

An aerial photograph of a lush green coffee plantation. A narrow dirt path winds through the rows of coffee trees. Two women, dressed in purple clothing, are walking away from the camera along the path. Each woman is carrying a large, woven basket filled with bright red coffee cherries. The surrounding vegetation is dense and vibrant green, with large palm fronds visible on the right side of the frame.

**STRATEGIC
PLAN SUMMARY
WWF-PERU
2022-2030**

INDEX

First Part

1. Introduction	08
2. Context	09
2.1. A megadiverse country	09
2.2. Indigenous peoples and local communities, committed to conservation	10
2.3. Climate change and pollution in Peru	10
2.4. A strong economy, but with gaps	11
2.5. Political and electoral instability	11
3. Prioritized landscapes	12
3.1. The Amazon, a natural solution to climate change	13
3.2. Pacific, a sea of opportunities	14

Second Part. General Structure of the Plan

4. Vision	15
5. Scope of the strategic plan	16
5.1. WWF's mission	16
5.2. Theory of change	16
5.3. Conservation strategies	17
5.4. Cross-cutting approaches	17
6. Summary of conservation objects	18
6.1. Amazonian conservation objects	18
6.1.1. Ecosystems	18
6.1.2. Species	
6.2. Conservation objectives in the Pacific seascape	19
6.2.1. Ecosystems	19
6.2.2. Species	19
7. Conservation strategies applied to priority landscapes	20
8. Organizational Development to maximize our conservation impact	21
9. Contributions to national and international commitments on sustainable development, climate change and biodiversity.	22
9.1 An integrated and effective organization	



1. INTRODUCTION

The lives of the people who inhabit Peru and the country's development possibilities depend on nature. It is essential to address the factors that threaten it more firmly. For this reason, WWF-Peru's new Strategic Plan — which was built in a participatory manner — details the work approaches, strategies and objectives that we have set ourselves until 2030, and the contributions to international commitments on biodiversity, climate change and human well-being. In essence, it shows the path to conserve, recover and strengthen our priority landscapes: the Peruvian Amazon and the Pacific.

PERU IS ONE OF THE COUNTRIES THAT, TOGETHER, ACCOUNT FOR 70% OF GLOBAL BIODIVERSITY.

2. CONTEXT

2.1 A megadiverse country

Peru stands out globally for its extraordinary biodiversity, occupying leading positions in the variety of diurnal butterflies, birds, amphibians, mammals and reptiles that it possesses. With almost 60% of its surface covered by Amazonian, dry and Andean forests — on which indigenous peoples and local communities depend — Peru is the ninth country on the planet with the largest area of forests in general and the fifth with primary forests.

The Peruvian sea — recognized as one of the most productive on the planet — is home to a great biodiversity of marine fauna and represents the livelihood of thousands of families and hundreds of fishing communities. It contributes to the country's

food security and is estimated to generate 55,000 jobs for artisanal fishers and thousands more along the sector value chain.

For this reason, and as part of the commitment to the conservation of these vast resources, 17.9% of the national terrestrial territory and 7.76% of the national marine surface are protected under the figures of protected natural areas. However, factors such as deforestation, the expansion of gold mining and the overexploitation of threatened timber species in the Amazon or overfishing, illegal, unreported and unregulated fishing, bycatch and pollution in the Pacific threaten the sustainability of these ecosystems, their habitats and the human well-being they provide.

2.2 Indigenous peoples and local communities, committed to conservation

Peru is inhabited by 55 indigenous and native peoples with 48 native languages in force. According to the last census, of the 9,385 native and peasant communities registered in the country, 2,703 are native communities. Due to their large presence in the national territory, the contribution of indigenous

peoples and local communities in the protection of forests and oceans is vital and invaluable, as they promote complementary forms of conservation under a governance scheme that proposes the protection not only of biodiversity, but also of culture and traditions.

2.3 Climate change and pollution in Peru

The human impact on the environment, marked by natural disasters exacerbated by climate change, has reached critical levels with often irreversible effects. Faced with this situation, Peru has committed to reducing its greenhouse gas (GHG) emissions by 40%

by 2030 and to achieving carbon neutrality by 2050, facing challenges such as hydrocarbon exploitation and mercury pollution. In response, WWF-Peru works closely with governments at all levels and with civil society to address these issues.



2.4 A strong economy, but with gaps

Despite the great political instability, Peru has one of the most stable economies in the region. The country, which has mining, fishing and agro-industrial development as key sectors for its economy, has grown considerably since the early 2000s, with a low level of public debt and fiscal deficit. However, this favorable outlook contrasts with a persistent labor informality, which is around 76%, and a high poverty rate: more than a quarter of the country's 33 million inhabitants live in a situation of monetary poverty.

For this reason, at WWF-Peru we promote the development of sustainable production chains, free of deforestation and threats to wildlife, promoting their articulation with markets and financial mechanisms, with the full and effective participation of all actors involved. At WWF-Peru we support the economy of local populations while respecting the vision of their peoples. We seek to improve production standards and benefit-sharing mechanisms.

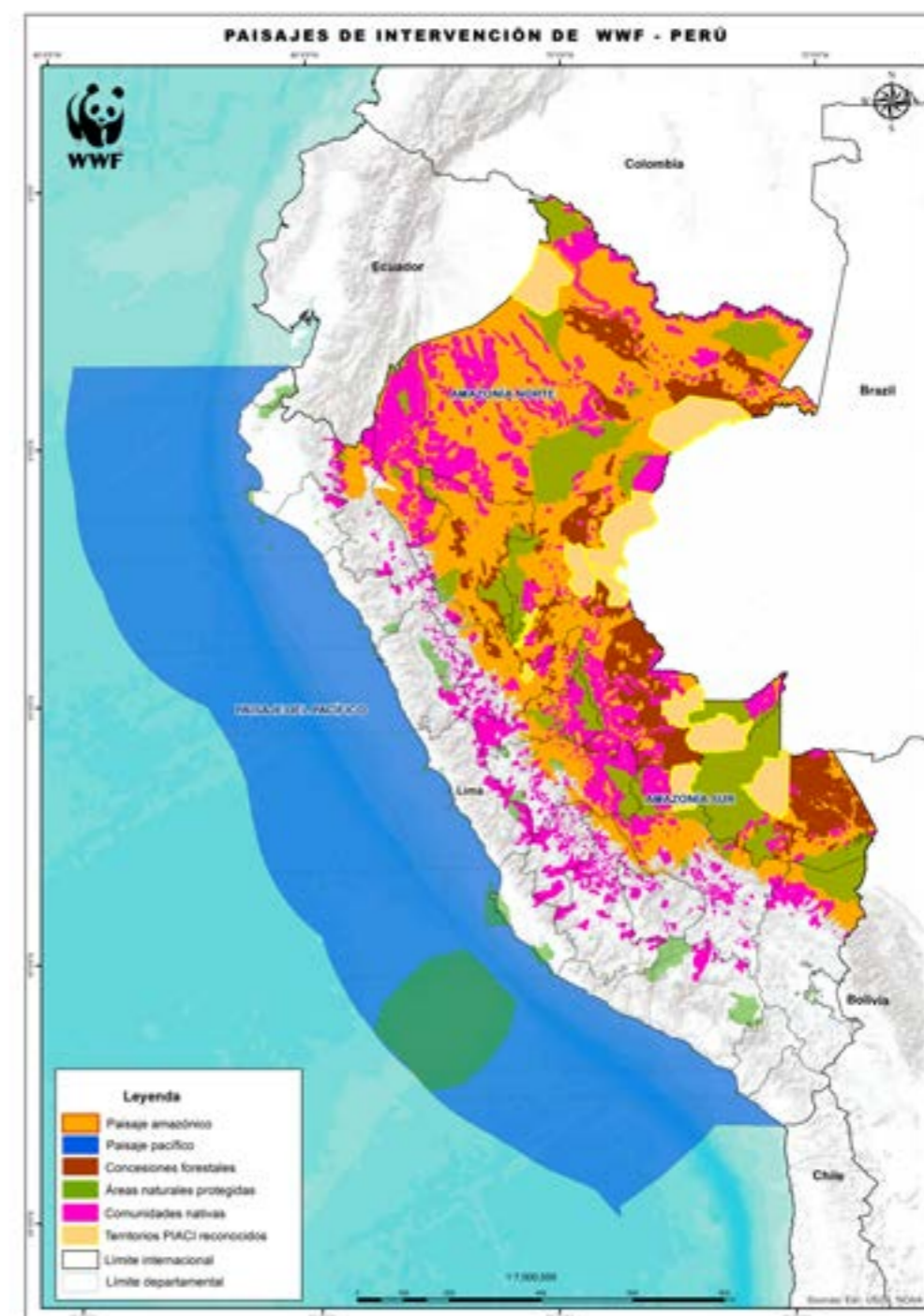
2.5 Political and electoral instability

A scenario marked by the lack of policy integration, corruption and institutional weakness is a major factor in the loss of ecosystems and biodiversity, as it exacerbates threats to the environment and limits the development of conservation actions. WWF-Peru deploys all its efforts to ensure greater citizen participation and the strengthening of management in public policies relevant to our work.



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3. PRIORITIZED LANDSCAPES



The Amazon and the Pacific are geographical landscapes with highly varied social, economic, and environmental dynamics. Both are crucial for the country's sustainable development. Therefore, WWF-Peru's new Strategic Plan outlines the path to conserve, restore, and strengthen these priority landscapes and their different territorial categories.

3.1 The Amazon, a natural solution to climate change

The Amazon is the largest rainforest in the world and is crucial for mitigating the climate crisis and regulating weather patterns at the global and regional levels. In addition, the Amazon basin is the largest on the planet and provides a fifth of the world's fresh water. And, at the national level, 84 of Peru's 159 basins are in the Amazon.

This landscape, however, faces serious factors that threaten its natural wealth: the change in land use, caused by deforestation and the expansion of the agricultural frontier; the overexploitation of its resources; and investment in mining, industrial and infrastructure projects without adequate design and planning.

In response to these challenges, WWF-Peru has been working on the conservation of the Amazon's forest and aquatic ecosystems for nearly 30 years, collaborating with a wide range of actors and making significant progress. The organization focuses its efforts on promoting low-carbon development and a sustainable productive landscape approach to alleviate pressures from various economic activities that are environmentally harmful to the ecosystem, working in coordination with indigenous organizations and local communities to enhance their territorial management and sustainable use of resources.

It is our goal by 2030 to contribute to zero deforestation in the Amazon, phase out illegal gold mining and the effective conservation of 80% of its forests, wetlands and rivers.

EXTRACTIVE ACTIVITIES, UNSUSTAINABLE AGRICULTURAL ACTIVITIES, AND INFRASTRUCTURE PROJECTS, ALONG WITH ILLEGAL ACTIVITIES SUCH AS DRUG TRAFFICKING AND ALLUVIAL MINING, ARE THE MAIN THREATS THAT RECUR TO VARYING DEGREES THROUGHOUT THE PERUVIAN AMAZON.



3.2 Pacific, a sea of opportunities

The extraordinary productivity of Peru's coastal waters attracts a variety of species of high conservation value. Fishing, the country's second largest export activity after mining, plays a crucial role in the economy due to the productivity of its coastal waters, boosted by the Humboldt current. However, the Pacific seascape also faces challenges such as illegal fishing, bycatch of protected species, pollution, and limited fishing participation in decision-making, in addition to the problem of abandoned fishing gear that damages the marine ecosystem.

In this context, WWF-Peru promotes projects to improve fisheries management, collaborating with the sector to optimize monitoring, implement responsible practices and promote inclusive governance that improves decision-making. These efforts seek to ensure a healthy and productive Peruvian sea, achieving important advances such as the development of traceability systems and the promotion of good practices in this industry.



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4.VISION

Our vision is to maintain biodiversity, connectivity and ecosystem services in the Peruvian Amazon and Pacific. We will do this through the implementation of conservation mechanisms, the empowerment of indigenous peoples and local communities, the strengthening of sustainable production chains, and effective and participatory public management in key conservation areas.



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5. SCOPE OF THE STRATEGIC PLAN

5.1 WWF's mission

WWF-Peru works for a living planet. Its mission is to stop the degradation of the planet and build a future in which humans live in harmony with nature, through three paths:

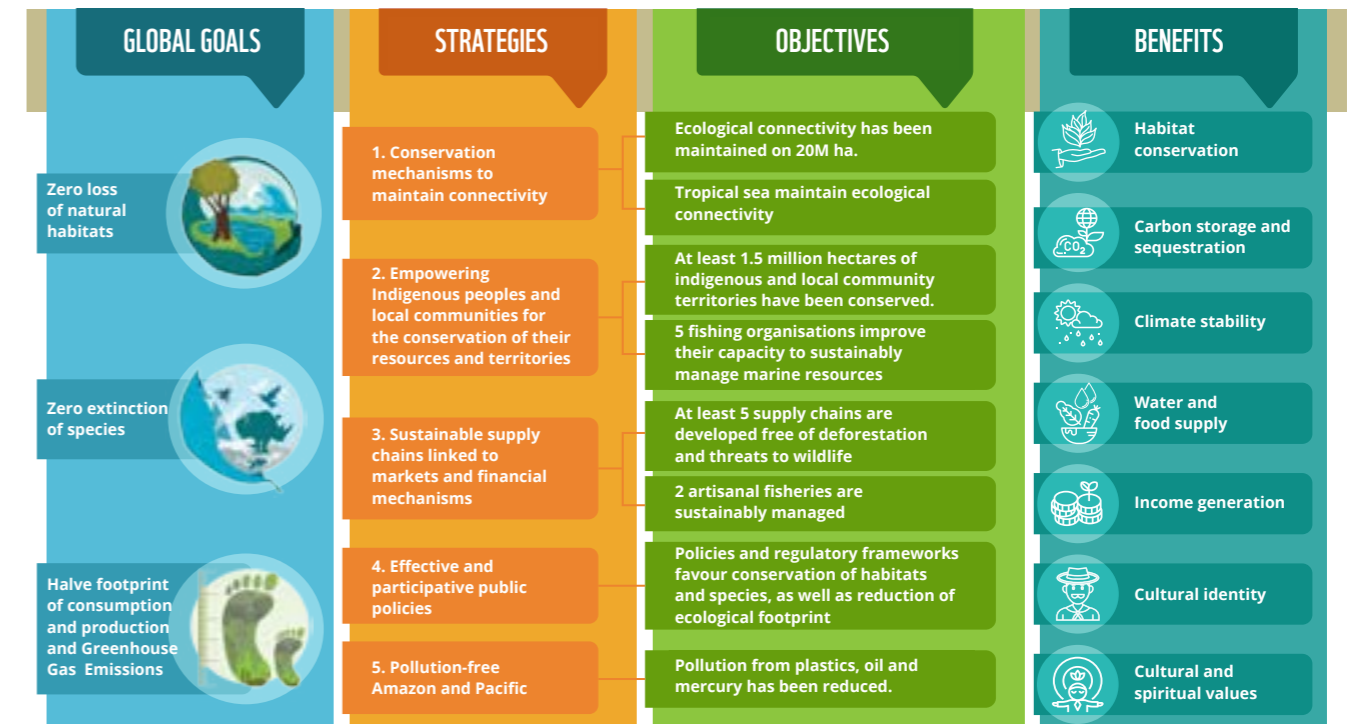
- Conserving biodiversity
- Ensuring that the use of renewable natural resources is sustainable
- Promote the reduction of pollution and wasteful consumption

5.2 Theory of change

At WWF-Peru we are committed to promoting processes of change that allow us to sustainably manage nature. To this end, we have set ambitious goals through which we seek to conserve strategic areas, with the full and effective participation of indigenous peoples and local communities, and generate income through sustainable production chains, provide local, national and global benefits through: habitat conservation, carbon storage and sequestration, climate stability, provision of water and food, income generation for the local population, maintenance of cultural and spiritual identity and values.

In addition, it contributes to WWF's global objectives of zero habitat loss and species extinction, as well as the reduction of the production and consumption footprint and greenhouse gases.

Here's our theory of change through 2030:



5.3 Conservation strategies

The five strategies are:

- Conservation mechanisms to maintain connectivity
- Empowering Indigenous peoples and local communities for the conservation of their resources and territories
- Sustainable supply chains linked to markets and financial mechanisms
- Effective and participative public policies
- Pollution-free Amazon and Pacific

5.4 Cross-cutting approaches

Four cross-cutting approaches have been identified that are considered in all strategies, to develop a more comprehensive work and generate long-term impacts. By incorporating these approaches, we seek to ensure that outcomes are inclusive, fair, and sustainable. These approaches are::

- Inclusive conservation and safeguards
- Climate change and resilience
- Scientific and traditional knowledge
- Communication and education for conservation

6. SUMMARY OF CONSERVATION OBJECTS

At WWF-Peru we have identified a series of conservation objectives for each of the priority landscapes. These goals include ecosystems and species that have significant ecological and socioeconomic value, but are also at risk.

6.1 Amazonian conservation objects

6.1.1 Ecosystems

Terrace forests

Freshwater ecosystems

6.1.2 Species

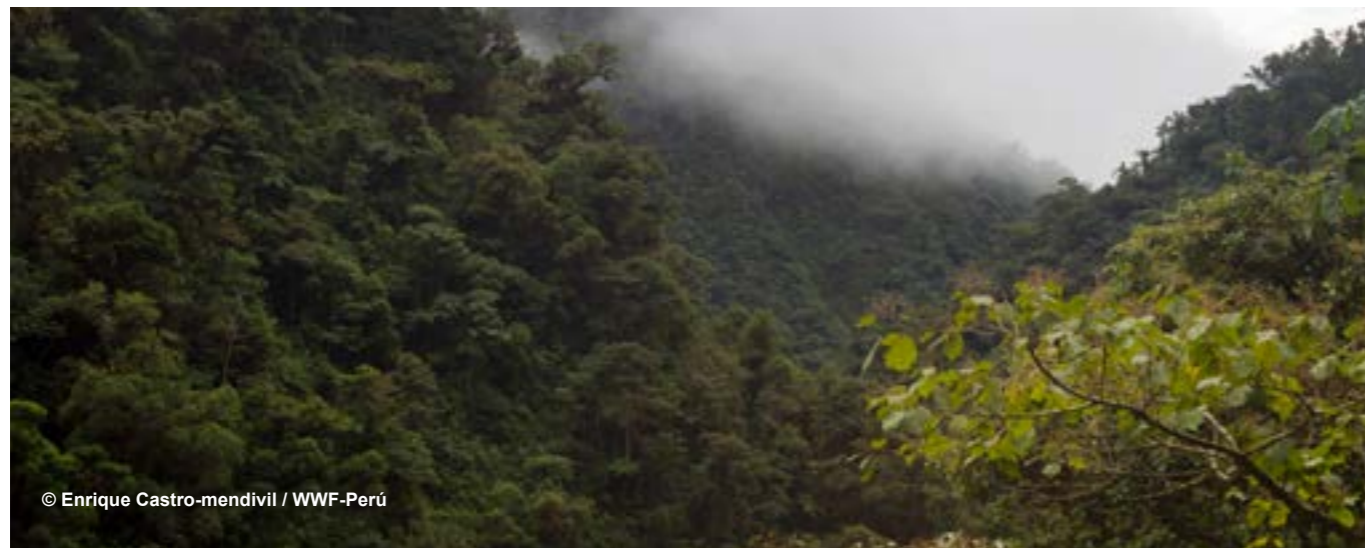
Jaguar

Species of flora of high economic, cultural and ecological value.

River dolphins and manatees

Andean bear and mountain tapir

Catfish



6.2 Conservation objectives in the Pacific seascape

6.2.1 Ecosystems

Tropical Sea: in the Peruvian sea, there are two well-defined ecoregions: the tropical sea in the northern area (north of Piura and Tumbes) and the cold zone of the Humboldt Current (located in the central and southern parts of the country).

6.2.2 Species

Cetaceans

Sea turtles

Seabirds

Elasmobranchs

Benthic

Jumbo flying squid

Mahi mahi

Anchoveta



7. CONSERVATION STRATEGIES APPLIED TO PRIORITY LANDSCAPES



8. ORGANIZATIONAL DEVELOPMENT TO MAXIMIZE OUR CONSERVATION IMPACT

Aware of the need for transformation to maximize our conservation impact, in 2021 we developed our Organizational Development Plan. In this plan, we identify the priority areas to be strengthened and define a process of change with a clear vision, realistic goals and an effective action plan for its implementation. Its development took place in a space of collaboration, integration and construction of creative solutions, under a culture of commitment to the organization and its conservation objectives.



⁸ <https://www.cepal.org/es/publicaciones/40155-la-agenda-2030-objetivos-desarrollo-sostenible-opportunidades-america-latina-caribe>

9. CONTRIBUTIONS TO NATIONAL AND INTERNATIONAL COMMITMENTS ON SUSTAINABLE DEVELOPMENT, CLIMATE CHANGE AND BIODIVERSITY

In addition to guiding the work over the coming years, this strategic plan seeks to guide the organization's contributions to national priorities and the international agenda on biodiversity, climate change and sustainable development.

9.1. An integrated and effective organization



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Working to conserve the natural world, for the benefit of people and wildlife

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