

Gender

WWF developed its Gender policy in 2011. WWF understands that gender refers to the socially constructed roles and opportunities associated with women and men and recognizes differences and inequalities between women and men in access to and control over resources and decision-making opportunities, in particular with relation to environmental resources. WWF understands that gender is part of the broader socio-cultural, economic and political context, which also takes into consideration factors such as class, status, ethnicity and age. This policy signifies WWF's ongoing commitment to equity and integrating a gender perspective in its policies, programs and projects, as well as in its own institutional structure.

Conservation Initiative on Human Rights Framework

WWF is a founding member of the Conservation and Human Rights Initiative and signed the Conservation Initiative on Human Rights Framework in 2009. WWF recognizes human rights as central to achieving effective and equitable conservation and development outcomes. The Framework states WWF's commitment to respect human rights and to promote rights within the scope of conservation initiatives. This endorsement also commits WWF to implementation measures contained in the framework and their application across all of our relevant social policies.

Prevention of Restriction of Rights/Involuntary Relocation

These guidelines emphasise WWF's commitment to respect, support and promote human rights within the scope of our conservation programs, our partnerships, government and corporate engagements and advocacy work especially in circumstances where there might be restrictions imposed and risks of violation of rights in projects which may involve relocation and resettlement. WWF commits to placing special emphasis on the protection of the vulnerable, encourage good governance, including supporting institutional policies. They support WWF in policy advocacy as well as in engaging with communities and decision makers to avoid rights infringement and restrictions that would cause high costs or negative consequences to IPLCs, as part of our commitment to the implementation of policies and principles in Human Rights. They also help all WWF offices to design specific measures and interventions to ensure a much needed integration and coherent approach between conservation and respect for human rights.



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.

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Many of the world's ecosystems and areas of high biodiversity under threat are also home to rural communities and indigenous peoples whose livelihoods and cultures are closely dependent on the natural environment. As such, conserving biodiversity and promoting sustainable development for the future generation also depends on securing the rights and wellbeing of the IPLCs dependent on nature and sharing the planet's resources equitably.

About the SD4C

Growing out of earlier initiatives on poverty, equity, indigenous peoples, and regional network experiences, the Social Development for Conservation (SD4C) team was established in 2009 to address social and development dimensions in conservation and to build our capacity as a network to effectively and pro-actively engage in these processes. The cross-cutting scope of the SD4C team, and its global reach, are based on strong collaboration between colleagues working in various capacities from regional hubs and offices across the network. An engagement at multiple levels and in all regions, enhances local-to-global-to-local linkages and allows the team to provide critical support, tools and services for WWF to become an effective player and partner in establishing more equitable, sustainable and greener development pathways.



WWF SOCIAL PRINCIPLES AND POLICIES



WWF SOCIAL PRINCIPLES

In line with WWF's commitment to strengthen the social dimensions of its projects, programmes and policy work and address the critical connections to peoples' rights and well being, the following principles are the pillars of a new approach that put governance, human rights and social development issues 'front and center' in our work. They are fundamental to creating effective, lasting and equitable solutions to today's environmental challenges for the well-being of present and future generations.

1. Respect people's rights in accordance with customary, national and international human rights laws, especially the UNDRIP;

2. Promote equity and social justice within the scope of our projects, programmes and policies at multiple levels, and promote these principles in policy fora and advocacy work at national and global levels;

3. Aim to enhance the natural assets of local communities, particularly the poor, and ensure that our conservation work generates economic and non-economic benefits for the vulnerable and IPLCs and that these benefits are shared equitably;

4. Promote good governance, taking into account cultural and political contexts, through improvements in tenure and income security and decision-making procedures, devolution of environmental management and empowerment to ensure that the rights (and access) of IPLCs to natural resources, which are the basis of their livelihoods, are exercised and enforced;

5. Address the inequitable distribution of environmental costs and benefits and unsustainable production and consumption patterns at multiple levels whenever possible by influencing local policies and practice, global markets, the private sector, national, regional and global policies and processes.

6. Promote equitable partnerships, and meaningful participation and inclusion in and for conservation and development, including sharing knowledge, information and mutual learning.

For more information on **WWF's Social Principles and Policies** and our work on people and conservation please visit our website at: wwf.panda.org/people



WHY?

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

- Human beings depend for their survival on the biodiversity and services provided by the healthy ecosystems. This is even more crucial for the IPLCs and the poor and marginalised living in ecologically rich areas.

- The knowledge and practices of IPLCs and their territories and areas have contributed significantly to conservation of ecosystem, species and genetic diversity.

- Cultural and traditional knowledge is often a lens through which nature and its services are valued.

- Biodiversity conservation can have positive and negative impacts on livelihoods and rights.

- Integrating social development in conservation strategies improves conservation success and sustainability.

WWF SOCIAL POLICIES AND GUIDELINES

Indigenous Peoples

WWF's Statement of Principles on Indigenous Peoples and Conservation was prepared in 1996 and updated in 2008. It reflects our dedication to respecting the human and development rights of indigenous and traditional peoples' and recognizes the importance of conserving their cultures. In 2007, WWF completed a review and recommendations on Strengthening Partnerships with Indigenous Peoples and Local Communities, including a reaffirmation of our Statement of Principles and identification of actions to strengthen its implementation and monitoring.

Poverty and Conservation

WWF's Policy on Poverty and Conservation was adopted in 2009. WWF defines poverty as encompassing not only physiological deprivation (non-fulfilment of basic needs, lack of income, ill-health, etc.), but also social deprivation and vulnerability (lack of access to natural resources, discrimination, lack of voice and power, gender inequities, etc.). WWF therefore sees its work on poverty as wide-ranging and requiring coordinated action at all levels, from the field to the global policy arena. This policy reaffirms WWF's commitment to embrace a pro-poor approach to conservation to strive to find equitable solutions for people and the environment and making special efforts to enable local people to play a key part in crafting solutions for sustainable development.

