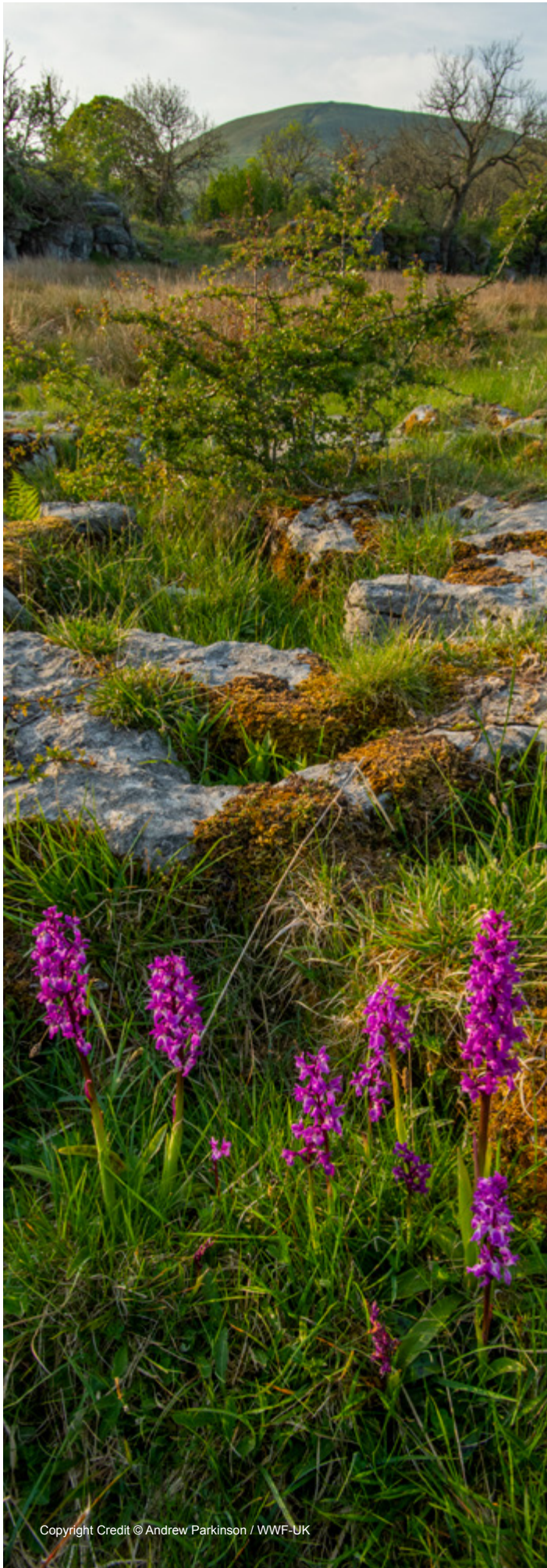




**WWF'S RESPONSE
TO THE PEOPLE'S
PLAN FOR NATURE**



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FOREWORD

BY TANYA STEELE, CEO WWF-UK

Nature matters. It matters in itself – it is beautiful, awe-inspiring and almost unimaginably varied; a world without it would be infinitely poorer. It matters to the economy – which is built upon rich natural resources and will flounder without them. And it matters to people – for our health and wellbeing, for happiness. It is a source of limitless delight and inspiration available to every one of us, wherever we live and whatever our circumstances.

It's also in trouble. Globally – with wildlife populations plummeting almost 70% since 1970. And here in the UK, we live in one of the most nature-depleted countries in the world. We know the reasons – development, deforestation, habitat fragmentation, overfishing and – most importantly – an intensive food and farming system that has stripped the natural from so much of our countryside.

At WWF, we're best known for our work to protect some of the world's most iconic species and places – from pandas to tigers, the Amazon to the savannahs of east Africa – but the plight of our own wild isles increasingly demands our attention too. Not least because British wildlife – our spectacular seabird colonies; our crystal-clear chalk streams; our ancient oak and bluebell-carpeted woodlands – is globally important. It needs and deserves our help.

And the people of our islands want a better future for nature, and for themselves. So, we were delighted to join with the RSPB and the National Trust to help facilitate a process that, through the contributions of thousands of people and deliberations of 103 citizens from across the UK, has given us this truly inspiring People's Plan for Nature.

I've been hugely excited to read the Plan and reflect on what WWF can learn from it. As one of the UK's largest environmental charities, we are a trusted voice on the drivers of biodiversity loss and the solutions that can turn the climate and nature crises around. The People's Plan for Nature provides a blueprint that is ambitious and fair, looking to a future where we are healthier and happier as a result of nature's renewal. It shows us the importance of citizens' voices in identifying and driving solutions, and WWF is committed to championing those voices in our work. We will use our influence to make sure the Plan really is too big to ignore.

People want more for nature – for it to be far more central to all the decisions we take as a society. They want better decision-making bodies – but also accountability, so that when conclusions are reached they lead to action. And people and organisations must work together – disconnected actions don't add up to real change. The People's Plan is also clear that some areas and actors are of particular importance.

Businesses must play their part alongside political leaders. And changing our agricultural and food system is critical.

This is a people's plan – wide-ranging, inspiring and independent – that challenges all who enjoy the privilege of power and influence to stop, reflect and change. We are running out of time to save and restore nature. We owe it to the authors of this plan – and to the millions of others who share their passion – to respond with the seriousness and urgency they demand.



SUMMARY

The People's Plan for Nature is a historic moment for our nature and wildlife. The first of its kind, the People's Plan is an irrefutable public mandate for change. As joint convenors of the plan, WWF-UK is proud to have supported the innovative, citizen-led approach that has put the voices of people from across the UK front and centre. For the first time in the UK, the public have spoken on the action they want everyone to take to protect and renew nature.

The Plan makes clear that this requires everyone – from governments and businesses to charities and communities – to work together. As one of the largest nature charities in the UK, WWF-UK recognises our responsibility in achieving this ambition. WWF-UK are committed to making sure that the People's Plan for Nature is too big to ignore, by bringing together the collective power of our 1.5 million supporters and partners to advocate for the change that the UK public are calling for.

To be true to the plan and to the citizens from across the UK who created it, WWF-UK has committed to read, reflect, respond, and integrate the plan into our work wherever possible. This response sets out our position on each call to action, as well as an outline of the work WWF-UK already undertakes, and how the People's Plan for Nature recommendations will influence the way we work in future.

In response to the challenges raised in the People's Plan for Nature, WWF-UK will prioritise those actions for nature where we can drive the most impact both at home and internationally – or where there's an opportunity for the UK to show global leadership to scale up our ambition for nature.

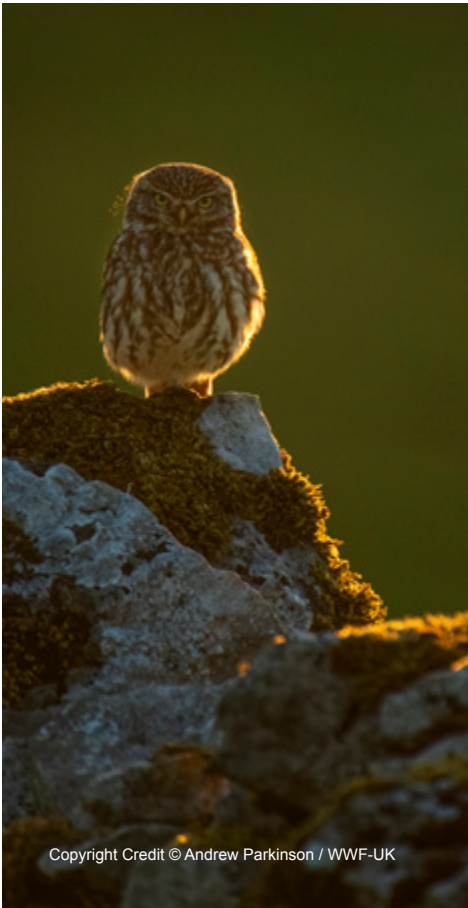
Our mission is to create a world where people and nature thrive, and we know that we cannot bring our world back to life without putting people at the heart of decision-making. In doing so, WWF-UK recognises our role not only as an expert voice, but as a listening ear. We are ready and willing to further champion the citizens' voice in our campaigns and advocacy in all our work going forward.



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KEY ACTIONS AND WHAT WWF-UK WILL DO NEXT:

In our response we outline our position against every call to action set out by the Assembly members. From this we have identified 5 key themes in the People’s Plan for Nature and WWF-UK’s role in addressing these:

1 THE PUBLIC ARE DEMANDING MORE FOR NATURE, AND WE MUST ALL RESPOND.

People expect all of us – governments, businesses, and NGOs – to do more to protect and renew nature for their health, wellbeing, and economic and food security. We all have a duty to respond.

We are committed to bringing the People’s Plan for Nature – and the will of our supporters – to the forefront of our business-facing and political advocacy. WWF-UK will work more closely with our supporters, bolstering their voice and their love of nature, while providing them with meaningful ways to help bring our world back to life.

WWF-UK will bring the citizen voice into our environmental advocacy, and champion the work already being done by communities all over the UK. We will campaign for systemic changes to our business and finance sectors, identified as key actors in the People’s Plan for Nature.

2 WE NEED BETTER DECISION-MAKING BODIES, INSTITUTIONS AND ACCOUNTABILITY

Whilst we know we all have a role to play in nature’s recovery through action we take each and every day, we will not be successful unless our leaders take much more ambitious action. Successive governments have been comfortable presiding over nature’s decline. We need a step change in our institutional decision-making and accountability to drive action. We will campaign for greater accountability for governments and the institutions with the power to turn the People’s Plan for Nature into reality.

At WWF-UK, we pride ourselves on our partnerships - holding difficult conversations and building bridges to place nature at the heart of the decisions that impact it. We will use our influence with businesses and governments alike to push for the transparency and accountability that the People’s Plan calls for.



3 ALL SYSTEM ACTORS SHOULD EMBRACE COORDINATION AND COOPERATION.

It is clear from the recommendations that collective action is needed if we are to meet the scale of the challenge with the scale of action needed. We need to look beyond our own interests and support better evidence sharing and collaborative action.

WWF-UK are committed to working in coalition with partners across sectors to achieve the shared mission of a world where people and nature can thrive. The calls to action make clear that the public want to see more collaboration and open communication between all actors, from communities and charities to farmers and businesses. WWF-UK plays a key role in convening and facilitating these conversations and will do more to bring a diversity of voices to the table.

4 AGRICULTURAL AND FOOD SYSTEM TRANSITION IS CRITICAL.

We simply cannot restore nature without supporting farmers and shifting our food system. We need to speak honestly about the drivers of nature loss and be supportive of the solutions that work for people and nature.

WWF-UK will advocate on behalf of and alongside farmers to secure the resources and support they need to transition to farming that improves nature at home. We will advocate for strong trade policies so that their efforts are not undermined by lower quality imports.

Food retailers should also be required to report on the climate and nature impacts of their businesses, including their supply chains. We will continue to push for this in our work with the UK's largest supermarkets.

We strongly believe that for people to make positive decisions about what they eat, governments and businesses need to take action to make healthy, sustainable food the most available, affordable, accessible and desirable food. WWF will continue to advocate for action to ensure food retailers make it easier for people to make good decisions about the food they buy.

5 BUSINESS MUST PLAY ITS PART.

The People's Plan for Nature makes it clear that businesses have a crucial role to play in stopping the harm to nature and helping it recover. Businesses should be incentivised and held to account. Through our work with business, we have a role to play as a critical friend, supporting their journey while challenging them to deliver the meaningful action needed from business to secure a healthy future for people and nature.

Alongside the right regulatory environment, we need to work with business to develop solutions - whilst also holding them accountable to their impacts on nature. We agree with the People's Plan for Nature that WWF-UK has a role to be a critical friend to business, working with them to support their transition to net zero and nature positive whilst holding them accountable for their actions. What's more, by showing what can be done and celebrating innovation by private sector trailblazers, we can spread hope to amplify a greater impact for climate and nature.

WWF-UK'S RESPONSE TO THE CALLS TO ACTION

The following section is WWF-UK's detailed response to each of the 26 Calls to Action in the People's Plan for Nature. These can be found in full by downloading the plan at peoplesplanfornature.org

1 We call for the establishment of a Union of influential organisations - including leaders in business, civil society and scientific institutions - to mandate the proportional inclusion of impact on nature in decision-making at all levels. As a basic principle, we do no more harm to nature; and together set UK-wide and regional targets to renew nature and increase biodiversity, led by ecological experts.

WWF-UK agrees that we need joined-up action across all sectors and at all levels to make sure nature is included in decision-making. We also agree with the adoption of a 'do no harm' principle.

We have more thinking to do on how to deliver this, especially to make sure it reflects devolved decision-making in different parts of the UK. The establishment of a Union of this kind is not something we had considered before, so we commit to explore whether this should be included in our calls to the different UK governments. This is especially relevant as we campaign for new, ambitious legislation in Westminster that holds government to account for meeting nature and climate targets, while producing nutritious, sustainable food.

In Scotland and Wales, we will explore whether this call should be included in our advocacy as devolved governments bring forward their equivalent frameworks. In doing so, the devolution settlements should be respected and any 'Unions' of this type should be developed within those frameworks, e.g. in Wales via the five ways of working defined by the Well-being of Future Generations (Wales) Act 2015.



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WE COMMIT TO LISTENING TO AND WORKING POSITIVELY WITH OTHER STAKEHOLDERS, FOR EXAMPLE FARMERS AND FISHING COMMUNITIES, TO FIND COMMON GROUND AND ADVOCATE ON SHARED PRIORITIES.

2 We call for collaboration and a shared agenda that provides leadership, promotes and facilitates communication and coordination between charities, government, universities, industry and communities to cooperate with a common purpose and vision for nature.

WWF-UK support the call for better collaboration and collective action between NGOs and others. This is vital if we are to bend the curve of nature loss. Better collaboration doesn't always mean that everyone works together all the time, but it requires organisations to prioritise working on actions and activities where they are best placed to have impact, which can be done together or separately.

In England, Scotland, and Wales, we will continue to work through established platforms, especially the Wildlife and Countryside LINK and its devolved equivalents, to share knowledge, coordinate our asks and take collective action where possible. For example, in building support for ambitious new legislation in Westminster to tackle the drivers of nature loss.

Nature is for everyone and nature loss effects everyone. We therefore also commit to listening to and working positively with other stakeholders, for example farmers and fishing communities, to find common ground and advocate on shared priorities.

We commit to embed collaboration and collective action in our conservation work across the UK, especially within our UK conservation programmes which look to improve outcomes for nature, climate, and people at scale across land, freshwater, coastal and marine habitats.

3

We call for a new, permanent, UK-wide Assembly for Nature comprising appointed representatives from NGOs, industry and members of the public. Their role would be to scrutinise, challenge and hold to account government leadership and action that impacts on nature.

The People's Plan is right that there is a clear need for more scrutiny and accountability for government in acting on biodiversity loss. A permanent assembly for nature is an innovative solution. Institutions like the Climate Change Committee have demonstrated a significant impact in driving forward the decarbonisation agenda and there could be strong argument that a similar institution that also incorporated the perspectives of the public could have a transformative impact on nature loss too. WWF-UK doesn't have the expertise to fully understand how this would work in practice, or to establish this ourselves, but we would be keen to understand how we could support its development.

4

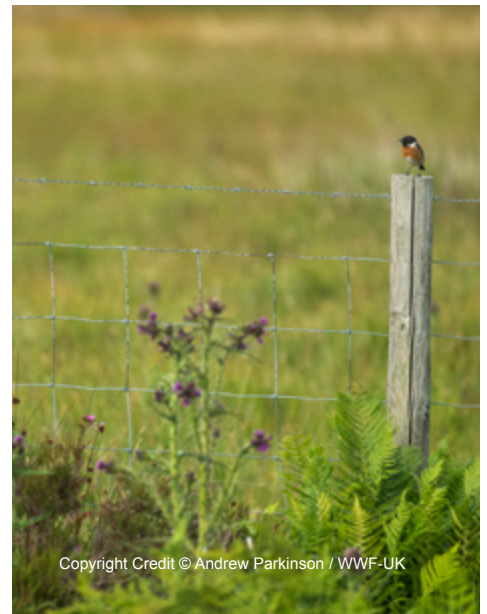
We call for the urgent identification of a body to take responsibility for balancing social and economic interests in decision making about nature protection and restoration.

We agree that there is a need for an objective body that can ensure that public policy is based on the best available science on tackling biodiversity loss, as well as including social and economic interests and the need for a just transition. We know that there is a critical need for stronger institutions to hold decision-makers to account on promises and plans to tackle the drivers of nature destruction.

We understand that we need to ensure the conservation programmes we support in the UK are considering socio-economic factors and how our work might impact local people. For that reason, we have a new dedicated 'Communities and Livelihoods' initiative in our UK work.

This recommendation from the People's Plan for Nature has also given us the confidence to commission research on social capital – exploring how we might go beyond thinking about social factors to consistently accounting for them in our decision-making across our conservation programmes. We hope to pilot the resulting framework within our programmes later this year.

THERE IS A NEED FOR AN OBJECTIVE BODY THAT CAN ENSURE THAT PUBLIC POLICY IS BASED ON THE BEST AVAILABLE SCIENCE ON TACKLING BIODIVERSITY LOSS, AS WELL AS INCLUDING SOCIAL AND ECONOMIC INTERESTS AND THE NEED FOR A JUST TRANSITION.



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5 We call for existing legislation and designations to protect nature to be more robustly enforced and for stronger, more ambitious legislation and targets introduced to show that nature is valued.

We agree that existing legislation to protect nature needs more robust enforcement and we will work across the UK to advocate for greater legal protection for nature. We recently made a formal complaint to England's and Northern Ireland's environmental watchdog (Office of Environmental Protection) about the UK Government's failure to enforce regulations that protect nature from nitrogen pollution. However, we recognise that even if existing measures were fully implemented, we would not be doing enough to prevent nature loss nor set it on the path to recovery by 2030.

As a result, we commit to advocate for ambitious new legislation in England that takes a comprehensive approach to tackling the drivers of nature destruction at home and where we have jurisdiction overseas, such as through trade and in the supply chains of the food and products we eat and buy.

In Wales, we will work to influence the forthcoming Environmental Governance Bill to ensure that the bill delivers nature recovery targets that are legally binding and that the bill develops an independent body for governing environmental law in Wales.

In Scotland, we will work to influence the forthcoming Natural Environment Bill in 2024, expected to set legally binding targets for nature's recovery.

6 We call for clearer reporting on activities and costs of action to protect nature, tax breaks for nature-friendly research and developments and league tables of nature-friendly businesses.

We agree that businesses should be incentivised to take action to tackle nature loss, including by reporting, but recognise that voluntary measures will not go far enough, and that there should also be enforcement of consequences for damaging nature across supply chains. In addition, there should be greater transparency, and businesses taking positive action should be highlighted and celebrated, so that consumers can make well-informed choices.

WWF-UK works with businesses to support them to transition to net zero; to demonstrate how taking action to tackle climate change and biodiversity loss is possible and necessary, and also agree it's vital to hold them accountable to action. Some of this work is already under way through our work with six of the major supermarkets who have committed to halve the environmental impact of the average UK shopping basket through the WWF-UK's Retailers' Commitment to Nature.

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7 We call for long-term, cross-party commitment to ensuring that protecting nature is a priority for future farming practices across the UK.

We agree that cross-party consensus and long-term thinking is vital to transform our food, farming and land systems so they deliver for nature. If we are going to see transformative action to tackle nature loss, we need to ensure that our food system is set up in a way that protects nature. WWF describes the links between nature, food and climate change as the ‘Triple Challenge’.

WWF will work with farmers and advocate for them to be better supported by government, private finance, and businesses to accelerate a nature-friendly farming transition. We’ll do this through the delivery of our agriculture, land, and food priorities across the UK, including advocating for ambitious agriculture Bills in Wales and Scotland, strengthening the ELM schemes in England and supporting farmers in the landscapes we work in, including funding farm advisors. We’re also advocating for ambitious new government action to ensure our food systems are set up in a way that supports us to protect nature.

WWF WILL WORK WITH FARMERS AND ADVOCATE FOR THEM TO BE BETTER SUPPORTED BY GOVERNMENT, PRIVATE FINANCE, AND BUSINESSES TO ACCELERATE A NATURE-FRIENDLY FARMING TRANSITION.



WWF-UK WILL CONTINUE TO PUSH GOVERNMENTS ACROSS THE UK TO DELIVER A FOOD SYSTEM IN WHICH FARMERS AND NATURE CAN THRIVE - AND WHERE EVERYONE CAN ACCESS SUSTAINABLE AND NUTRITIOUS FOOD.

8 We call for an overhaul of the current subsidy arrangements to provide incentives to farmers who farm sustainably, and commit to rewilding land which is non-productive, whilst penalising those who harm the environment by not farming sustainably.

We wholeheartedly agree that the way farmers are supported with public money must change, so that farmers are properly rewarded for the environmental and climate outcomes they can provide in addition to producing healthy and nutritious food. This is the only long-term solution for food security. Reform of the current subsidy systems is already underway across the UK but needs to move faster, offer more support and clarity to farmers, and clearly add up to ensuring thriving farm businesses are helping to deliver climate and nature goals.

Many farmers are already taking action to integrate nature within and across farmed landscapes – including through what may be termed as rewilding – and we want to see a system that supports them to do so in appropriate circumstances and with local support. While there is a place for more ambitious ‘rewilding’ projects, we do not support the automatic division between rewilding and production, as ultimately there will be a spectrum of approaches needed to weave in nature across farms, not just on less productive land.

WWF-UK will continue to push governments across the UK to deliver a food system in which farmers and nature can thrive – and where everyone can access sustainable and nutritious food.

We will continue to hold the government to account for wholly inadequate enforcement of regulations designed to prevent pollution and have already launched a formal complaint to the Office for Environmental Protection about the failure of the Government to do this in relation to nitrogen pollution in England. Evidence shows that governments need to balance enforcement, advice, and incentives appropriately, but all three are needed to effect change across the board. WWF-UK will also continue to work with farmers across the areas we work in, as well as through the Just Transition Commission in Scotland, to ensure that the shift to climate and nature friendly farming is fair.

We also need to ensure that UK farmers who are improving their practices are competing on a level playing field, which is currently not the case as there are no legally binding environmental standards for imported food. The impact of this is likely to grow as the UK negotiates new trade deals, liberalising access to its agricultural market. This is why we need core environmental standards that would set comparable standards for food imports as those required of UK farmers.

9

We call for better communication between farmers, and the bodies representing them, to ensure the promotion of sustainable and nature-friendly farming.

We recognise that we cannot halt and reverse nature loss without farmers and that many farmers are already taking steps to promote sustainable and nature-friendly farming. We need a framework that supports farmers to tackle destructive practices and unlocks public and private finance to support the creation of a thriving farming sector.

We will continue to work with and amplify voices of farmers in advocating for changes that lead to thriving farm businesses through nature-friendly farming, including through the farmer networks we support in the UK landscapes we work in. Alongside changing the way farm support is delivered, complementary measures will be essential for a just transition, with support needed for skills, knowledge transfer, and innovation critical for the future viability of the sector.

In Scotland, WWF is supporting the proposals put forward by the Climate Emergency Response Group including increasing the combined budget for farm advisory services year-on-year from 2024, scaling up funding to reach £20 million per annum by 2027.

In Wales, WWF will continue to make the case for the Sustainable Farming Scheme to provide sufficient funds for farm advisory services and will continue to influence Welsh Government's just transition proposals for the farming sector.

WE NEED A FRAMEWORK THAT SUPPORTS FARMERS TO TACKLE DESTRUCTIVE PRACTICES AND UNLOCKS PUBLIC AND PRIVATE FINANCE TO SUPPORT THE CREATION OF A THRIVING FARMING SECTOR.



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GOVERNMENTS AND BUSINESSES NEED TO TAKE ACTION TO MAKE HEALTHY, SUSTAINABLE FOOD THE MOST AVAILABLE, AFFORDABLE, ACCESSIBLE AND DESIRABLE FOOD.



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10

We call for a national conversation across the UK to explore, advise and encourage on the need to change our diets and how to do this. This would educate people on the impact of our food and food choices on nature and our health. We would seek for the majority of people to change their diet for the better and aim to reduce meat, dairy and fish consumption by at least 25% by 2030.

We wholly support the need for a national conversation on the impact of our diets on nature. The science is clear: we cannot meet our net zero and nature goals or halve the impact of the average shopping basket without diet shift. But a conversation on its own won't be enough. Food choices are not just a question of personal preferences. We strongly believe that to enable and support people to make positive decisions about what they eat, governments and businesses need to take action to make healthy, sustainable food the most available, affordable, accessible and desirable food.

One important step would be to make sure the food served in schools, hospitals, universities and other public settings is nutritious and sustainable, ensuring everyone has access to good food and contributing to a national shift in diets.

WWF's Livewell research shows that a healthy, sustainable diet for the UK population is possible without everyone going vegetarian or vegan, but we will need to reduce the amount of meat (red and white), eggs and dairy products we eat. Our research suggests the need to go beyond a 25% reduction in these three food groups to reduce climate impacts and relieve pressure on nature, although this will also depend on how quickly we can transition to regenerative agriculture.

11

We call for supermarkets - and all food retailers - to be required to be transparent about the sources and nature impact of products through a clear quality standard.

We agree that supermarkets and food retailers need to be transparent about the sources and nature impact of their products. Food retailers should also be required to report on the climate and nature impacts of their businesses, including their supply chains. We're already working with supermarkets on our ambition to halve the impact of our shopping on climate and nature loss. Our annual 'What's in Store for the Planet' reports and the WWF Basket show our work on this already, and we are tracking the progress retailers are making on this topic.

WWF-UK will advocate for action to ensure food retailers make it easier for people to make good decisions about the food they buy, but in the end it shouldn't be up to individuals to make the right choice. Governments and business need to act.

12

We call for policies that force all companies involved in food production and retail to stop their negative impact on the natural environment and to actively support the restoration of nature. We want to see that the “polluter pays” principle is enforced to reduce the amount of pollutants that impact the environment and our health and to ensure that food production, processing and retail do not destroy habitats in the UK or abroad.

We recognise that all food production has some impact on the natural environment but that retailers should stop any unnecessary negative impacts, mitigate for any unavoidable impacts, and promote regenerative practices.

WWF-UK is calling for legally binding core environmental standards that would prevent the import of food produced in ways that would be illegal for British farmers. This would also help drive better production practices overseas in the countries who wish to export to the UK market. We will work with supply chains across key commodities, for example soy and palm oil, to reduce nature loss as much as possible, including through the WWF Basket with key retailers. We will work with farmers and supply chains directly through our landscape and partnership work to support interventions to reduce pollution.

13

We call for Governments to implement regulations that stop food retailers (supermarkets in particular) from driving wasteful producer and consumer behaviour that means a high proportion of the food produced is thrown away.

We agree that there is a need to drive more responsible producer and consumer behaviour when it comes to food waste, in particular through mandatory reporting of food waste from large and some medium food businesses. By doing so, whole supply chain food loss and waste can be monitored, and actions can be taken to prevent supply chain actors driving up waste on farms and in homes. We think some more thinking is needed to understand who would oversee these regulations and how they would apply/be enforced. WWF-UK will continue to explore this work, in particular as part of our engagement with supermarkets as part of the WWF Basket & WWF’s Retailers’ Commitment for Nature.

Additionally, we believe that governments need to develop plans to improve circular economy and waste disposal to first, reduce food waste occurring and second, minimise the impact of disposing of waste which is unavoidable, for example by supporting redistribution efforts and banning food waste to landfill.

WE WILL WORK WITH FARMERS AND SUPPLY CHAINS DIRECTLY THROUGH OUR LANDSCAPE AND PARTNERSHIP WORK TO SUPPORT INTERVENTIONS TO REDUCE POLLUTION.





14

We call for food hubs in local areas that are accessible to all, to enable people to have easy access to sustainable, locally produced food. Food hub coordinators should work with community organisations, supermarkets, farmers and growers, to sell food produced as locally as possible. Signs in supermarkets should indicate where food has been produced and “buy local” should be encouraged.

We need to ensure people have access to nutritious, sustainable food. However, the science shows us that local food is not always the most sustainable option. It's what we eat and how it's produced that matters most, with transport typically accounting for a small part of a food's impact. We support the need to enable the sustainable production of food at a local level, and it is vital that food imports meet comparable standards required of our local farmers. We are advocating for a set of core environmental standards that would level the playing field between domestic and global producers while ensuring the food we eat is not costing the earth.

We would support supermarkets highlighting food produced to higher environmental standards, rather than solely focusing on locally produced food.





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15 We call for government and industry to ensure the balance of nature in the sea is restored. This will include a considerable reduction and reallocation of fishing quotas, using up-to-date technology and scientific knowledge, so that we can protect marine biodiversity and recover local fish stocks to a point that enables fishermen to take the maximum sustainable yield in any area.

WE ARE CURRENTLY WORKING ON A NEW APPROACH TO SOURCING SEAFOOD SUSTAINABLY THAT MOVES BEYOND EXISTING CERTIFICATION SCHEMES AND A STOCK-BY-STOCK ASSESSMENT TO CONSIDER THE WIDER NEEDS OF THE MARINE ECOSYSTEM.

We agree that the allocation of fishing quotas should be based on the best available science, and that ensuring healthy fish stocks should be the basis for supporting local fishing communities. We will continue to push for more of our UK fisheries to be managed sustainably, based on the needs of the wider marine ecosystem and communities that depend on them. We will also call for better monitoring and enforcement of fishing regulations. Currently, the lack of detailed fisheries policy measures in the UK are undermining both the fishing sector and any calls to promote sustainable seafood consumption, as well as preventing UK marine nature from recovering.

We are currently working on a new approach to sourcing seafood sustainably that moves beyond existing certification schemes and a stock-by-stock assessment to also consider the wider needs of the marine ecosystem. As part of this we recognise that maximum sustainable yield (MSY) is not always the best indicator of a healthy fish stock. This new “seascape approach” is currently being trialled.

16

We call for the creation of a series of Marine National Parks, using existing national park structures and incorporating currently protected areas. These would be designated as ‘no take zones’ and be a mix of both coastal and offshore sites, chosen to increase biodiversity and reduce fishing impacts in designated areas.

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Over the last few years, WWF-UK has worked with others to highlight the state of our UK seas, the vitally important role the ocean plays in the fight against climate change, and the opportunity to support community development and sustainable livelihood opportunities. Well-managed marine protected areas (MPAs) are an important part of this, including the rapid designation of new “highly” or “fully” protected marine areas. However, we feel setting up a new National Marine Parks structure is unnecessary.

There are currently around 60 different types of marine management designations, which creates a confusing and weak context to push for proper management. Adding a further new designation “National Marine Parks” we feel would slow down and confuse the situation more. Focussing on getting the MPAs we have had designated into good working order and pushing the government to speed up the process of identifying and putting management measures in place, including for new Highly Protected Marine Areas in England, is a better path given the climate and nature emergencies.

WWF-UK is working with Wildlife and Countryside LINK to advocate for ocean recovery through well-managed marine protected areas. WWF-UK does not work on marine protected areas directly, but we do provide science and evidence to show how valuable protection can be, for example through our work on blue carbon and seagrass restoration.



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17

We call for the urgent restoration of all rivers and wetlands to a healthy ecological status, driven by a Water Management Framework with incentives for compliance and penalties for non-compliance (based on the polluter pays principle).

WWF-UK supports this recommendation, however more work is needed to understand how it might work in practice. In addition, it's important that restoration work goes beyond pollution issues and considers other damage to rivers and wetlands.

We particularly agree that local and national governments should strengthen enforcement of regulations and devote more funding to regulatory agencies.

WWF-UK supports a number of geographically-focused projects across the UK in partnership with local organisations. We support projects that provide examples of scalable solutions to restoring nature and addressing the climate crisis. This work demonstrates how barriers can be overcome and social acceptability gained, backed up with evidence, to persuade government, business and civil society to act. As part of this programme, we are working with local rivers trusts in Norfolk, the Soar and the Wye and Usk catchments to support a transition to more sustainable agriculture, land use and wastewater discharge that enables the recovery of freshwater habitats.

WE ARE WORKING WITH LOCAL RIVERS TRUSTS IN NORFOLK, THE SOAR AND THE WYE AND USK TO SUPPORT A TRANSITION TO MORE SUSTAINABLE AGRICULTURE, LAND USE AND WASTEWATER DISCHARGE THAT ENABLES THE RECOVERY OF FRESHWATER HABITATS.

WE WILL WORK TO UPHOLD THE REGULATIONS RELATING TO FARMING AND NITROGEN POLLUTION INTO RIVERS, INCLUDING THROUGH LEGAL CHALLENGE.



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18 We call for legally-binding targets, with repercussions for any targets not met. Partners - local authorities, landowners, communities, water companies and government agencies - need to develop a shared master plan for renewal that includes improved sewage management and treatment, eliminating harmful chemicals especially in non-essential roles, improved agricultural practices to reduce run-off to rivers, reducing flooding and which are focused on nature-based solutions.

WWF-UK supports this recommendation. We will work to uphold the regulations relating to farming and nitrogen pollution into rivers, including through legal challenge. Whilst we do not work on sewage issues specifically, we do work in partnership with local rivers trusts to reduce the impact of agriculture, land use and wastewater discharge on freshwater habitats in Norfolk, the Wye and Usk, and the Soar. In these locations the local rivers trusts are driving the implementation of nature-based solutions, such as constructed wetlands, and a transition to more regenerative agricultural practices to support the restoration of nature, mitigation of climate change and sustainable food production.

In England we also are calling for a nitrogen strategy that would set legally binding targets in line with halving nitrogen/nutrient waste.

19 We call for a long-term national strategy to create a wastewater system that reduces the risk of sewage entering our natural environment and supports nature's restoration and renewal by upholding relevant frameworks and standards.

WWF-UK supports this recommendation in principle, but this isn't an area of expertise for WWF in the UK at the moment. As noted above, in England we are calling for a nitrogen strategy that would set legally binding targets to halve nitrogen/nutrient waste, underpinned by nitrogen budgets and action to reduce all nitrogen pollution – including from sewage.

20 We call for all household water usage to be valued and metered, and the consequences of misuse recognised.

WWF-UK supports this recommendation. Although we don't work on this issue now, we and other NGOs have called for universal water metering for years. The primary action should be for national governments to mandate retrofitting of water meters to all homes.

THERE IS OVERWHELMING EVIDENCE THAT DEMONSTRATES HOW BENEFICIAL LOCAL NATURE ACCESS IS FOR PEOPLE'S HEALTH AND WELLBEING.

21 We call for a network of local biodiverse and health-focused green spaces owned and run by the people, for the people.

WWF-UK supports this recommendation and recognises the collective power of communities all over the UK working together to protect and restore local green spaces. There is overwhelming evidence that demonstrates how beneficial local nature access is for people's health and wellbeing. WWF-UK doesn't own any land, but we will continue to work in partnership with local wildlife charities, local authorities and community groups through our strategic UK programmatic work to enable both improved and more equitable access to nature and deeper involvement by local people, including through Local Nature Recovery Strategies.

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WE ABSOLUTELY SUPPORT PEOPLE HAVING ACCESS TO NATURE ON THEIR DOORSTEP AND DEVELOPMENTS THAT ENABLE NATURE TO THRIVE IN URBAN ENVIRONMENTS.

22 We call for legislation to require a minimum of 12% of the land area of all new build infrastructure and retrofits of public places to be given over to nature and supporting biodiversity - to ensure that people are able to access nature every day.

We fully support integrating high quality space for nature within new developments and we’re advocating for a land use framework in England that balances pressures on land use, including nature restoration, food production, sustainable development and access to nature. WWF-UK doesn’t work specifically on local planning matters, but we absolutely support people having access to nature on their doorstep and developments that enable nature to thrive in urban environments.



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23 We call for a legal right to equitable access to nature, as a human right, and for this to be supported by clean air legislation and funding. This will support people to connect with, value and protect nature and improve people’s wellbeing, health and happiness.

Human health is inextricably linked to environmental health and ensuring that people can properly connect with nature is of great importance. We welcomed the UN General Assembly’s recognition of a universal human right to a clean and healthy environment.

Although WWF-UK is not actively calling for this right to be enshrined in domestic legislation, we are part of the Wildlife and Countryside LINK coalition group which is currently working on an ‘Environmental Rights Bill’ with a central aim of setting in statute a right to a clean and healthy environment for all.

24

We call for fact-based locally/regionally relevant information about nature to be more readily available and positively promoted to the UK public, so that public knowledge of the state of UK nature is deepened.

To enable nature's recovery we need to build public awareness of the state of UK nature and generate support for its recovery. Through our Save Our Wild Isles campaign we are aiming to inform 10 million people about the UK nature crisis, and are asking everyone to act now for nature by making space for it, helping it in our everyday lives, and speaking up on its behalf. Our activities include; co-producing the Wild Isles TV series, commissioning a documentary film for BBC iPlayer, running business screenings, promoting ways people can create space for nature, and educating children and young people through schools and community groups.

In collaboration with other NGOs, in England we will support local authorities to engage with communities to create and implement new Local Nature Recovery Strategies.

25

We call for a validated, transparent and accessible evidence-base, drawing on both public and private research which must be used to inform decisions and policies impacting on renewing and protecting nature in the UK, so that we have confidence decisions will have the most appropriate impact.

We agree that is vital that any approach to nature recovery in the UK is evidence-led.

In collaboration with other NGOs, we will push national government to provide sufficient resources to local authorities to enable evidence-led planning – for example by undertaking proper natural capital mapping.



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26

We call for the revision of the language used by experts, policy and decision makers in communicating to the public about nature. By focusing on renewal and not just restoration, we are looking to the future and not to the past.

To enable nature’s recovery, it is essential that the broader public feels connected to nature and feels hope, not despair. To achieve this, it is important to shift how we think and talk about nature – away from stories of perpetual crisis and decline, towards a positive vision of a future teeming with life.

We commit to using our influence to help shift the narrative around nature in the UK, so that people can see a positive future if we make the right choices now.

Across our communications and thought leadership (for example, through our ‘Wholescape’ projects) we will use language and ideas that help to promote this positive vision across the whole UK.

WE COMMIT TO USING OUR INFLUENCE TO HELP SHIFT THE NARRATIVE AROUND NATURE IN THE UK, SO THAT PEOPLE CAN SEE A POSITIVE FUTURE IF WE MAKE THE RIGHT CHOICES NOW.



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THIS IS ONLY THE BEGINNING

Now that we have mapped the People's Plan for Nature against our current work and responded to each of the recommendations, WWF-UK will embed the Plan into our organisation, working closely with the People's Assembly for Nature to turn this commitment into action. We call on others to do the same.

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