



NATURE POSITIVE BY 2030

FOR PEOPLE AND NATURE

THE WORLD MUST COME
TOGETHER TO REVERSE NATURE
LOSS AND SAFEGUARD THE
FUTURE OF HUMANITY

THE CHALLENGE

THE RELATIONSHIP BETWEEN PEOPLE AND OUR PLANET IS DANGEROUSLY UNBALANCED. WE ARE SEEING INCREASING EVIDENCE OF THIS IN OUR EVERYDAY LIVES, FROM EXTREME WEATHER, FOREST FIRES AND FLOODS TO THE EMERGENCE OF NEW DISEASES. MUCH OF THE IMPACT IS, HOWEVER, MORE SUBTLE, BUT NO LESS DANGEROUS. ONE MILLION SPECIES ARE THREATENED WITH EXTINCTION AND WILDLIFE HAS SUFFERED A STAGGERING 60 PER CENT DECLINE IN JUST 40 YEARS.

© WWF / Matthew Lee

THE OPPORTUNITY

IN THE MONTHS AHEAD, WE HAVE AN UNMISSABLE OPPORTUNITY TO CHART A NEW COURSE: WORLD LEADERS AND CITIZENS CAN DELIVER THE CHANGE REQUIRED TO SAFEGUARD THE FUTURE FOR PEOPLE AND ALL LIFE ON EARTH, THROUGH A NEW DEAL FOR NATURE AND PEOPLE.

© Emmanuel Rondeau / WWF France

WHY WE NEED A NEW DEAL

IN THE FACE OF THE UNPRECEDENTED CRISIS OF NATURE LOSS, AS THE DOMINANT SPECIES ON THE PLANET WE HAVE THE MORAL RESPONSIBILITY TO PRESERVE THE DIVERSITY OF LIFE ON EARTH.

But nature conservation is not only a matter of morality – it is also vitally important to humanity's development.

From the air that we breathe to the water we drink and the food we eat, nature provides the essentials we all rely on for our survival and well-being, including crucial emotional, health, economic, cultural and spiritual benefits.

We have already lost half of the forests and coral reefs, together with 80 per cent of wetlands, and dammed two-thirds of the world's long rivers. The impacts are already being felt, especially by indigenous peoples and the world's poorest and most vulnerable communities. And unless we take greater action to protect and restore nature, all of us will face significant declines in the vital services that it provides to us every day, for free.

Warning after warning in a series of major inter-governmental scientific reports, (IPCC, IPBES and others) have

shown a crisis of accelerating nature loss. The science has never been clearer on the impact of human activities on nature and the consequences we will be facing.

This alarming nature loss and climate change are two sides of today's ecological crisis and challenge – and must be tackled together. However, while the climate emergency has led to concerted global action, the world's response to nature loss has lagged behind.



NATURE LOSS: A RISK FOR SOCIETY AND ECONOMY

The World Economic Forum estimates that half of the most likely and impactful global risks are linked to nature loss and climate change – ranging from ecosystem collapse to climate heating, extreme weather events and man-made environmental disasters. Biodiversity loss also ranks in the top 10 of risks.

This immense strain we are placing on the natural world threatens humanity in many ways, including increasing our vulnerability to pandemics and other health threats.

If managed well and sustainably, nature holds the key to our health and prosperity. Each year, around US\$125 trillion worth of ecosystem services are provided to the global economy through drinkable water, water for industrial processes, food, fresh air, heat absorption, productive soil, and forests and oceans that soak up carbon. Addressing both climate change and nature loss is therefore a social and economic imperative.

We must now show the will to drive the change that is needed. Transformation of the world's economic and financial systems is critical to reversing nature's depletion and achieving the UN's Sustainable Development Goals. This is an immense challenge – but, together, we can do this. The solutions exist. Concerted efforts across the globe to take action are essential to protect human health and will lead to cleaner air, drinkable water, more energy and increased economic opportunities.

TRANSFORMATIVE ACTION FOR PEOPLE AND NATURE

If we are to emerge from the COVID-19 crisis stronger, we must both recognize the fundamental link between nature and human health, and take urgent action to rebalance our relationship with the natural world, starting with securing a green and just economic recovery.

Global leaders have a momentous opportunity over the next 12 months to drive societies firmly towards a sustainable and equitable development path – unlocking the huge global benefits that the UN's 2030 Sustainable Development Goals agenda offers.

In 2021, an agreement on a new global biodiversity framework and targets, countries' contributions to the Paris climate agreement, a new treaty for the oceans and a renewed commitment to the environment under the Sustainable Development Goals will be negotiated.

We must act now to create an energized movement for nature and drive through a New Deal for Nature and People, as comprehensive, ambitious and science-based as the global climate deal agreed in Paris in 2015.

Together, we can set nature on the path to recovery by 2030 and transition to a nature-positive world that safeguards human health and livelihoods in both the short and long term.

© Justin Jin / WWF-US

NATURE POSITIVE BY 2030

HALT & START TO REVERSE THE LOSS OF BIODIVERSITY & PUT NATURE ON A PATH TO RECOVERY FOR THE BENEFIT OF ALL PEOPLE & THE PLANET

THE PROBLEMS

MASSIVE
DESTRUCTION OF
NATURAL SPACES



CATASTROPHIC
LOSS OF SPECIES &
DIVERSITY OF LIFE



UNSUSTAINABLE
PRODUCTION
& CONSUMPTION
OF NATURE'S RESOURCES



THE GOALS

PROTECT
& RESTORE
NATURAL
HABITATS



SAFEGUARD
DIVERSITY
OF LIFE



HALVE
FOOTPRINT OF
PRODUCTION
&
CONSUMPTION



THE SOLUTIONS

- PROTECT AT LEAST 30% AND SUSTAINABLY MANAGE THE REST
- WORK TO RESTORE NATURAL HABITATS
- RECOGNIZE INDIGENOUS PEOPLES' LAND & WATER RIGHTS



- HALT HUMAN-INDUCED EXTINCTIONS
- RECOVER SPECIES POPULATIONS
- STOP UNSUSTAINABLE WILDLIFE EXPLOITATION & TRADE



- TRANSITION TO SUSTAINABLE PRACTICES E.G.: FOOD SYSTEMS & AGRICULTURE, FISHING, FORESTRY, INFRASTRUCTURE, EXTRACTIVES

THE BENEFITS



WATER FOR
9 BILLION



FOOD FOR
9 BILLION



DIVERSITY
OF LIFE



STABLE
CLIMATE



HUMAN HEALTH



FOOD FOR NINE BILLION

A New Deal for Nature and People will help to tackle the largest single driver of environmental degradation: global food production on land and sea. A switch to sustainable agriculture and marine production, with an emphasis on healthy eating, will enable us to feed a growing global population (projected to be 9 billion by 2030) without destroying ever more forests and other ecosystems.



STABLE CLIMATE

Nature provides the sink for human-induced carbon emissions, capturing 60 per cent of these emissions per year. Natural climate solutions, which increase carbon storage in forests, grasslands, wetlands and agricultural lands, can deliver about a third of the global climate deal commitments. Nature also plays a key role in climate adaptation and resilience - ecosystem-based adaptation harnesses biodiversity and ecosystem services to reduce vulnerability.



THE BENEFITS OF A NEW DEAL

NATURE IS THE LIFELINE FOR THE 7.6 BILLION PEOPLE INHABITING PLANET EARTH, PROVIDING THE FOOD WE EAT, THE WATER WE DRINK AND THE AIR WE BREATHE. IT UNDERPINS OUR WELL-BEING, AND THAT OF OUR SOCIETIES AND ECONOMIES, AND IS CRITICAL TO ACHIEVING A MAJORITY OF THE SUSTAINABLE DEVELOPMENT GOALS.

HUMAN HEALTH

Every one of us relies on a thriving natural world for our health and economic development. The long list of major benefits range from fresh water and air, to raw materials and waste treatment, to medicinal resources and recreation. By maintaining and restoring nature, not only do we ensure our continued quality of life, but we also help avert future global pandemics and ensure the health and well-being of the next generation.



FRESH WATER FOR ALL THE CURRENT GLOBAL WATER CRISIS CAN BE TACKLED. BY TAKING BETTER CARE OF OUR FRESHWATER HABITATS - FROM RESTORING WETLANDS, TO PLANTING TREES IN WATER CATCHMENTS, TO RECONNECTING RIVERS WITH THEIR FLOODPLAINS - WE WILL REDUCE THE RISKS OF FLOODING AND WATER SHORTAGES, AND IMPROVE HUMAN HEALTH. THIS WILL ALSO HELP MAINTAIN THE RICH DIVERSITY OF WILDLIFE ON OUR PLANET.

EMPOWERING PEOPLE

Millions of Indigenous Peoples and Local Communities (IPLCs) have a cultural identity of oneness with nature. Supporting actions of IPLC custodians to secure their rights and governance systems over ancestral lands, waters and territories will further empower them to sustain and restore indigenous and community conserved areas and the livelihoods that depend upon these conserved areas. It is thus one of the most effective ways to make rapid progress in reversing the loss of nature, expand on nature-based solutions for climate mitigation and adaptation, and achieve the UN Sustainable Development Goals.



Main © Morgan Heim / Day's Edge Productions / WWF-US, above © iStockphotoLP, right © Thomas Cristoforetti / WWF-US

Above © Global Warming Images / WWF, left © Martin Harvey / WWF

HOW YOU CAN SUPPORT A NEW DEAL

MANY ARE ALREADY DEMONSTRATING THEIR COMMITMENT TO A NEW DEAL AND MORE CHAMPIONS ARE REQUIRED IMMEDIATELY FOR US TO SAFEGUARD THE FUTURE FOR PEOPLE AND OUR PLANET.



INDIGENOUS PEOPLES AND LOCAL COMMUNITIES

Indigenous Peoples and Local Communities are the traditional guardians of nature and play a crucial role, through strong recognition of their contribution and rights to their collective lands and territories. IPLC leadership is vital to the New Deal as they are the main stakeholders and stewards of many natural habitats. Both against incoming threats and through their own sustainable management and restoration activities.



CIVIL SOCIETY ORGANIZATIONS (CSOs)

CSOs can build support for a New Deal across their stakeholder networks: helping fellow CSOs understand how it advances their goals across diverse themes including communities, development, environment, faith, humanitarian aid, human rights, indigenous peoples, youth, gender equity and women's empowerment. CSOs also play a crucial role in serving as a bridge between communities and government, and providing an effective delivery mechanism for much-needed services.



THE PUBLIC

The public can become strong advocates for a New Deal within their communities, with politicians, and as citizens: increasing their awareness of the challenges and opportunities of defending, sustaining and restoring nature; and taking part in activities ranging from local initiatives to global events and initiatives such as Earth Hour, Campaign for Nature and Voice for the Planet.



BUSINESS LEADERS

Business leaders can join and mobilize others to join the Business for Nature coalition, which is designed to unite and amplify the business voice for nature, supporting the call for a New Deal. Businesses can measure and disclose their impact on nature, including through the forthcoming Nature Impact Portal, set commitments and take action by integrating nature into their corporate strategy.



THE FINANCE SECTOR

The finance sector can systematically factor nature into decision-making: incorporating nature related risk exposure into investment decisions; exploring 'green' financial products and innovation; and promoting new metrics, norms and rules, that support an economic and financial model that accounts for natural capital alongside a shift towards a sustainable economy.



HEADS OF GOVERNMENT

Heads of government can put their nation at the heart of a global coalition to halt nature loss: calling for action at the UN and other high-level political and environmental forums; ensuring that the UN Convention on Biological Diversity answers this call and member states agree on a bold and ambitious post-2020 global biodiversity framework; investing in green and just recovery plans, that stimulate the economy while addressing climate mitigation, nature protection and human well-being; and thereby, securing economic growth, employment and resilience to future crises.



LOCAL AND REGIONAL GOVERNMENTS

Local and regional governments play a central role in protecting and connecting people with nature. They can act to protect biodiversity in their jurisdictions, implement nature-based solutions and consider landscape-wide consequences in their development plans. They can work together to pressure national governments to commit internationally and to provide the legal mandates and resources for them to act.



TOGETHER, WE CAN SECURE AN EQUITABLE, CARBON-NEUTRAL AND NATURE-POSITIVE WORLD



Working to sustain the natural
world for people and wildlife

together possible™ panda.org

© 2020
Paper 100% recycled

© 1986 Panda symbol WWF – World Wide Fund for Nature (Formerly World Wildlife Fund) @ “WWF” is a WWF Registered Trademark. WWF International, Rue Mauverney 28, 1196 Gland, Switzerland. Tel +41 22 364 9111. Fax +41 22 364 0332.

For contact details and further information, please visit our international website at www.panda.org