



WWF

STRATEGIC
PLAN

BOLIVIA

2019

Institutional Strategic PLAN

Executive abstract

2019

WWF BOLIVIA

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WWF is one of the most important nature conservation organizations in the world. It is present in more than 100 countries and has the support of 5 million people. In Bolivia, it has been present since 1992, in the main cities of the country and in regions of the Amazon, Cerrado - Pantanal and Chaco, where it implements four main programs that are part of its Institutional Strategic Plan: Freshwater, forests, production and responsible markets and sustainable societies.

We work for a Living Planet, to stop the environmental degradation of the Earth and build a future in which the human being lives in harmony with nature.

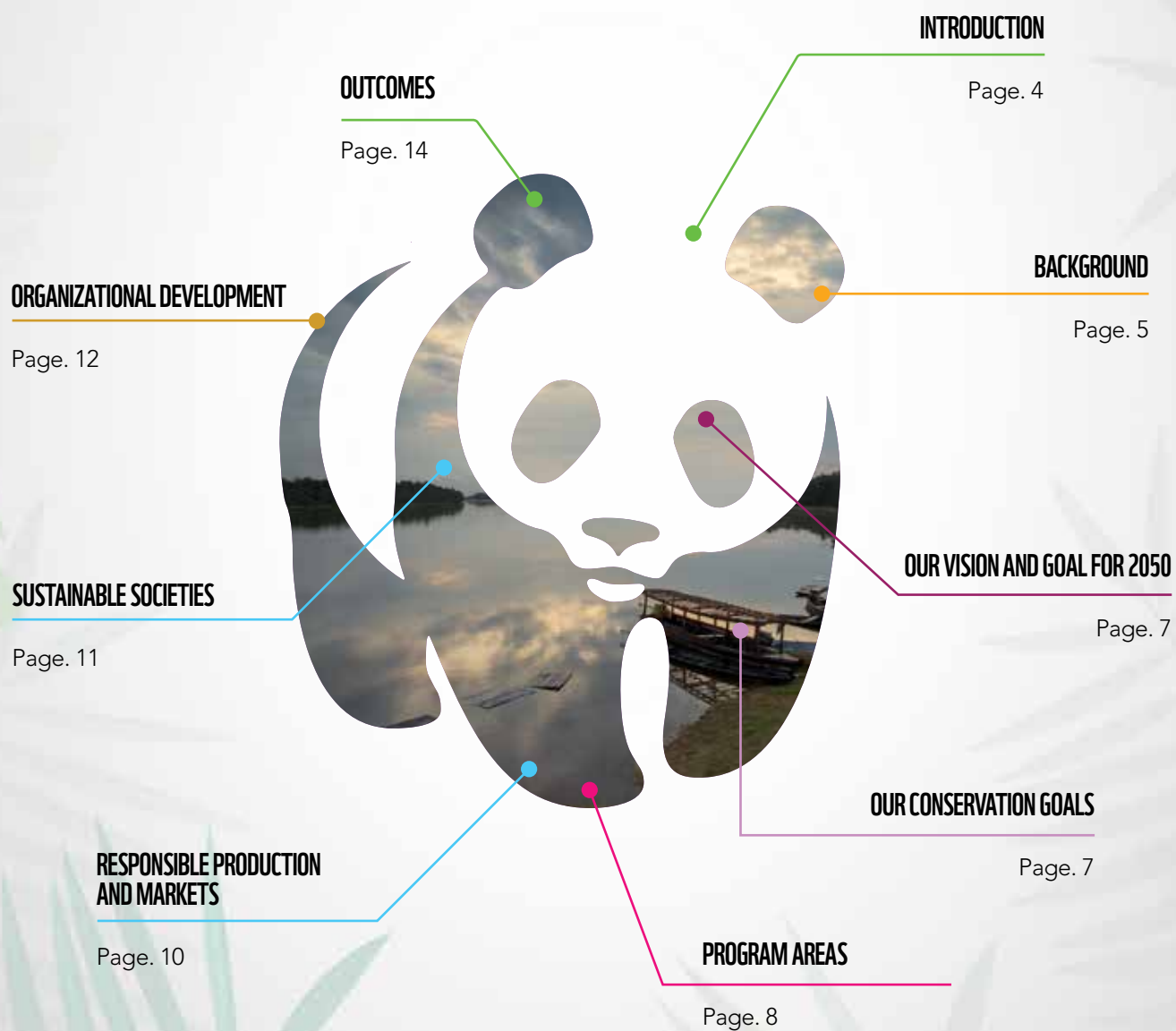
WWF BOLIVIA



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INTRODUCTION

WWF Bolivia began its activities in 1992, with the commitment of contributing to the preservation of places and species with more priority in the country, but also, decreasing the impact that human actions have on the environment. WWF Bolivia is strongly committed with the development of solutions that establish a beneficial balance between human beings and nature. We are convinced that our actions of preservation must include an approach in policies where topics like poverty and human development are covered, at a local, national and international level.

The Strategic Plan that WWF Bolivia has for the 2018-2022 period shows us the path to work over the next 5 years. This Plan, which was created under the strategic planning framework, supported by Latin America and the Caribbean WWF Office, is aligned with the WWF Global Programme Framework and the new network structure based on group of practices.

The Plan was developed in a participative manner using the Standards for Project Management and WWF Programmes. These standards are the guideline of the WWF Management Based in Results and were applied considering all the lessons learned during the

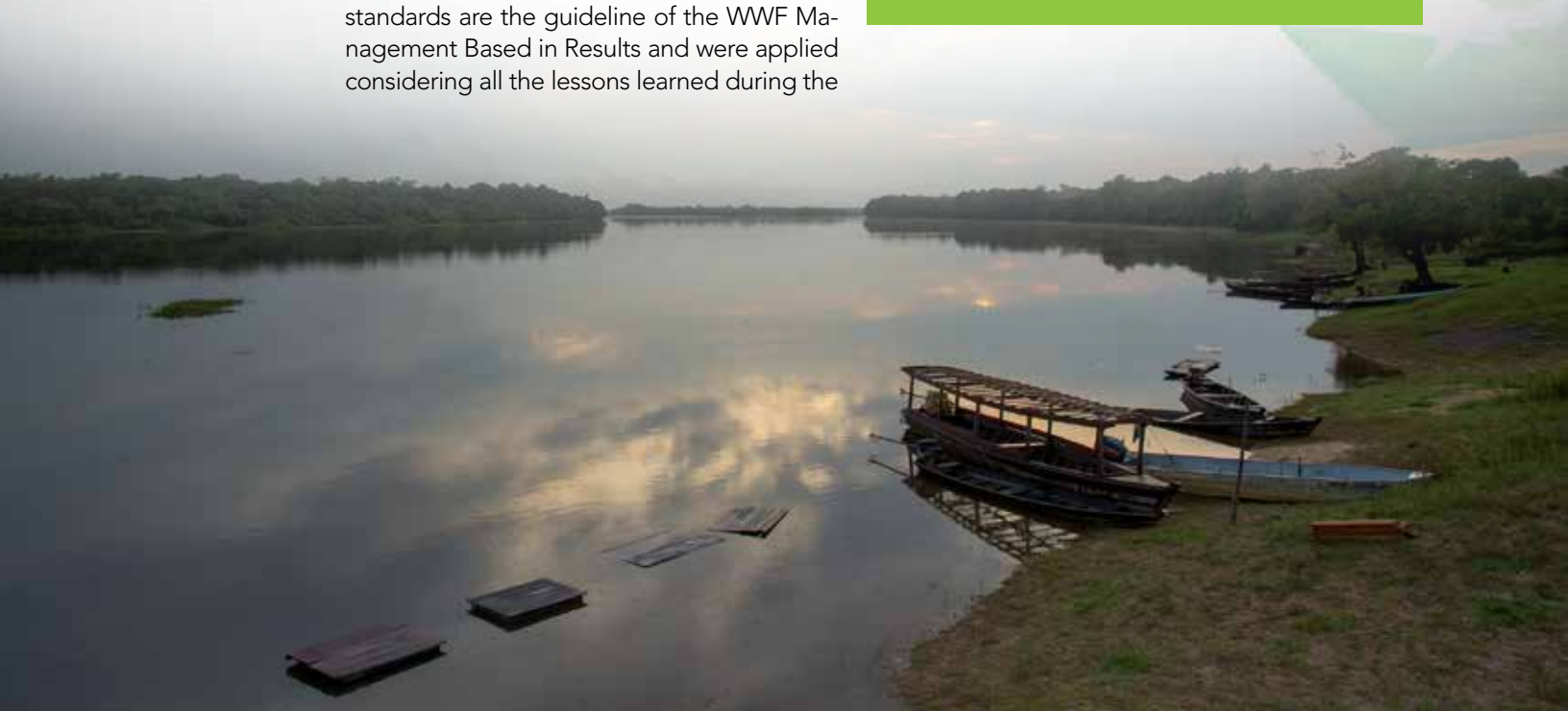
23 years of experience that WWF has in Bolivia. Years that consider effectively the economic, social and political context of Bolivia and the relationship with its rich biological and cultural diversity.

From 2005 to 2014, there has been an average of around 270,797 hectares annually deforested in our country, and the highest peak was 300,000 hectares in 2010. As a total number of deforestation of 6,449,988 hectares until 2015, placing Bolivia as one of the countries with higher rates of deforestation in a regional and global context.

In the last 50 years, glaciers in Bolivia have experienced a drawdown of 25%, but also forests and wetlands have been severely affected by, each time, more extreme climate events.

Bolivia was ranked in the 8th position as a high weather risk country on the world scale.

This and other menaces to the environment and biodiversity motivate us to do our job. We know that working together is possible, to stop environmental deterioration on Earth and build a future where humans live in harmony with nature.



BACKGROUND

Bolivia is a country with enormous biological and cultural diversity. The economy is increasing fastly and the political context is dynamic and complex. This section has the purpose to describe briefly the national background, the menaces, challenges, and opportunities that are presented to preserve biodiversity.

SOCIAL, CULTURAL, POLITICAL AND ENVIRONMENTAL CONTEXT

Since 2006, Bolivia has been part of a period of profound, economic, social, and politic transformations. All of them being part of the current "Process of Change" government ideology.

In 2015, it was estimated that the Bolivian population was reaching 11 million people, with an annual increasing rate of 1.69% (2001 Census). Due to the extensive geography of the country, it means that Bolivia has one of the lowest population densities in South America. Approximately 64% of the population lives in urban areas and 36% live in rural areas from which the native population constitutes the largest proportion (62%). Bolivia has a wide cultural and linguistic diversity, with 26 different indigenous groups, most of them located in lower lands.

The economy focuses on the extraction and exportation of raw materials, taking advantage of price increments of these products during the last years, bringing a very posi-

tive macroeconomic context. The construction of facilities, mining, and agricultural industry are growing fastly with the intervention of significant foreign investments from countries like Brazil, Argentina, and China. The agroindustry uses 5% of the active population and represents 9,8% of the Annual Gross Domestic Product (INE 2016). The main agricultural products are sugar, rice, and soy (the last one, being the main crop for exportation).

Bolivia is among those highly diversified countries in the world, with high levels of endemism. It hosts around 20,000 species of plants, 389 species of mammals, 1415 species of birds, 254 species of amphibious, 306 species of reptiles and more than 700 species of fish. Most of these have been categorized as threatened species.

Most of this diversity is located in the Amazon regions, Cerrado Pantanal, Chiquitania and Chaco, all of them being part of lower lands that cover around 70% of the national territory. The rest of the country is conformed of high lands and valleys, which also have a significant ecosystem and species diversity.

THREATS, CHALLENGES AND OPPORTUNITIES

THREATS



- Today, more than 7 thousand million people consume 1.5 times the available resources provided by our planet.



- During this last decade, the main conducting factor of deforestation in Bolivia has been livestock, particularly in Chiquitania's Forests of Santa Cruz and part of the primary place called Cerrado-Pantanal.

- At present, illegal wood trade in Bolivia is a challenge, although legality is been enhanced during these last year by about 20%.

- Even though Bolivia's environmental footprint is low, numbers of the global network footprint by 2014 shows that the footprint per capita is higher than China's and it is one of the highest in South America.

CHALLENGES



- WWF Bolivia is currently in a position to support and influence with sustainable solutions to complex issues, on topics like deforestation and forest degradation, due to its solid collaboration with different government authorities, but also with social and productive local organizations.

- It exists in Bolivia an increasing awareness in the private commercial sector about the relationship between every risk related to water and the long – term profitability. Creating solid foundations to take collective actions between all parties involved and water consumers, such as the government, private sector, local communities and districts.

OPPORTUNITIES



- Bolivia is the main exporter of chestnut (*Bertholletia excelsa*) in the world with 83% of global exportations.

- The environment and natural resources are a relevant part of the National Development Plan entitled "Bolivia: Decent, Sovereign, Productive and Democratic in order to live well"

- Bolivia is one of the richest countries in water resources around the world, finding itself between the top 20 with high water availability. Forty - nine percent of rivers, lakes, ponds, surface water and underground water are cross-border. The country contributes the largest proportion of sediments to La Plata and Endorheic basins, as well as 20% of the Amazon basin.

- Bolivia is also home of the endemic species of river dolphins (*Inia boliviensis*).

- Bolivia plays a leadership role acknowledging water and sanitation as a human right, being part of a global movement that fights in favour of water justice.

- Bolivia has great potential for the production of renewable energy, such as solar and wind energies.

OUR VISION AND GOAL FOR 2050

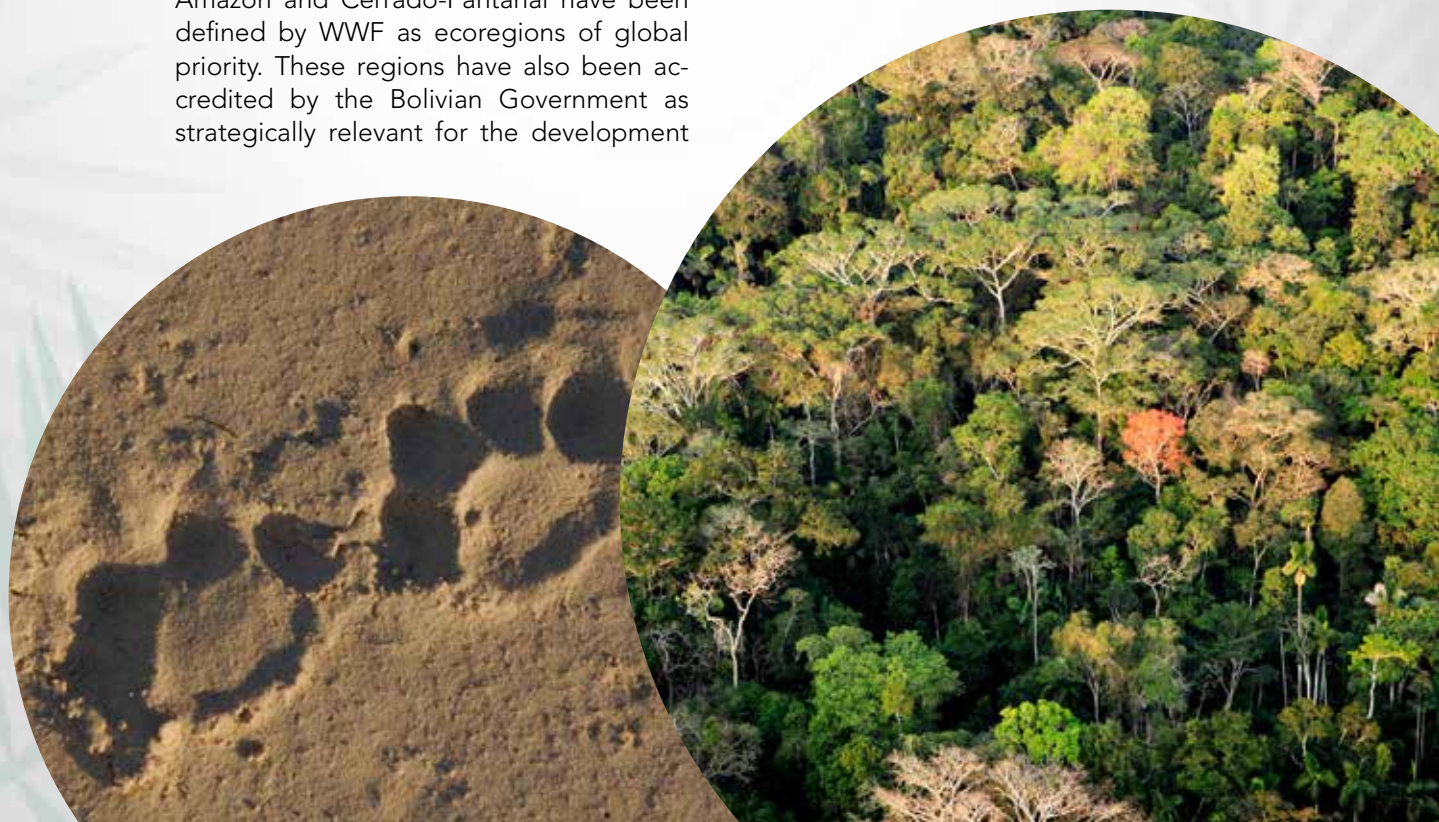
This strategic plan is oriented to accomplish the following vision: In the context of social equity, sustainable development and respect for cultural diversity, the Amazon, Cerrado, Pantanal, Chiquitania, and Chaco, all keep great diversity of species, terrestrial and marine ecosystems. This way, they benefit local populations, the country, surrounding areas, and the world in general.

The goal we have outlined for 2050 is: The integrity of the Amazon, Cerrado, Pantanal, Chiquitania, and Chaco is preserved contributing to a balanced and sustainable human welfare

OUR CONSERVATION GOALS

From a geographic perspective, we focus on five representative ecoregions for the preservation of biodiversity in Bolivia and the World. These are the Amazon, Cerrado, Pantanal, Chiquitania, and Chaco. The Amazon and Cerrado-Pantanal have been defined by WWF as ecoregions of global priority. These regions have also been accredited by the Bolivian Government as strategically relevant for the development

of the country. Furthermore, prioritizing Chiquitania and Chaco, lets WWF Bolivia work in two of the driest and biggest tropical forest ecosystems that are best preserved in the world.



PROGRAM AREAS

FORESTS

GLOBAL GOAL



It's been enhanced and maintained the integrity of our most important forests, including its benefits for human welfare.

NATIONAL GOAL



By the year 2022, to contribute to the integrated and sustainable management, the reduction of emissions and an increase of people and ecological resilience to climate change.

OPPORTUNITIES AND THREATS



Bolivia is the sixth largest region of the world with tropical forests. Bolivia still keeps 90% of their amazon forests in good condition, and also higher percentages of other forest ecosystems.

The total accumulated deforestation until 2015 was 6,449,988 hectares, placing Bolivia as one of the countries with the highest rates of deforestation at a regional and global level.

STRATEGIES



- Strengthen the mitigation skills and climate adaptation of the public sector and local partners.

- Promote the integrated and sustainable management of forests and natural resources inside and outside protected areas.

- Support reforestation in conservation easements and degraded areas of places with priority.

- Strengthen financial sustainability, the national/subnational protected areas management and other units of conservation.

- Influence planning politics and forests and soil management.

- Strengthen local abilities to improve the governance of forest management

- Develop and promote socio-environmental criteria and tools in the decision making for road infrastructure topics.

EXPECTED RESULTS



These are the expected results established for achievement until 2022:

- Adaptation and Mitigation: 20% of municipalities of the Amazon, Cerrado, and Pantanal implement climate change adaption and mitigation actions.

- Emissions Reduction:

- Reduction or stabilization of annual deforestation and degradation rate (compared to average from 2010 to 2015 period) through implementing an approach to both mitigation and adaptation achieve-

ving a reduction of carbon emissions.

- 3,000,000 hectares of forests under the integral control of the Amazon and Cerrado-Pantanal through implementing an approach to both mitigation and adaptation, achieving the reduction of the deforestation and forest degradation rate, and the resulting GHG emissions.

- Sustainable Management of Forests and Soil: 8,000,000 hectares in the Amazon and Cerrado-Pantanal in which the sustainable use of resources is promoted through policies, plans and actions.
- Species: The conservation status of the Jaguar and other key species under threat, has been improved or maintained.
- Protected Areas: Three protected areas in the Amazon and three in Cerrado-Pantanal with a 20% of improvement on their effectiveness key indicators of management.

FRESHWATER

GLOBAL GOAL



To maintain the water supply in ecosystems of freshwater for human beings and nature, but also the flow in the main river basins.

NATIONAL GOAL



By the year 2022, freshwater ecosystems in the Amazon and Pantanal are managed in a more sustainable way, keeping their functions and ecosystem services up, contributing to human welfare.

THREATS



Water is a non-renewable resource. Less than one percent of water in the world is fresh and available. Bolivia has the same global negative tendencies related to freshwater resources and its biodiversity.

STRATEGIES



- Promote efforts in the cross – border conservation of the Amazon, Pantanal, and Chaco.
- Support planning and the sustainable - integrated management of water basins, wetlands, and Ramsar regions.
- Promote the inclusion of standards and socioenvironmental tools to support the decision-making of water and hydroelectric project facilities.
- Support socialization and control of impacts caused by hydroelectric dams in Rio Madera.
- Influence the private sector for sustainable use of water resources.
- Support every action that preserves freshwater species.
- Support the implementation of actions that reduces contamination of water, caused by gold mining.

EXPECTED RESULTS



- Effective Management of Basins

An approach that involves water reserves, ecological flows in at least one national/local plan or strategy is integrated, improving the sustainable management of ecosystems and freshwater resources.

At least three national companies are involved in a water responsible management approach, creating proper conditions for better governance and better control in representative basins of the Amazon and Cerrado Pantanal.

- Preservation of wetlands in the Amazon and Pantanal: Bolivia has strengthened the preservation and the sustainable control of at least 10 million hectares of Ramsar sites and other wetlands in the Amazon and Pantanal.

- Preservation of representative aquatic species: The status of preservation of river dolphins, migratory fish and other threatened species, has been improved or at least maintained.

- Sustainable facilities: The hydro-energetic projects in the Bolivian Amazon are planned and applied to good practices, by using tools in decision making and socio-environmental criteria, based on monitoring evidence. These practices reduce negative impact over nature and human communities.

- Decrease of mercury application into gold mining activities: Implementation of actions focused on minimizing the negative impacts of mercury on human health and ecosystems.

RESPONSIBLE PRODUCTION AND MARKETS

GLOBAL GOAL



Sustainable food systems preserve nature and maintain food security.

NATIONAL GOAL



By the year 2022, implementation of responsible production models in areas like forestry, livestock, and soy production, based on better practices and encouragement mechanisms, contribute to improve preservation of forests and to reduce deforestation and/or degradation.

THREATS



There are relevant areas and species in Bolivia that are highly threatened, because of its importance, by the enlargement of the agricultural industry borders. Also, because of the request that markets have, of primary products such as meat, soy, and wood, between others.

STRATEGIES



The identified strategies for this Programme are:

- Generate sustainable financial opportunities based on forest resources.
- Contribute to the sustainable use of



forests through the support given by the national forest certification.

- Promote the good performance of producers (communities and private sector), achieving improvement in their production practices.
- Promote the inclusion of environmental sustainability criteria in the farming sector and soy producers.
- Influence financial flows for the responsible production of primary products.
- Strengthen local abilities to access markets with more favorable conditions.
- Facilitate market networks among producers, marketers, and consumers.

EXPECTED RESULTS



The following goals for this Programme, to be expected as achievements up to 2022 are:

- Timber and non - timber
 - At least 1000 indigenous families have increased their incomes from the sustainable production of forest resources (timber and non-timber) in at least 15% by including responsible market mechanisms.
 - At least 40% of the current community and private actors that are part of the timber sector who have better productive practices, get certified operations.
- Beef Cattle
 - At least 10% of the production of beef cattle in the Chiquitano Dry Forest, Cerrado, Chaco and Pantanal, has advanced towards getting a certification of cattle production with Good Farming Practices, considering the values and cri-

teria of the Global Round-table for sustainable meat.

- At least 150,000 hectares in the Amazon, Chiquitano Dry Forests, Cerrado, Chaco and Pantanal, are under procedures of implementation of Good Farming Practices.
- Soy: At least 5% of Bolivian soy exportation fulfills every criteria imposed by authorities responsible for soy production.
- Finances: At least two financial institutions offer financial services that promote the implementation of better production practices.

SUSTAINABLE SOCIETIES

11

GLOBAL GOAL



Reduce the Ecological Footprint of humankind to live according to those boundaries permitted by our planet capacities for the production of renewable resources.

NATIONAL GOAL



By the year 2022, the population of main urban areas and other regions of the Amazon and Cerrado Pantanal has improved the appreciation of the environment and developed actions to reduce the ecological footprint and be more responsible with nature.

THREATS



The footprint per capita in Bolivia is bigger

than China's footprint and one of the highest in South America. Given the fact that socioeconomic conditions in the country are improving, this number will probably get higher.

STRATEGIES



- Promote Energy Saving and the use of renewable energy.
- Support policies of responsible commerce in public sectors.
- Promote integral environmental education.
- Influence a system of formal education.
- Support communication campaigns for

awareness and mobilization.

EXPECTED RESULTS



- Environmental education: Children in at least 100 educational units have improved their knowledge about environmental topics and the ecological footprint.
- Communications for social Mobilization: To have performed at least 10 campaigns to promote clean energy and consumption decisions to be more responsible, reducing the ecological footprint in the country.
- Energy: National and/or local institutions have implemented at least 4 energy-saving policies or clean energy (solar or wind).

ORGANIZATIONAL DEVELOPMENT

NATIONAL GOAL



By the year 2022, WWF Bolivia has the support and capacities of achieving their organizational goals and to link them closely with the implementation of its strategic plan. And also, to contribute to the conservation of the biodiversity at a national, regional, and global level.

STRATEGIES



The defined strategies for this Programme are:

- Coordinated mobilization of resources across the network.
- Alliances with international cooperation agencies and foundations.

- Involve the private sector and structure a local program for fundraisings.
- Staff capacity building.
- Develop and implement support tools for planning and decision making.
- Control the impact and results of preservation and to measure office performance.
- Manage transparent financial planning.
- Strengthen internal coordination and cooperation.
- Promote communication and diffusion of information to influence social media, decision making and other external actors.



EXPECTED RESULTS



- **Fundraising:** By the year 2022, to be a financially sustainable office with a great diversity of donors and capable of implementing our strategic planning.
- **Strategic and operating planning:** Up to 2022, WWF Bolivia would implement successfully a Strategic Institutional Plan (SIP) articulated to every priority of preservation of the network and the country.
- **Financial Management:** By the year 2022, WWF Bolivia would count with a financially sustainable strategy that would be able to ensure the implementation of the SIP and keep a solid structure in all the institutional strategic areas.
- **Human Resources:** By 2020, the staff of WWF Bolivia would be compromised, recognized, motivated, and trained. They

would also have safety and a favorable work environment with opportunities for evolving professionally.

- **Internal Cooperation:** By 2019, the WWF Bolivia team is articulated and they develop their job based on internal communication, coordination and cooperation.
- **Cooperation with the Management Team (Senior Management Team –SMT):** By 2019 we count with a strong management team that shares the same vision for an opportune, pertinent and clear decision making.
- **External Communication:** By the year 2022, WWF Bolivia would be recognized, valued and referenced because of its work and achievements. It would also be able to generate incidence, to influence and involve representative actors for achieving their goals.
- **Relationship with the network:** By the year 2022, WWF Bolivia would be positioned in the Network as a representative office that contributes to those prioritized Practices in its SIP.

OUTCOMES

STRATEGIC PLAN

Vision



In the context of social equity, sustainable development and respect for cultural diversity, the Amazon, Cerrado, Pantanal, Chiquitania and the Chaco maintain a high diversity of species, terrestrial and aquatic ecosystems, benefiting local populations, the country, to the region and to the world

Goal 2050



The integrity of the Amazon, Cerrado, Pantanal, Chiquitania and Chaco is conserved, contributing to a human, equitable and sustainable wellbeing.

Priority ecoregions



Amazonía, Cerrado Pantanal, Chiquitania and Chaco.

PROGRAMS THEMES: GOALS TO 2022

Forests



Contribution to the integral and sustainable management of forests, reducing emissions and increasing the resilience of people and nature to climate change.

Sustainable Production and Responsible Markets



The implementation of responsible production models in forestry, livestock and soybeans, based on best practices and incentive mechanisms, contribute to improve forest conservation and reduce deforestation and degradation.

Fresh Water



The freshwater ecosystems of the Amazon and the Pantanal are managed in a more sustainable manner, maintaining their functions and ecosystem services, contributing to human well-being.

Sustainable Societies



The population of the main urban areas and other cities of the Amazon and Cerrado-Pantanal has improved its assessment of the environment and develops actions to reduce the ecological footprint and be more responsible with nature.

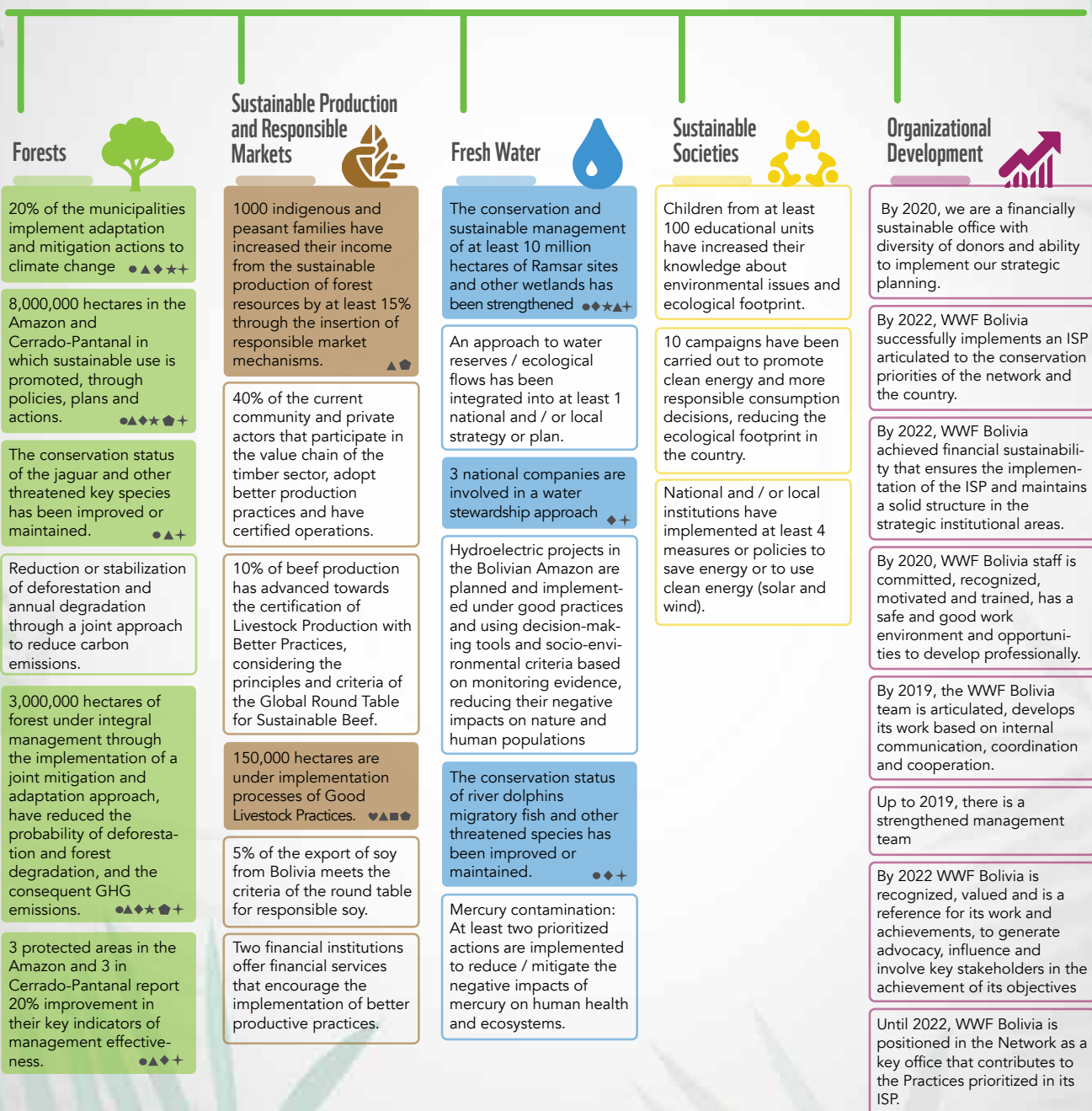
Organizational Development



We have the support and capabilities to achieve the organizational objectives and link them closely to the implementation of our strategic plan, contributing to the conservation of biodiversity at the national, regional and global levels.

← Transversal Themes: Species Conservation, climate change and political incidence →

PROGRAMS THEMES: OUTCOMES



Critical contributions: ● (Green) ▲ (Brown) ♦ (Blue) ★ (Yellow) Link to practices: ● Wildlife ▲ Forest ~ Oceans ♦ Fresh Water ★ Climate and Energy ♥ Food ■ Finance ♦ Markets + Governance

IMPORTANT DATA IN BOLIVIA

15

Bolivia is highly diversified. It is between the first 15 countries with larger biodiversity around the world.

8th

Bolivia is the eighth country with the highest climate risk.

20%

Bolivia contributes with 20% of water from the Amazon basin.

15

million hectares of Ramsar sites, make Bolivia the country with higher extension of relevant and important wetlands in the world.

75%

of the global exportations of nutshell or amazon nuts are from Bolivia.

22.5%

of the Bolivian territory is considered as protected areas.

6Kwh.

With 6 kWh/ (m²/day), Bolivia has one of the highest levels of solar radiation in the world, with a high potential to generate solar energy.



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

wwf.org.bo

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