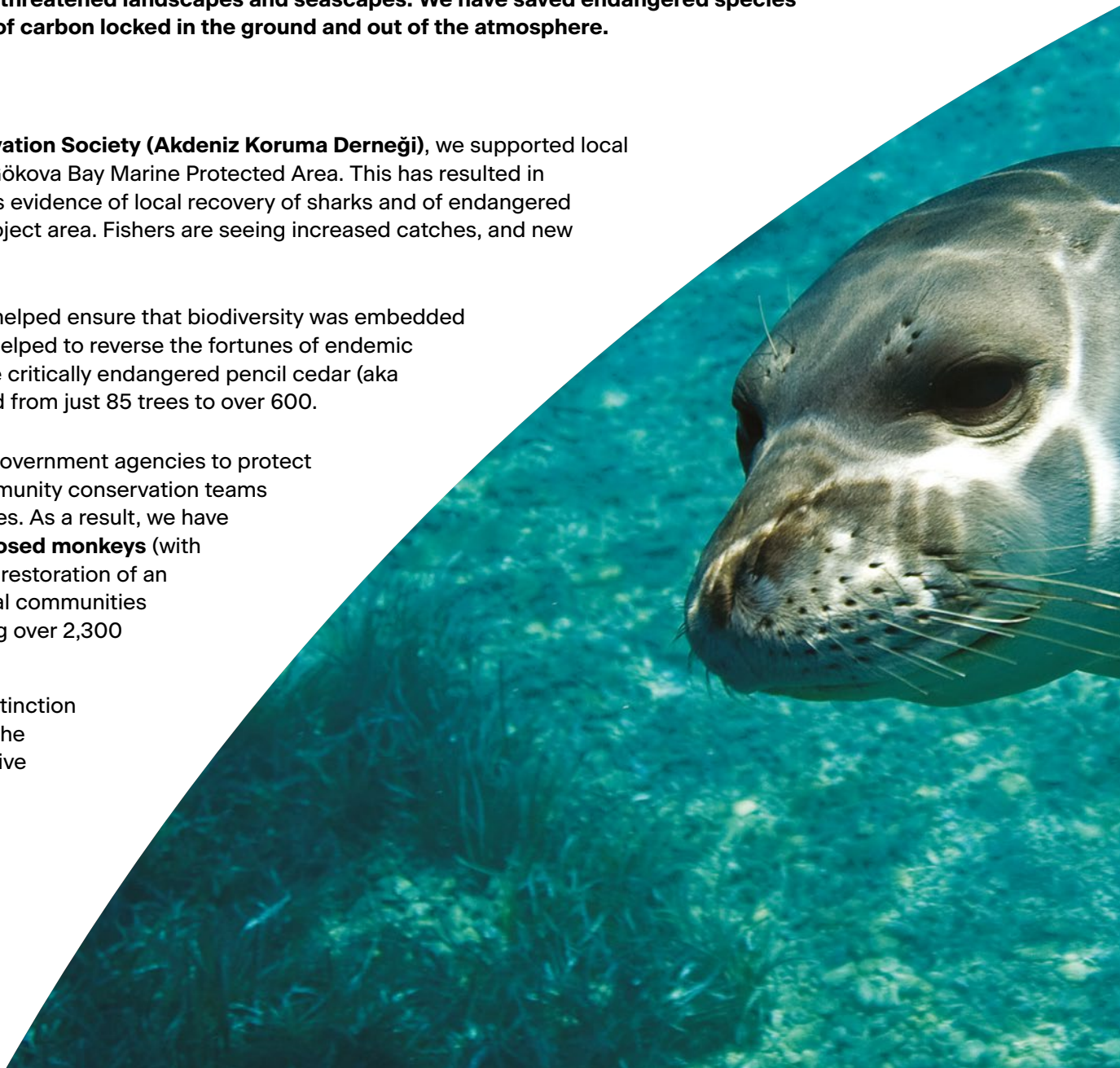


What we have achieved

Together with our partners, we have secured and restored threatened landscapes and seascapes. We have saved endangered species from extinction. And we have kept over one billion tonnes of carbon locked in the ground and out of the atmosphere.

Here are just a few of our many success stories:

- In **Turkey**, in partnership with the **Mediterranean Conservation Society (Akdeniz Koruma Derneği)**, we supported local fishers to establish effective no-fishing zones, within the Gökova Bay Marine Protected Area. This has resulted in increases in fish numbers around these zones, and there is evidence of local recovery of sharks and of endangered Mediterranean monk seals which now breed within the project area. Fishers are seeing increased catches, and new markets for their fish.
- Working with the Forestry Department in **Saint Lucia**, we helped ensure that biodiversity was embedded into a **revised forestry management plan**. We have also helped to reverse the fortunes of endemic trees such as the lansan tree (a source of incense) and the critically endangered pencil cedar (aka the Piton Christmas tree), the latter of which has increased from just 85 trees to over 600.
- In **Vietnam**, we have worked with communities and local government agencies to protect and restore key forest areas, working with a series of community conservation teams and helping villages adopt sustainable agricultural practices. As a result, we have seen the recovery of critically endangered **Tonkin snub-nosed monkeys** (with numbers up 20% since 2017 to 160 individuals) and active restoration of an incredibly rare and threatened species of magnolia by local communities (securing the original population of 200 trees, and planting over 2,300 seedlings to date).
- The **Siamese crocodile** was considered on the brink of extinction when our team and partners located populations deep in the **Cardamom Mountains of Cambodia**. Thanks to an intensive breeding programme and the tireless work of community wardens we have released nearly 150 crocodiles back into the wild since 2009 (reinforcing an estimated 100-300 crocodiles in Cambodia at the start of the project).



- 
- Working with **OI Pejeta Conservancy** in **Kenya**, we have developed a model for conservation that includes effective community engagement and application of conservation technology. As a result, black rhino numbers have almost doubled within the conservancy in the last decade from 86 in 2011 to 163 in 2022.
 - In the steppes of Central Asia, we have supported the **Association for the Conservation of Biodiversity of Kazakhstan (ACBK)** and a wider partnership to secure the recovery of the extraordinary saiga antelope. In 2016 saiga numbers on the Ustyurt Plateau in Kazakhstan had collapsed to under 1,300; thanks to targeted anti-poaching support and other measures, they have now bounced back to over 28,000.
 - We helped to bring about legislation that **banned damaging microplastic particles** from toiletries in the UK. Meanwhile a recent report into deep-sea mining has been used to demonstrate the risks this industry poses in terms of disturbance posed to deep-sea ecosystems and processes.

We have repeatedly demonstrated that authentic, long-term partnerships with local organisations offer the blueprint for successful conservation, supporting effective and sustainable interventions for nature.

**But we know that we can – and must – do much more.
It's time to scale up our impact.**

What comes next?

By 2030, we aim to have doubled our impact. We will see nature – both habitats and species – thriving across a wider area, supported long term by a greater number of partners who are themselves more impactful and resilient.

This will be underpinned by national and global decisions that embed and enable conservation, and our approaches will be adopted and used by others, thus scaling our impact further.

In order to achieve this ambitious goal, we have five objectives:

1 Saving nature

Protect and ensure the recovery of nature on the ground, working with in-country partners.

2 Partners thriving

Support our partners to increase their own impact.

3 Decisions for nature

Influence wider policies and practices that affect the places where we work, but also have wider national and international impacts. Ensuring nature is prioritised and championing globally important issues overlooked by others.

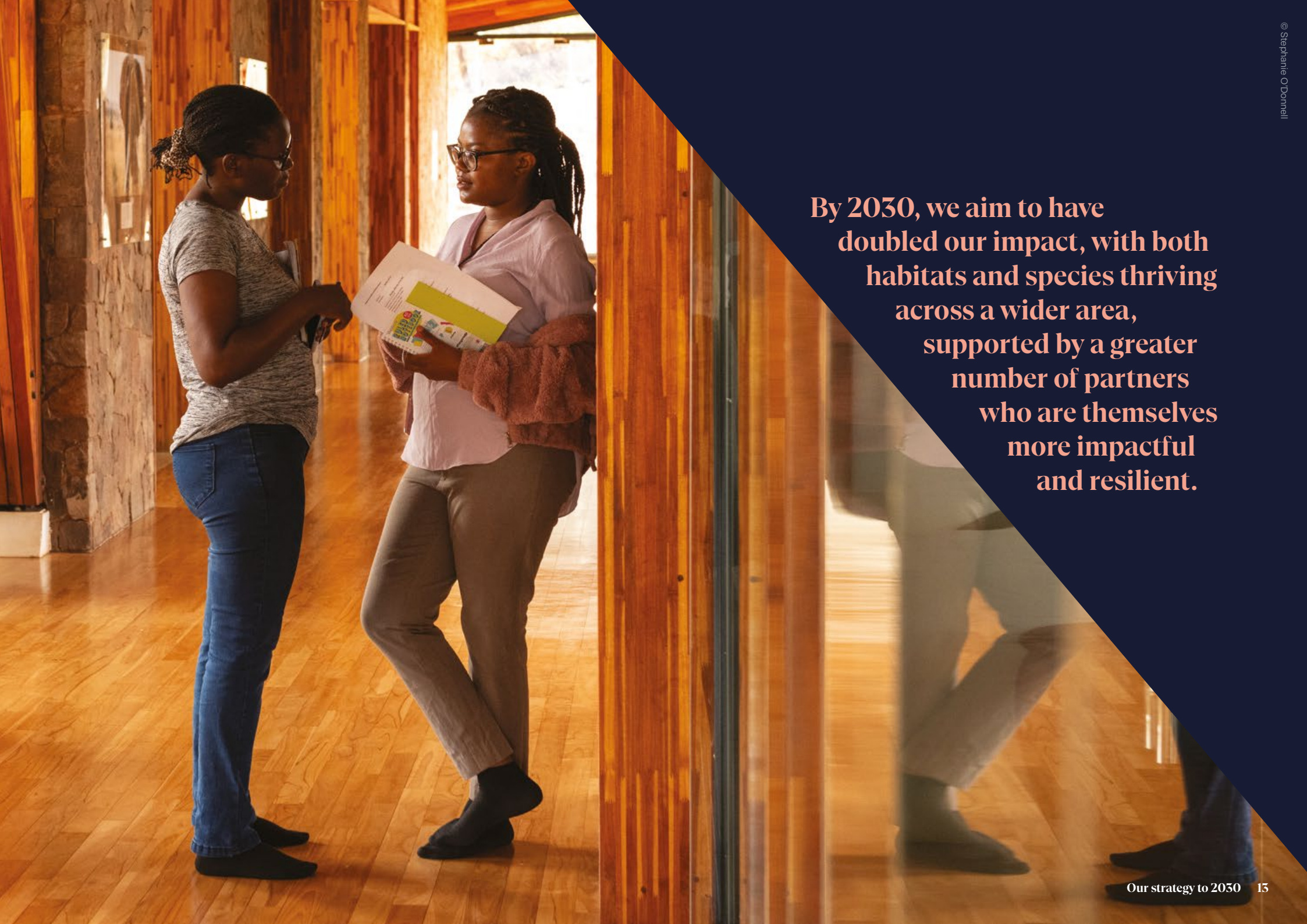
4 Seeding enhanced conservation

Ensure that we contribute our learning, innovation and voices to global efforts for change, and support others to do the same. This includes bringing unexpected skills and sectors into conservation, and helping to better align local experience to global ambitions.

5 Fauna & Flora flourishes

Underpin these objectives by ensuring that Fauna & Flora is a dynamic and resilient organisation, built on effective, expert, diverse and motivated staff, and engaged supporters.

RIGHT: Women In Conservation Technology participants Aichimkunde Josephat (right) and Angelamercy Baltazary (left) on the first day of training at Grumeti Game Reserve, Tanzania.



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1 SAVING NATURE

Working on the ground, in partnership.

Nature is in crisis and needs urgent help. So our ambition is to avert the decline of habitats and species across the vitally important areas where we and our partners work. By 2030 we aim to have doubled our impact on the ground – ensuring far more land and sea can be secured and recovered for biodiversity, for climate security and for people.

At the end of the decade, we aim to be working with partners in around 500 locations, protecting the habitats and survival of at least 100 flagship species, and ensuring ecosystems continue to provide the vital forms of life support that we all rely on.

We will continue our long-term commitment to the Africa, Eurasia, Asia-Pacific, Central America and Caribbean regions, looking out for opportunities to have greater impact and taking account of risks posed by social or political change.

Our projects will showcase inclusive approaches to conservation that help local people to thrive, coexist with nature and lead nature conservation in their own contexts.

We will aim to tackle threats to nature and our work posed by poor policies or ill-considered corporate practice in our areas of operation.





2 THRIVING PARTNERS

Supporting in-country partners.

Working with partners is the bedrock on which we build local expertise and legitimacy into our approach to nature conservation.

Building on our long history of supporting the development of our partners, by 2030 our core partners will be leading conservation work across a wider remit, beyond the areas where they work directly with us.

Our ambition for partners is that with our support they develop the skill sets, resourcing and confidence to develop their programmes and institutions, so their operations can be sustained and they are in turn able to share that expertise with others.

Once we reach the point where our support is no longer needed or we can adapt to a lesser role, Fauna & Flora will withdraw from projects, confident that the good work will continue.

Our focus will remain on our long-term added value to partners, offering technical resource, and influencing international funding flows to the grassroots, and policies to help practical and effective conservation work.

3 DECISIONS FOR NATURE

Influencing wider policies and practices.

We know that the decisions governments, international bodies and businesses make can help or hinder nature. So we will seek to influence laws and policies where they have a direct impact on the places where we work or where others are not effectively addressing significant risks to the future of global biodiversity.

We will continue to support our partners in pursuing their own nature-focused policy agendas, making sure that local voices, approaches, expertise and traditional knowledge are included at all levels of decision making.

Our approach to working with the corporate sector will be two-pronged. We will engage with businesses (locally, nationally and internationally) to address threats from commercial activities that directly affect our project sites.

We will also seek to engage with the corporate sector to promote good practice and leadership within specific sectors that can have the greatest impacts on biodiversity.

The urgency of the threats our planet is facing needs us to be innovative in our approach. So we will engage with the financial sector to find new credible, practical and effective ways to fund nature conservation and climate change work in a way that works for people and planet. We will avoid and call out false claims, unhelpful approaches and 'greenwashing'.

RIGHT: Sturgeon researcher Tamar Edisherashvili in Georgia.





4 SEEDING BETTER CONSERVATION

Innovating, sharing and contributing to global efforts.

To help nature thrive, we will act with vision and generosity to contribute to a growing community delivering conservation around the world, learning, innovating and sharing success together. We will provide training and support opportunities to a broad range of organisations and invest in the development of tomorrow's nature champions across at least 50 countries.

Working closely with, and always learning from, our partners we will test new approaches to tackling biodiversity loss and share our learning, ensuring the broadest impact possible. We will promote the uptake of new technological tools, and ensure these are made available at local levels.

We recognise that conservation needs a wide range of skills and experience to deliver the best outcomes; therefore we remain committed to diversity and inclusion across our work and to bringing new entrants from different sectors into the conservation space. We will promote the work and leadership of our in-country partners around the world and encourage more direct funding flowing to the grassroots.



ABOVE: Head Warden Sim Khmao and team working to conserve Siamese crocodiles in Cambodia.



5 FAUNA & FLORA FLOURISHES

For our organisation to have maximum impact, we need to attract and retain the best people and enable them to be at their best.

Our values of trust, respect and kindness will continue to run through everything we do, underpinning a 'One Fauna & Flora' culture where everyone feels valued and integral to our work. We will make sure that our systems help us work effectively and that we use what we learn along the way to improve.

We want our organisation to reflect the truly international nature of our work at all levels, including our management and governance, and to help make conservation a career choice for people from diverse backgrounds.

By continuously improving our systems, we can ensure that they help us find the very best people from a wide breadth of backgrounds.

As we aim to double our impact by 2030, our funding will need to increase by the same ratio. We will prioritise funding sources that give us greater flexibility in how we work.


To maximise our fundraising chances and also to increase our influence, we will make sure that more people know about our organisation and our work. We will raise our profile amongst both potential supporters and those who can help us drive forward the changes we want to see.



We are Fauna & Flora

Our shared purpose is to protect the diversity of life on Earth, for the survival of the planet and its people.

We work closely with local conservation partners around the world to save nature, together. Protecting habitats, reviving the ocean, reducing extinctions, stopping illegal wildlife trade, Combating climate change. We harness our collective expertise to inspire positive change globally.

A detailed photograph of a Chinese water dragon (Crotaphytus wislizeni) perched on a dark, wet rock. The lizard is green with a yellowish-orange head and a row of spines along its back. It is looking towards the left. The background is dark and textured.

**Together
we can save
nature.**

Please join us.

BACK COVER: Brown booby survey by Joseph Prosper on Redonda, Antigua and Barbuda.

Fauna & Flora

Saving Nature Together



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