



2030 CONSERVATION VISION FOR WWF ZAMBIA

Our Vision: By 2030, the environment, natural resources and biodiversity in Zambia are secured and sustainably managed for people and nature.

CRITICAL CONTRIBUTIONS: 2020 CONSERVATION TARGETS AND GOALS

Goal 1: Zambia’s forests are better protected, sustainably managed and wisely used to secure resilient biodiversity and ecosystems services.

Goal 2: Connectivity of freshwater habitats in Zambia secured and environmental flows protected or restored to sustain freshwater ecosystem functions, build climate resilience and support critical livelihoods.

Goal 3: Critical wildlife habitats¹ in focal landscapes support viable, stable or increasing populations of Zambia’s priority species.

Goal 4: The resilience and wellbeing of people in Zambia is enhanced through improved, and climate-smart, management of natural resources.

CONSERVATION STRATEGIES & 2020 STRATEGIC OBJECTIVES	2020 PLANNED OUTCOMES
<p>Objective 1: By 2020, enhance sustainable forest management through incentive and stewardship mechanisms in at least two targeted biomes (Miombo, and Kalahari biomes).</p>	<p>Outcome 1.1: Management effectiveness: Improved condition and increased resilience of forests as a result of effective management of targeted forests and forest ecosystems.</p> <p>Outcome 1.2: Combatting illegal logging and timber trade: Minimized illegal logging (and timber trade) resulting from the application of economic and other incentives (e.g. REDD+, forest certification, etc.)</p> <p>Outcome 1.3: Leveraging community stewardship and livelihoods: Local people empowered as legal owners and active managers of their forest resources and accruing measurable benefits.</p> <p>Outcome 1.4: Competitive and transparent timber trading: Secured government leadership and commitment to a pilot timber auctioning scheme as a mechanism to prevent illegally sourced timber from entering the formal market and a more sustainable, profitable and transparent approach to timber sales.</p>
<p>Objective 2: By 2020, improve management capacity and community stewardship in protected areas and critical wildlife habitats to benefit wildlife populations and humans in a measurable way.</p>	<p>Outcome 2.1: Habitat protection & management effectiveness: Expanded and/or secured and climate resilient wildlife habitats ensuring connectivity and reduced effects of habitat degrading factors.</p> <p>Outcome 2.2: Combat poaching and illegal wildlife trade: Reduced proportion of illegally killed elephants and other species targeted by poachers for trophies, meat and other wildlife products.</p> <p>Outcome 2.3: Conservation stewardship: The application of community based natural resources management principles and good practices generate measurable benefits for wildlife and communities in a measurable way.</p>
<p>Objective 3: By 2020, identify the critical freshwater habitat and environmental needs of the Zambezi Freshwater Basin and better assure the basin’s water security through improved water governance and water stewardship.</p>	<p>Outcome 3.1: Securing critical freshwater habitats: Secured biodiversity and provision of ecosystems services currently threatened by degradation and loss of connectivity in critical freshwater habitats.</p> <p>Outcome 3.2: Environmental water needs: Safeguarded or introduced environmental flows in targeted river stretches and systems whose water needs are threatened by flow disturbing factors like large scale infrastructure (e.g. impoundments or poor allocation of water resources for agriculture, hydropower, etc.)</p> <p>Outcome 3.3: Water stewardship: Increased implementation of internal and collective actions (water management strategies) by at least three companies operating in the Kafue flats as a result of enhanced knowledge of business related water risks gained from applying approved WWF tools consistent with the WWF’s “Water Stewardship Ladder”.</p> <p>Outcome 3.4: Transboundary governance: Improved transboundary management of the Zambezi River Basin reduces Zambezi river basin sustainability risks caused by the lack of coordination amongst key actors and stakeholders.</p>
<p>Objective 4: By 2020, build the resilience of people and biodiversity through climate adaptation and mitigation measures to reduce negative impacts of climate change on people and nature</p>	<p>Outcome 4.1: Improving access to renewable energy: Increased commitment and action from government (and other key stakeholders) towards uptake and adoption of renewable energy and investment in a low carbon future.</p> <p>Outcome 4.2: Resilient livelihoods: Communities’ food and water security enhanced in targeted landscapes through sustainable agriculture and water resources management.</p> <p>Outcome 4.3: Resilience of ecosystems: Resilience of at least three protected areas (Bangweulu, Liuwa plains and Sioma-Ngwezi and Luangwa) enhanced to secure priority species and habitats.</p>
<p>Objective 5: By 2020, support the implementation of environmentally sustainable policy, legal and investment frameworks (including international best practices) through increased support and commitment from key stakeholders groups.</p>	<p>Outcome 5.1: Building civil society institutions and voices: Active, well-managed and informed civil society organizations and networks are able to work together to influence key decisions, policies and laws.</p> <p>Outcome 5.2: Enhanced public and political engagement: Mobilized and reinforced stakeholder groups, (youths, traditional leaders, parliamentarians etc.) become change agents and sustainable development advocates.</p> <p>Outcome 5.3: Enhanced private sector engagement: Strengthened private sector engagement and support results in better compliance and responsible trade, investment and other best practices particularly in the extractives and financing.</p> <p>Outcome 5.4.: Strengthened government action: the Zambian government adopts or effectively implements policies, codes and regulations that integrate stronger and clear environmental and social provisions for sustainable markets, finance and production</p> <p>Outcome 5.5: Sustainable financing: Strengthened and/or more effective implementation of environmental compliance, by banks and financial institutions, yielding responsible trade and investment.</p> <p>Outcome 5.6: Greening the extractives: Sound environmental and social practices adopted by relevant private sector stakeholders in mining operations, forestry, agriculture, energy and infrastructure sectors.</p>
COMMUNICATIONS STRATEGIES & 2020 STRATEGIC OBJECTIVES	2020 PLANNED OUTCOMES

¹ Within the focal landscapes, this includes protected areas, corridors, critical dispersal, Game Management Areas, etc.

<p>Goal 6: By 2020, enhanced communications capacity and systems position WWF Zambia as a leading conservation organization with strong and engaging brand awareness among key actors, partners, stakeholders and civil society.</p>	<ul style="list-style-type: none"> • Strengthened capacity and systems: Improved communications capacity and systems in WWF Zambia enhances the office's ability for influence, replication/upscaling, innovation and implementation of conservation effort. • Positioning and branding WWF Zambia: Strengthened WWF brand awareness within Zambia influences interest and engagement in conservation amongst the government, private sector, civil society organizations (and networks) and citizens. • Leveraging communication for operations and conservation: Effective communications support for partnerships, fundraising/marketing, operations and conservation delivery.
<p>PARTNERSHIPS STRATEGIES & 2020 STRATEGIC OBJECTIVES</p>	<p>2020 PLANNED OUTCOMES</p>
<p>Goal 7: By 2020, WWF Zambia's partnerships effectively leveraged to support conservation delivery and impact at scale.</p>	<ul style="list-style-type: none"> • A credible, influential and independent partner of government Secured higher levels of commitment and engagement from government actors for enhanced conservation impact and delivery. • A credible, influential and independent partner of private sector: Successfully influenced adoption of environmentally sustainable business practices in at least three business partner organisations. • Partnering with and building CSOs capacity: Strengthened capacities and roles of conservation and development partners in executing conservation efforts for greater impact in collaboration with WWF Zambia. • Facilitating widespread adoption of successful models: Developed and successfully applied appealing models which have been positively evaluated and fed into widespread adoption. • Fostering sustainability of conservation action: Detailed sustainability strategies (including exit strategies) collaboratively developed with partners to ensure continuation of conservation efforts and demonstrate how results will be sustained beyond WWF Zambia's involvement.
<p>MARKETING/FUNDRAISING STRATEGIES & 2020 STRATEGIC OBJECTIVES</p>	<p>2020 PLANNED OUTCOMES</p>
<p>Goal 8: By 2020, adequate, diversified and sustainable income enhances WWF Zambia's financial status, sustainability and impact.</p>	<ul style="list-style-type: none"> • Healthy project/programme pipeline: A healthy project pipeline increases project income, project/programme portfolio and puts for WWF Zambia on a sustainable growth path. • Strengthened WWF Zambia branding & positioning: Enhanced position of WWF Zambia as a conservation thought leader and 'go to' conservation NGO in Zambia among key donors, government and civil society as a result of effective fundraising/marketing. • Increased non-traditional income sources: Growth in income from non-traditional income sources contributes to donor diversification and improvement WWF Zambia's income and financial sustainability • Internal fundraising: Successfully launched and implemented home market fundraising activities and strategies.

OPERATIONS STRATEGIES & 2020 STRATEGIC OBJECTIVES	2020 PLANNED OUTCOMES
<p>GOVERNANCE By 2020, WWF Zambia has established appropriate governance structures and systems supporting strategy, accountability and fiduciary responsibilities.</p>	<ul style="list-style-type: none"> • A credible, influential and independent partner of government: Secured higher levels of commitment and engagement from government actors for enhanced conservation impact and delivery. • A credible, influential and independent partner of private sector: Successfully influenced adoption of environmentally sustainable business practices in at least three business partner organizations. • Partnering with and building CSOs capacity: Strengthened capacities and roles of conservation and development partners in executing conservation efforts for greater impact in collaboration with WWF Zambia. • Facilitating widespread adoption of successful models: Developed and successfully applied appealing models which have been positively evaluated and fed into widespread adoption. • Fostering sustainability of conservation action: Detailed sustainability strategies (including exit strategies) collaboratively developed with partners to ensure continuation of conservation efforts and demonstrate how results will be sustained beyond WWF Zambia's involvement.
<p>FINANCE AND ACCOUNTING By 2020, WWF Zambia's has effective finance and accounting capacity, systems and processes reflective of relevant standards and best practices in support of growth and sustainability.</p>	<ul style="list-style-type: none"> • Financial management and accounting: Enhanced financial management and accounting capacity resulting in improved performance in key performance areas. • Office financial sustainability: Effective development of financial sustainability plan and implementation well under way. • Finance accountability framework delivery: Improved financial status, donor perception, reporting and risk management resulting from stringent application of finance accountability framework.
<p>ADMINISTRATION By 2020 WWF Zambia is fully compliant with approved standard operating and administrative procedures that enhances delivery of quality goods and services in stipulated timelines.</p>	<ul style="list-style-type: none"> • Capacity and systems: Strengthened capacity and systems enhancing efficiency and effectiveness of administrative processes and controls. • Contracts & grants management: Improved contracting of in-coming and outgoing contracts to be more responsive to conservation and operations needs. • Strengthened procurement capacity and systems: Effective and improved application of procurement policies, procedures and systems reduces inefficiencies and improves project/programme delivery and impact. • Assets and facilities management: Cost-effective assets and facilities management and environmental management system.
<p>INFORMATION TECHNOLOGY By 2020, WWF Zambia's ICT infrastructure effectively and efficiently supports operations, communications, fundraising, partnerships and conservation results delivery.</p>	<ul style="list-style-type: none"> • Strengthened capacity & systems: Strengthened ICT systems effectively support WWF Zambia's communication, knowledge management and decision-making processes. • Security systems, data and efficiency: Improved physical and logical security systems with clear and efficient data access sharing protocols. • Leveraging ICTs support for operations and conservation: Effective ICT support for communication, partnerships, fundraising/marketing, operations and conservation delivery
<p>PEOPLE & ORGANISATIONAL DEV. (HR) By 2020, WWF Zambia attracts, builds and retains talented staff capacity supported by a credible and strong leadership team.</p>	<ul style="list-style-type: none"> • Human resource management: Professionalized support for people and organizational development capacity and systems for core-office and projects/programmes. • Human resource management: Professionalized support for people and organizational development capacity and systems for core-office and projects/programmes. • Staff performance and development: Enhanced POD capacity and systems improving performance, accountability and leadership at WWF Zambia. • Change process implementation support: Effective support towards the WWF Zambia change processes for a stronger office, mature and thought leadership ambitions.
<p>MONITORING AND EVALUATION (M&E), AND REPORTING Goal: By 2020, conservation impact and decision making at WWF Zambia are supported by a strong and coherent monitoring and evaluation system that uses evidence, promotes learning and performance measurement.</p>	<ul style="list-style-type: none"> • Improved capacity and reporting: Strong M&E capacity and systems existing within WWF Zambia, projects/programmes and among partners. • Strengthened progress and impact monitoring: Efficient and integrated progress and impact monitoring to contributing to achievement of conservation and operations outcomes. • Knowledge management and lesson sharing²: Effective knowledge management mechanisms deployed, functional and promoting learning and collective institutional memory among staff and partners.

² This outcome is to be delivered in collaboration with Communications and ICT functional areas..