



The
Wildlife
Trusts

Bringing Nature Back
The Wildlife Trusts' Strategy

2030



We need to restore nature at a global scale, on land and at sea. And it needs to happen now. Strategy 2030 provides the high-level framework of how we intend to go about it.



Local Action. Collective Impact. Global Change.

We are facing 'a climate and ecological emergency' – a phrase we've heard many times over the last few years, from scientists and school children alike. Year on year, we're seeing growing evidence of the disruption this is causing¹, from extreme weather events to the decline of ecosystem services such as pollination, natural flood management, and soil fertility. We cannot solve one crisis without tackling the other – nature's recovery is vital for tackling climate change.

To achieve nature's recovery, it is no longer enough to just think about slowing the loss of the natural world and protecting what remains of our wildlife. We need to stop and reverse the declines, and put nature in recovery, at scale and at pace, to help restore biodiversity, stabilise the climate, ensure food security, protect the health and wellbeing of billions of people, and much more besides.

Ultimately, our global economy is dependent on nature and not the other way around. The future of wildlife is inextricably linked to addressing climate change, and both are crucial to the global economy². It is time humanity started behaving as such if we are going to avoid eroding the very fundamentals of human progress.

We need to restore nature at a global scale, on land and at sea. And it needs to happen now.

This will only happen when local communities are supported and empowered to become agents of change, and individuals and businesses across society act together. The recovery of nature mustn't be something that is done to people; it must be done by people – inclusive, welcoming, diverse, growing communities of people – if it's going to happen at the scale and pace required and if it's going to endure.

In the face of frightening predictions, many people, especially young people, are struggling on an emotional level with the urgency of the climate and ecological crisis. We will help people channel their concern into meaningful action, meet other like-minded people and take steps to help prevent climate change and protect nature.

Wildlife Trusts are firmly rooted in their local communities, supported by and accountable to our members. Each Wildlife Trust works in partnership with a wide range of landowners, farmers, fishers, businesses, schools, local authorities, and other stakeholders to deliver real change on the ground.

By working together as The Wildlife Trusts and harnessing our collective impact, we are able to imagine, campaign and advocate for change, recognising, strengthening, and utilising our position across the four nations of the UK and its Crown Dependencies, in support of the global movement for nature's recovery.

This is our unique contribution: local action, building a collective impact, as part of a global story.

The Wildlife Trusts can be proud and make the most of our grassroots, community powered history. As the only movement for nature established across the UK and Crown Dependencies, and with a four nations approach to our work, we are best placed to go to the next level in people powered change and put nature in recovery, at pace and at scale, in the delivery of a coordinated collective vision, and in alignment with the United Nations' Decade on Ecosystem Restoration³.

We do so in celebration of the intrinsic value of nature, but also because people are part of, and entirely dependent on, nature – not separate from it.

Craig Bennett, Chief Executive
On behalf of all the Wildlife Trusts

Our vision is of a thriving natural world, with our wildlife and natural habitats playing a valued role in addressing the climate and ecological emergencies, and everyone inspired to get involved in nature's recovery.

Our purpose

Our purpose is to bring wildlife back, to empower people to take meaningful action for nature, and to create an inclusive society where nature matters.

Our approach

We are ambitious in our desire not just to slow but to reverse the declines in nature. We speak with a bold and confident voice, to tell the truth about the state of nature and what needs to be done to put it in recovery.

As a grassroots movement, we are firmly rooted in our local communities where we look after wild places, increasing people's understanding of and connection to the natural world, on land and at sea.

We look to establish common cause and work in partnership with others, at both a local level and a UK-wide level, to develop new, innovative ways to do what's right for nature and deliver impact in support of our vision.

We demonstrate what is possible, and inspire, empower, and enable people from all ages, backgrounds, cultures, identities and abilities to bring about our vision with us, embracing the diversity of our society to change the natural world for the better.

As a network of Wildlife Trusts, we work to ensure that our local actions, and our work through the four nations of the UK, add up to have a collective impact and help address global issues. Our differences are our strength, but we also strive to be more than the sum of our parts.

Our Strategic Goals

- 1 Nature is in recovery with abundant, diverse wildlife and natural processes creating wilder land and seascapes where people and nature thrive.
- 2 People are taking meaningful action for nature and the climate, resulting in better decision making for the environment at both the local level and across the four nations of the UK.
- 3 Nature is playing a central and valued role in helping to address local and global problems.

Our Strategic Transformations

- 1 Supporting and developing Wildlife Trusts as strong and effective independent actors.
- 2 Working effectively as a distributed network and collective movement.
- 3 Inspiring community organising and mobilising, especially amongst young people.
- 4 Undergoing a 'root and branch' digital transformation.
- 5 Delivering a step-change in the scale and diversity of funding for nature's recovery.

Our Enabling Priorities

- 1 Getting our own house in order.
- 2 Ensuring our nature reserves and land assets are the foundation for nature's recovery.
- 3 Develop clear and consistent evidence-based policies.
- 4 Invest in a high-skilled and diverse staff and volunteer network, and build a movement-wide learning culture.
- 5 Speak with a bold and confident voice, further increasing our impact and influence.

Three Strategic Goals

Our three strategic goals set out what we believe needs to happen by 2030 in pursuit of our longer term vision of a thriving natural world. Whilst set out as distinct, these goals are interdependent and highly connected, and achieving nature's recovery will require all three to be achieved.





The Wildlife Trusts will be at the forefront of efforts to reverse the declines in nature, on land and at sea.

Nature in recovery

The UK is one of the most nature depleted countries in the world, with increasingly fragmented remnants of habitat isolated across our land and seas. We know that 41% of our species have declined in abundance since the early 1970s, and 15% of our species are threatened with extinction⁴.

Given these historic and more recent losses, it is no longer enough just to protect the wildlife that remains. The Wildlife Trusts will be at the forefront of efforts to reverse the declines in nature, on land and at sea.

We will put nature firmly in recovery by making more space for it and connecting habitats at a landscape scale, restoring the abundance of nature and getting it working again; for example, making sure our wetlands are wet, and reintroducing missing 'keystone' species.

Working with partners and influencing others, from farmers and fishers to businesses and politicians, we will restore natural processes and reconnect wilder land and seascapes to bring our wildlife back at scale, and create places where people and nature can thrive together.

TODAY

41% of our wildlife species have declined in abundance since the early 1970s.

OUR IMPACT MEASURES



Nature will be in recovery

At least 30% of land and seas will be actively managed for nature's recovery in every part of the UK.^{5/6}



Wildlife will be abundant and diverse

The abundance and diversity of wildlife will be increasing significantly in every part of the UK.



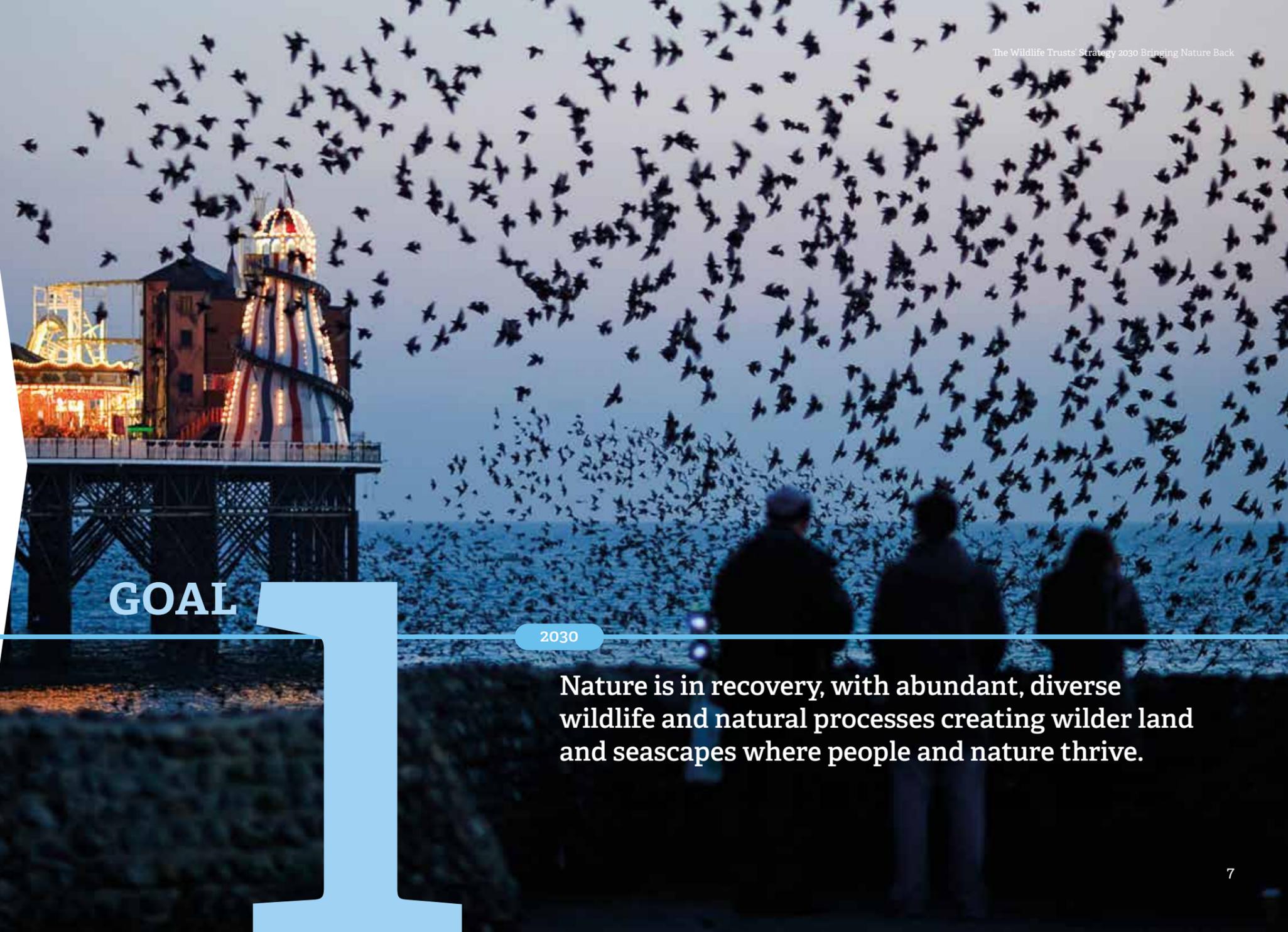
Natural processes will be operating effectively

The UK's natural processes and ecological systems will be more intact and functioning significantly better on land, in freshwaters and at sea.

GOAL

2030

Nature is in recovery, with abundant, diverse wildlife and natural processes creating wilder land and seascapes where people and nature thrive.



Meaningful action

People are the key to nature's recovery. We need nature, yet we are increasingly disconnected from our natural environment⁷. As Sir David Attenborough has said "No one will protect what they don't care about; and no one will care about what they have never experienced."

Many people feel unwelcome and unsafe in green spaces or are unable to access wild places close to where they live. Too often, this is associated with underlying issues in society of discrimination, privilege, or oppression. The environment sector must do more to overcome this and at The Wildlife Trusts we want to play our part to ensure that our internal culture is inclusive.

The Wildlife Trusts will work to engage and empower people of all ages, identities, cultures, backgrounds and abilities, supporting them to value, enjoy, speak up and take action for wildlife. We will connect people with natural spaces and nurture their sense of belonging within them through improved community engagement and organising, and creating safe and inclusive wild places close to where people live, work, and play.

We know that some sectors of society are more at risk than others from the impacts of global challenges, particularly young people who will most keenly feel the impacts of the climate and ecological emergency over their lifetimes and those from disadvantaged backgrounds. For these groups, issues around social justice are embedded within wider climate and ecological issues.

We will engage underrepresented groups, listen to our supporters, connect people together, and enable and empower them to effect real change, so that we can drive better decision making for nature across the political and corporate sphere, at the local, regional and national level.

The Wildlife Trusts will work to engage and empower people of all ages, identities, cultures, backgrounds and abilities, supporting them to value, enjoy, speak up and take action for wildlife.

TODAY

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OUR IMPACT MEASURES

People taking action

We will create a ripple effect of people and communities led by The Wildlife Trusts, to achieve 1 in 4 people taking action for nature and climate.

Action is meaningful

We will inspire individuals and communities to take meaningful actions to drive nature's recovery, locally and nationally.

Organising and empowering

We will become the leading movement in organising and empowering people and communities to take meaningful action for the nature they love.

2030

People are taking meaningful action for nature and the climate, resulting in better decision making for the environment at both the local level and across the four nations of the UK.

GOAL

2

Nature-based solutions

Locally, nationally, and globally, humanity is facing multiple challenges from the collapse of natural systems and a warming global climate⁹. There is also evidence of marked declines in the physical and mental wellbeing of some people, particularly in more vulnerable parts of society.

We will not be able to tackle these problems unless we let nature help.

All too often, decision makers are not aware or fully appreciative of the role nature could and should be playing in helping society address these challenges and drive positive change. Degraded and exploited natural systems are not able to provide the nature-based solutions that are such a big part of the answer, and people and communities disconnected from nature are unable to fully access and value the wide range of benefits nature can bring into our lives.

The Wildlife Trusts, working in partnership with others, will restore our natural ecosystems at scale and demonstrate

what is possible, so that natural habitats can store and sequester carbon, help prevent flooding, reduce soil erosion, improve soil fertility, provide pollination services, allow nature's recovery at sea, and support improvements to people's physical and mental wellbeing.

We will use our collective voice to advocate for how – as a society – we could and should be using nature-based solutions and working with natural assets to help address multiple challenges and drive positive global change.

Natural habitats can store and sequester carbon, help prevent flooding, reduce soil erosion, improve soil fertility, provide pollination services, allow nature's recovery at sea, and support improvements to people's physical and mental wellbeing.

TODAY

OUR IMPACT MEASURES

Humanity is facing multiple challenges from the collapse of natural systems and a warming global climate.

Nature is central to people's health and wellbeing

Nature will be playing a more significant role in keeping people healthy and reducing health inequality; at least 30% more people will be participating regularly in outdoor activity in high quality accessible natural green and blue spaces near where they live.

Nature is central in stabilising climate

Nature will be playing a much more significant role in stabilising the global climate; net UK greenhouse gas emissions from land use will have halved and offshore development will be causing no further harm to carbon-capturing marine habitats.

Nature is central to water management

Nature will be playing a more significant role in reducing the risks of flood, drought and extreme weather; at least 30% of UK flood defence expenditure will be on natural flood solutions and the role of nature in providing clean water will be reflected in all water company investment decisions.

Nature helps to improve food security

Nature will be playing a more significant role in increasing food security; the abundance of pollinating insects will have increased by at least 10%, soils will be recovering and all fish stocks will be growing.

GOAL

3

2030

Nature is playing a central and valued role in helping to address local and global problems.



Five Strategic Transformations

Achieving these ambitious goals will require The Wildlife Trusts to develop new ways of working. This strategy identifies five transformations in the collective capabilities of The Wildlife Trust movement that are essential to achieve our strategic goals.

Each transformation will require resources, time, leadership, determination and coordination to be realised.

Taken together, they will not only help us achieve our goals for 2030, they will also result in a much stronger and more effective Wildlife Trust movement for the longer term.



T1



Right tree, right place
Selective tree planting in carefully researched locations

Transformation 1
Supporting and developing Wildlife Trusts as strong and effective independent actors.

Work independently, together

This strategy enables The Wildlife Trusts to work together collectively towards our shared strategic goals more than at any other point in our history. This starts with The Wildlife Trusts movement coming together to support and enable each Trust to play its part.

We will help each other to ensure that leadership and governance structures within Wildlife Trusts and across the movement are underpinned by robust systems that promote a culture of sharing, learning, respect, and mutual trust, so that we can optimise opportunities for change.

We will work together to share best practice, skills, and knowledge, and embrace new solutions and ways of working to ensure no Wildlife Trust is left behind.

Our transformative action will be to put much greater focus on the development of individual Wildlife Trusts, ensuring that all our members are supported to be impactful and effective actors for nature's recovery. As a movement, we will jointly support Wildlife Trusts to adapt and manage their systems, structures, and approaches to be able to meet changing needs and to promote capacity, agility, and greater innovation.

We are committed to building a well-coordinated, efficient, and respectful network so that all Wildlife Trusts are supported to operate at a consistent level, delivering impactful change across our movement and all areas Wildlife Trusts operate in. We will explore where there may be opportunities for groups of Trusts to share or merge 'back office' and other functions, to realise greater efficiencies and build organisational capabilities that may not be possible acting alone.

SIGNALS OF SUCCESS



Local ownership

All Wildlife Trusts have their own strategy in place with clear, locally prioritised and locally owned goals that align with and demonstrate contribution to The Wildlife Trusts' Strategy 2030.



Consistent operations

Wildlife Trusts are working together to enable all members to operate on a consistent level across the movement and are contributing towards our collective vision.



Adaptability

All Wildlife Trusts are able to capitalise on new and developing opportunities and effectively adapt to changing external events.

Transformation 2 Working effectively as a distributed network and collective movement.

Develop a cohesive network

The Wildlife Trusts' greatest strength is that we are a knowledgeable, evidence-based, and independent network, with each Wildlife Trust firmly rooted within their local communities.

The problems we face, such as declining biodiversity and a warming climate, do not adhere to political, administrative, or organisational boundaries. We know that the complexity and scale of the challenges - and opportunities - we face over the next 10 years and beyond will require us to transform the way we work together as a federation and distributed network.

We are committed to working more closely as one movement of Wildlife Trusts.

We will improve awareness of togetherness between our members, promoting a culture of transparency, trust, and solidarity. We will build confidence and mutual respect between all parts of our movement as a foundation for more effective and efficient decision making. We will find new models of collaboration and provide an inclusive, constructive and respectful space for feedback so that everyone's voice is heard.

Our transformative action will be to develop and embrace new models of collaboration that are transparent, direct, and agile and enable us to be more cohesive as a movement.

As well as working more closely together, we need to engage with a wider and more diverse range of partners and actors within our communities and across administrative borders, embracing collaborative multi-stakeholder approaches to address common causes and achieve greater impact.

We will open ourselves up to more connections and transformative partnerships that prioritise collective action and joint problem-solving, including those outside the traditional, mainstream conservation sector. We will work in closer partnership with communities, landowners, farmers, fishers, businesses, and other organisations to ensure that nature is in recovery everywhere.

We will make sure that our local knowledge and connection to the diverse communities of the UK and Crown Dependencies is our strength and that together, we are more than the sum of our parts.

SIGNALS OF SUCCESS



Cultivating connections

Increased connections between Wildlife Trusts at all levels are having a measurable effect on our impact.



Embracing change

Wildlife Trusts embrace structural and behavioural changes, leading to greater co-development and creation of more opportunities to work together.



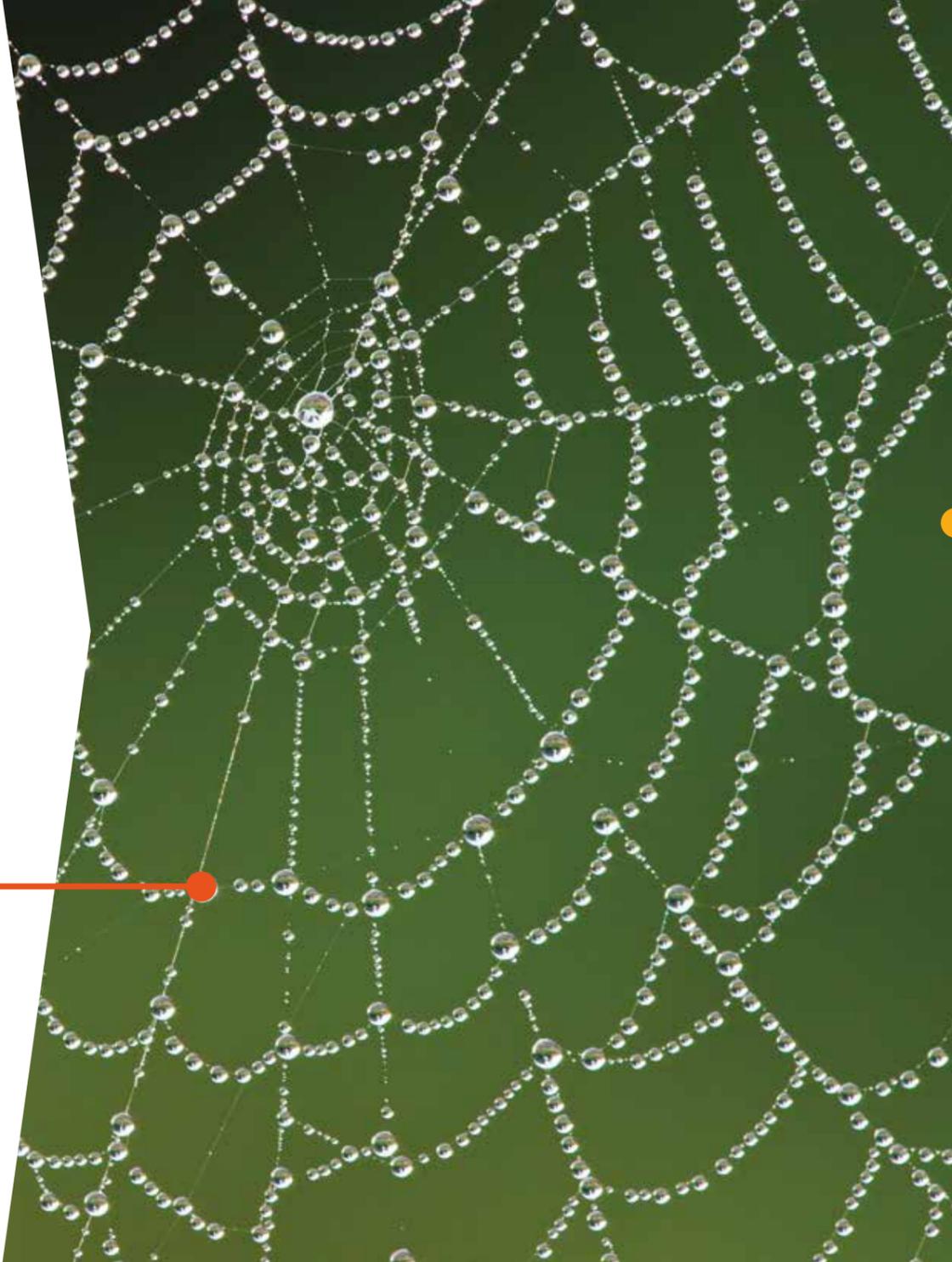
Sharing knowledge

Strong and effective communities of practice are thriving, promoting knowledge sharing and collaboration between trustees, staff and volunteers right across The Wildlife Trusts movement.



Working in partnership

Wildlife Trusts have significantly widened the scope of partners and networks that they engage with, and there is evidence of improved impact as a result.



Empower our communities

Transformation 3 Inspiring community organising and mobilising, especially amongst young people.

We know that if nature is to be restored at scale, we need many more people on nature's side. Volunteering and civic mobilisation will be key to creating a more inclusive society where nature matters, and Wildlife Trusts embedded in their local communities can be effective and inspirational facilitators for change.

However, we also realise that advances in digital technologies have revolutionised the very nature of 'community', and that the way in which people connect, organise and mobilise to bring about change is continuously evolving.

All Wildlife Trusts have a dedicated network of committed volunteers which are crucial to our work. We must continue to embrace the activity they do whilst widening our scope to the many people within our communities trying to mobilise in a different way for a better world for nature. This would necessarily have to include offering a larger range of opportunities, especially to young people. We need to understand the different motivations of different sections of society and respect their personal relationship with nature, using empathy and understanding for how they value nature, using this to inform our approaches.

We will ensure that young people are consistently engaged in good quality regular activities, some of which are youth-led, that respond to their needs and aspirations. We will upskill them for their personal development, encouraging a stronger connection with and a sense of responsibility for the natural world. We are committed to including young people in our decision making processes. We will work with them to make a positive change within our movement and in their communities for their lives and the environment.

Building on the 'Team Wilder' approach already being pioneered by some Wildlife Trusts, we are committed to reframing volunteering and community action, to become more open and inclusive, and to be led by our supporters. We will develop more flexible, open, and complementary approaches so that we broaden our skills alongside being volunteer managers and work more as community facilitators; enabling, inspiring, and catalysing a new cohort of community organisers for nature.

We will engage people from a wider range of ages, backgrounds, cultures, identities and abilities, and listen and learn so that we can understand the barriers to peoples' connection with nature and The Wildlife Trusts and tackle them so that our work is more inclusive. We will ensure that everyone has the opportunity to learn about nature through first person experiences, leading to how they can take action – whether through formal education or informal learning.

Our transformative action will be to provide a platform that can inform, connect, and support communities' own efforts to restore nature, with a particular focus on the efforts of young people and self-organising groups, creating opportunities for them to step into the space of community action and campaigning.

We will ensure greater connectedness of our supporters, including across borders and between different groups and communities, more effectively utilising digital approaches and supporting them to develop new initiatives and campaigns to protect and restore wildlife.



SIGNALS OF SUCCESS

Widening participation

Increased numbers and diversity of volunteers and supporters who are connected and engaged in good quality regular activities that respond to their needs and aspirations.

Enabling local action

More ambassadors, representatives and supporters from Wildlife Trusts are embedded within local action groups, empowering and supporting people to take action locally.

Supporting the next generation

Strong quantitative and qualitative evidence that we are connecting, working together and supporting a new generation of young and diverse community-based change makers.

Creating new leaders

Increased numbers of people from all ages, backgrounds, cultures, identities and abilities, especially young people, are included in our decision making processes and have leadership roles.

T4



No-fence grazing
Cattle grazing using a virtual fencing system



Transformation 4
Undergoing a 'root and branch' digital transformation.

The rapid advancement of digital technologies in recent years presents unprecedented opportunities to increase the impact of our work, to adopt innovative approaches to new and existing challenges, and to broaden and enhance our engagement. However, we also recognise that these advancements bring new challenges, threats, and vulnerabilities that will need to be addressed in the coming decade.

We will be proactive in horizon scanning for opportunities in digital innovation, as well as emerging risks in areas such as data ethics, access, protection and rights, and information security. We will provide our staff with the training and resources to develop their digital skills and capability, building our movement's resilience to a changing external digital landscape.

Our transformative action will be to embrace and integrate the necessary culture, structures, and technology to support a root and branch digital transformation. This will include significant investment in training to develop the digital skills and capabilities of our members, as well as in systems and infrastructure, building our capacity to store and handle data.

We are committed to trialling and experimenting with new and innovative technologies, ensuring that we use digital approaches to maximise our impacts, from intelligent and strategic use of geospatial information and ecological data through to greater engagement with new audiences, and promoting knowledge sharing and collaboration across our movement.

We will promote a digital culture to transform our existing systems and infrastructure, and increase the capability of our movement to store and handle data.



Drones
Enhancing surveying and monitoring techniques

SIGNALS OF SUCCESS

More aware

All Wildlife Trusts understand the value and impact of effective digital infrastructure.

More informed

Insights and analysis from digital technologies and innovations are enabling and streamlining strategic and operational decision making.

More skilled

Wildlife Trust staff and volunteers have significantly enhanced their skills and capacities in digital solutions.

Fund a better future

Transformation 5 Delivering a step-change in the scale and diversity of funding for nature's recovery.

We know that the complexity and scope of achieving our vision is greater now than it has ever been, both because of the scale and urgency of the climate and ecological emergency, and its relevance to peoples' lives and livelihoods. Delivering this movement-wide strategy will require a step change in scale and diversity of the funding available for nature's recovery.

The Wildlife Trusts exist thanks to the strong funding base provided by our loyal members, now numbering over 870,000. This has been built up steadily through fundraising and marketing activities at the local level – an approach that will always be key to the strength and distinctiveness of our movement.

We know, however, that many of the fundraising and membership recruitment approaches now being deployed successfully by other charities – not least digital fundraising – are effective because of the economies of scale that are only available through coordinated collective fundraising programmes.

Our transformative action will be to work together more closely so that we can complement our local fundraising programmes with large scale digital fundraising approaches, to reach new audiences, and deliver strong additional growth in The Wildlife Trust membership base.

Achieving the funding required to deliver this strategy will also require The Wildlife Trusts to explore new partnerships and business models, new ways of working, and alternate sources of capital and financing – while protecting our independence and integrity.

SIGNALS OF SUCCESS



Access to resources

Wildlife Trusts have access to greater and more diverse range of resources, which remain principled and aligned with our values.



Innovation

In collaboration with partners, Wildlife Trusts are investing in and implementing innovative financing models that align with our vision of a thriving natural world.



New revenue streams

Digital fundraising provides Wildlife Trusts with a broader and more diverse membership base, with new revenue streams enabling a scaling up of charitable impacts.



Five Enabling Priorities

We have identified five enabling priorities that represent the most important foundations we need in place to enable us to realise our strategic goals and achieve the transformations set out in this strategy.

These actions form a continuous process that underpins our collective ability to achieve our vision of a thriving natural world.

Getting our own house in order.

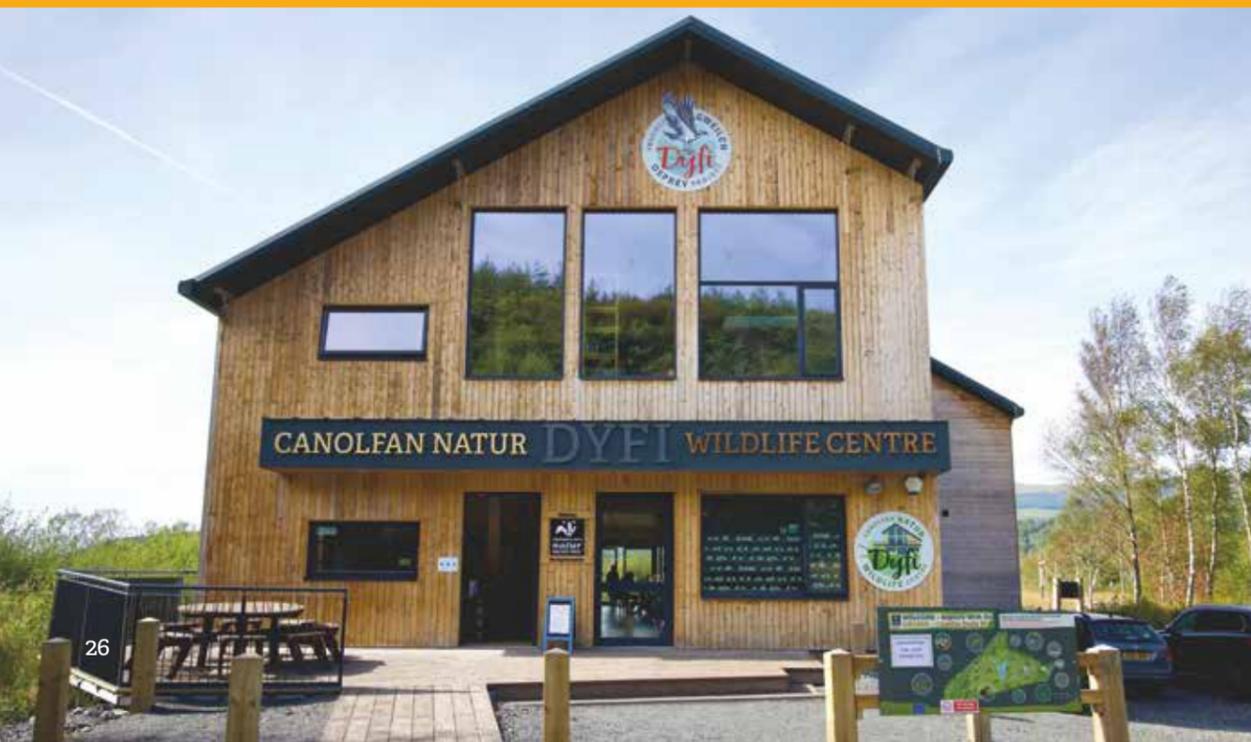
The Wildlife Trusts can only make an authentic contribution to tackling the climate and ecological emergency by ensuring our own house is in order.

As major owners of land, energy users, consumers of water, catering providers, event organisers, venue providers, vehicle fleet operators, educators, retailers, and consultancies (to name just some of our services), as well as employers and members of the business community, we recognise that we need to lead by example in how we manage our own environment and community impacts.

We will work together to establish a comprehensive programme to reduce our environmental footprint and set ambitious targets in relation to key areas such as carbon emissions reduction, use of chemicals on land, and renewable energy generation.

We will take pride in being a federated movement and develop common principles and a shared framework on core services, to ensure that our resources are spent where they are most needed.

We will develop new models of collaboration to enable greater alignment and consistency on our approach to key issues such as carbon accounting, safeguarding, and pesticide use.



Generating renewable energy
And storing it on site, reducing carbon footprint and costs



Electric car charging
Helping build the network and support transition

Ensuring our nature reserves and land assets are the foundation for nature's recovery.

The Wildlife Trusts manage some of the best nature reserves and wildlife habitats across the UK and Crown dependencies, both on land and at sea. Our work protecting and improving these sites will always remain integral to our collective vision and are a vital part of ensuring our most vulnerable wildlife do not disappear forever.

We will seek to restore, expand, and connect nature reserves that are small and isolated, working in partnership with landowners, farmers, developers, and local authorities to ensure more land is managed for nature.

However, our nature reserves have increasingly become the last remaining fragments of wildlife habitat within a degraded landscape. These areas must be managed as the foundational building blocks for nature's recovery, and as spaces for people to join us and create relationships with nature within their communities.

We will seek to improve the way our nature reserves interact and integrate with the wider land and seascape and with local communities, where they can play a strategic role in linking together wildlife and people.



Develop clear and consistent evidence-based policies.

Over the next 10 years, we will face new and emerging challenges that will require us to have a wide range of clear policy positions as a movement on key issues.

Many of these challenges and emerging issues will be complex and vary locally, impacting differently on individual Wildlife Trusts. Addressing these challenges will require the breadth of our collective knowledge to shape credible and authentic policy responses.

By taking a clear and confident position for nature, we embrace our commitment to stand up for nature and engage others to connect with us and join our efforts. We will use our convening and diplomatic capacity to develop a standard way of discussing and agreeing policies across our movement, so that The Wildlife Trusts can be a strong, unified voice for nature.

We will continue to ensure that our positions are underpinned by high quality data, local expertise, and technical analysis, and be evidence-led in our policy advocacy.

We will work closely with our partners who record and monitor local wildlife, such as the network of Ecological Record Centres, and with wider members of the public who gather invaluable data on the state of nature, for example through Shoresearch, our intertidal survey programme, and Seasearch, our diver-led subtidal surveys. These citizen science efforts are critical to ensuring robust and credible data is used to monitor the health of our wildlife.



Invest in a high-skilled and diverse staff and volunteer network, and build a movement-wide learning culture.

Wildlife Trusts hold a wealth of skilled, motivated, and dedicated staff, with extensive local knowledge of habitats, species, land use and public engagement, supported by a committed volunteer network.

The challenges we face over the next 10 years will require Wildlife Trusts to develop staff skills in new and emerging fields including net gain, nature-based solutions, land management advice, community action, and wellbeing.

We will train our staff in new and developing areas of nature conservation, identify where specialist knowledge is located within the movement, and promote a network of sharing to ensure that all Trusts can access the knowledge and skills to maximise the collective impact of our movement.

We will support our staff to improve the coordination and mobilisation of our volunteer and supporter networks, increasing the ways in which people and communities can contribute to nature's recovery.

We also know that we need to become more relevant to more people by increasing the diversity of our Trustees and staff, reflecting the wider society we are part of.

Wildlife Trusts will cultivate a culture where our staff, Trustees, and volunteers are Wild About Inclusion, where inclusivity and respect are at the heart of what we do in order for everybody to be their authentic self and reach their full potential.

Our movement will be led by diverse, inclusive, and effective leaders who embrace the challenge of increasing our diversity and its contribution to our movement and to wildlife. We will increase our engagement with diverse communities, to better understand and overcome barriers to accessing and engaging with nature.



Speak with a bold and confident voice, further increasing our impact and influence.

Wildlife Trusts have a strong status in the environmental community, associated with credibility and a reputation as a voice for nature. Our strength is that we are rooted in local, diverse communities, from countryside villages to urban hubs and coastal communities, with a strong local focus set within a collective network and influence.

As we come together more as a Wildlife Trust movement, aligned under a common strategic framework, working towards shared goals, there is an opportunity for us to raise our profile, and speak with a stronger, bolder, more confident tone of voice – both locally and collectively.

This will enable us to further increase our impact and influence, and build a strong, refreshed, and recognisable brand that speaks to the core values and aims of our movement and helps to articulate the societal value of nature.

We will continue to work collaboratively with a wide range of existing and emerging networks and partnerships, and expand our reach to engage new and diverse audiences, making full use of digital platforms to modernise our public engagement and recognition. We will grow our presence and profile in towns and cities, to engage with the full breadth of the communities where we work, and actively express this in our communications and imagery.

We will also act as a facilitator to empower individuals and communities to speak with their own voice and with confidence on their concerns and ambitions for nature and their lives. By making available our platforms to them we will ensure that multiple voices are heard and multiple perspectives presented.

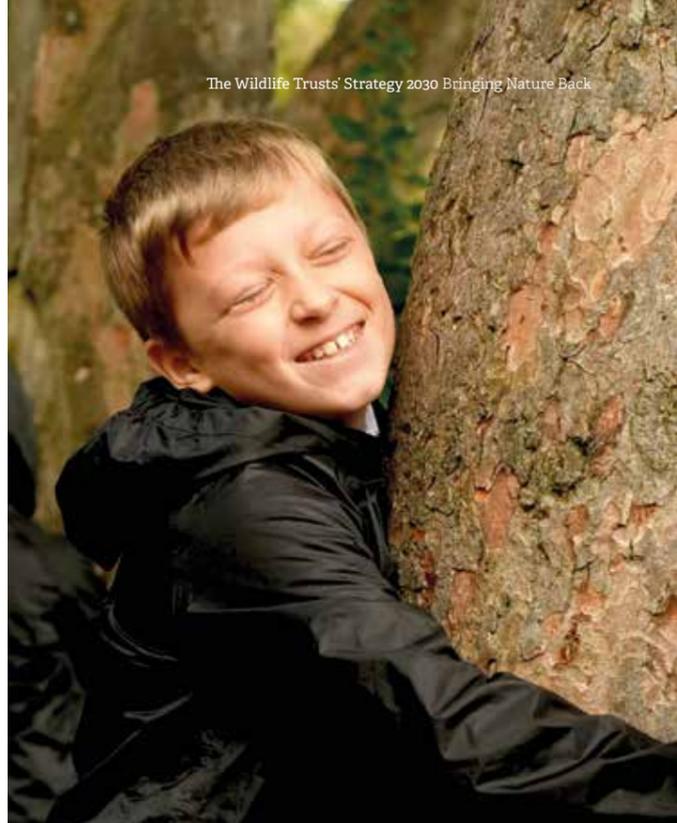




Wildlife has intrinsic value, bringing colour, beauty and wonder to all our lives.

Discover The Wildlife Trusts

The Wildlife Trusts share the following fundamental values and beliefs, which underpin our work across the movement.



We are part of the natural world, and wildlife is relevant to every part of our lives; everything we do has an impact on it, and the natural environment affects our health, our wealth and our state of mind.

Our shared values

Passion

Everything we do is driven by our desire to make the world a better place. Our passion for nature is the prime motivator for our skilled, motivated and dedicated team. We focus our energy on where we are uniquely placed to deliver the most impact for wildlife, enabling us to work with purpose and focus.

Respect

We act with respect for nature, respect for people, and respect for diversity. We work collaboratively and champion inclusion and diversity within our communities, being locally sensitive whilst ensuring that we have impact beyond our borders.

Trust

We seek first to find the common ground. We accept that difference, competition and conflict exist, but we work openly, collaboratively and with tolerance.

Integrity

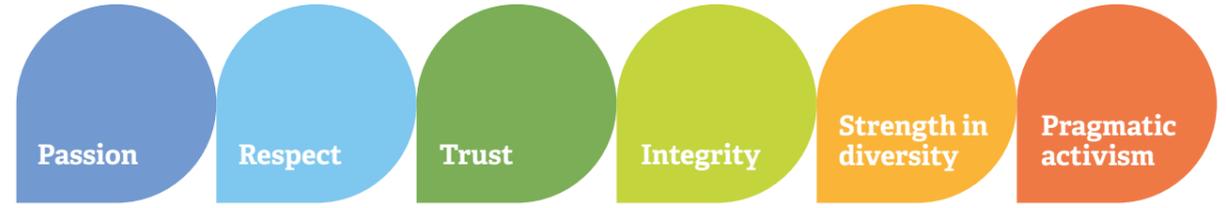
We are committed to transparency and inclusivity within our actions and projects, co-designing to deliver the greatest impact for nature. We will always uphold our values and beliefs and speak truth to power.

Strength in diversity

We are comprised of 47 independent organisations that work as one movement, who hold unparalleled knowledge of the wildlife and natural systems within their communities across England, Wales, Scotland, Northern Ireland, Isle of Man and Alderney. We celebrate our differences and work to our common strengths.

Pragmatic activism

We seek radical change and bold thinking, but we are evidence-led and solution-focused and are convinced that working with partners and communities is the way to maximise our impact for nature.



Who we are

The Wildlife Trusts are a grassroots movement of people from a wide range of backgrounds and all walks of life, who believe that we need nature and nature needs us. We have more than 870,000 members, over 35,000 volunteers, 2,000 staff and 600 trustees.

There are 46 individual Wildlife Trusts, each of which is a place-based independent charity with its own legal identity, formed by groups of people getting together and working with others to make a positive difference to wildlife and future generations, starting where they live and work.

Every Wildlife Trust is part of The Wildlife Trusts federation and a corporate member of the Royal Society of Wildlife Trusts (RSWT), a registered charity in its own right founded in 1912 and one of the founding members of IUCN – the International Union for the Conservation of Nature.

Taken together this federation of 47 charities is known as The Wildlife Trusts.

Strategy 2030 sets out the impact we hope to have by working together collectively in the crucial decade ahead.

We agree to work together, with mutual respect, determination, and in good faith, to find solutions in accordance with our values as a movement, and to overcome strategic, political, and technical barriers to achieve our common vision of a thriving natural world, with our wildlife and natural habitats playing a valued role in driving global change, and everyone inspired and empowered to take action for nature.

Roles & responsibilities

The role of Wildlife Trusts is to bring about nature's recovery where they operate, to empower people to take action for nature within their communities, and to work together with others to create a society where nature matters and drive landscape-scale change for wildlife.

The role of RSWT – the central charity – is to ensure a strong collective voice for wildlife, to help coordinate work between individual Wildlife Trusts, and to lead the development of the movement and federation as a whole.

Each Wildlife Trust agrees to conduct themselves in line with the values, behaviours, principles and processes as set out in the *The Wildlife Trusts: Ways of Working* document.

Where we operate

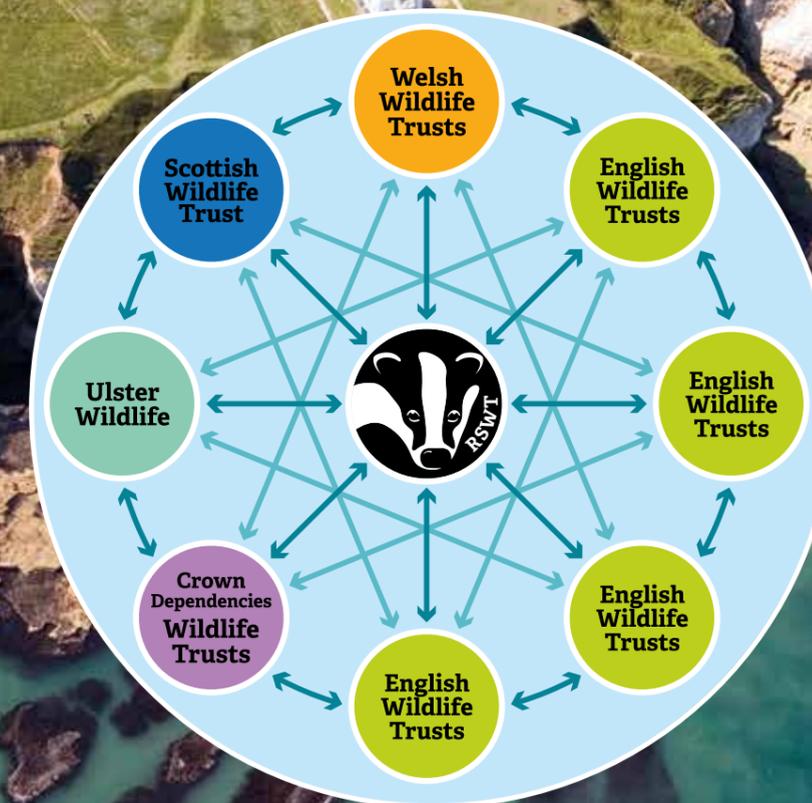
The Wildlife Trusts are the only charity for nature established across the UK and Crown Dependencies. The dual challenges of declining biodiversity and a warming climate will require us to work collaboratively across the political, administrative, and organisational boundaries that exist within and between the nations of the UK and Crown Dependencies.

There are 37 Wildlife Trusts in England and five Wildlife Trusts in Wales, as well as the Scottish Wildlife Trust in Scotland, Ulster Wildlife in Northern Ireland, Alderney Wildlife Trust in the Channel Islands and Manx Wildlife Trust in the Isle of Man. While each Wildlife Trust is independent, we are united in our common purpose to bring wildlife back, to empower people to take action for nature, and to create a society where nature matters.

We celebrate the sovereignty of individual Wildlife Trusts and empower each other to make decisions within each Wildlife Trust's jurisdiction, respecting Trusts' independence and right to establish their own policies and approaches in line with The Wildlife Trusts' Strategy.

We recognise and respect that differences between individual Wildlife Trusts may arise as a result of regional, national, and operational differences. While this may sometimes result in challenging situations for our movement, our differences are our strength, creating space for innovation and experimentation.

The Wildlife Trusts



The natural environment is under immense and growing threat, where we live and across the world.

Building our collective impact and influence

By working together as The Wildlife Trusts and harnessing our collective impact, we are able to imagine, campaign and advocate for real change.

We will achieve increased collective impact and gain greater influence by building on our successes, telling compelling stories, and empowering local communities to become agents of change.

Capitalising on the work of Wildlife Trusts, we will build on our mass audience strategic campaigns to mobilise existing members and build a stronger community organising base – Team Wilder – resulting in more local action for nature, including increased engagement in citizen science projects.

This will lead to more inclusive, welcoming, diverse, growing communities of people amplifying and shaping nature's recovery, resulting in positive, tangible change for nature and people and improving the evidence base from which Wildlife Trusts inform their work.

Transforming the way that The Wildlife Trusts manage our digital infrastructure, these stories of people powered nature's recovery and increased knowledge of nature in local areas will empower local communities further, inform dynamic personalised content for segmented audiences, and inspire more people to join Team Wilder in recognition of the positive change achieved by Wildlife Trusts.

This will levy increased public support for The Wildlife Trusts, which we will demonstrate to further our impact and influence, strengthen The Wildlife Trusts brand both within the UK and internationally, and enable our mass audience campaigns to build an increasingly stronger and more diverse community organising base.



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Everyone can make a positive contribution to wildlife and can benefit from it. You don't have to be an expert to make a difference.



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