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HAS BEEN  
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WITH

**ZSL**  
FOR LIFE  
EVERYWHERE



# LIVING PLANET REPORT 2022

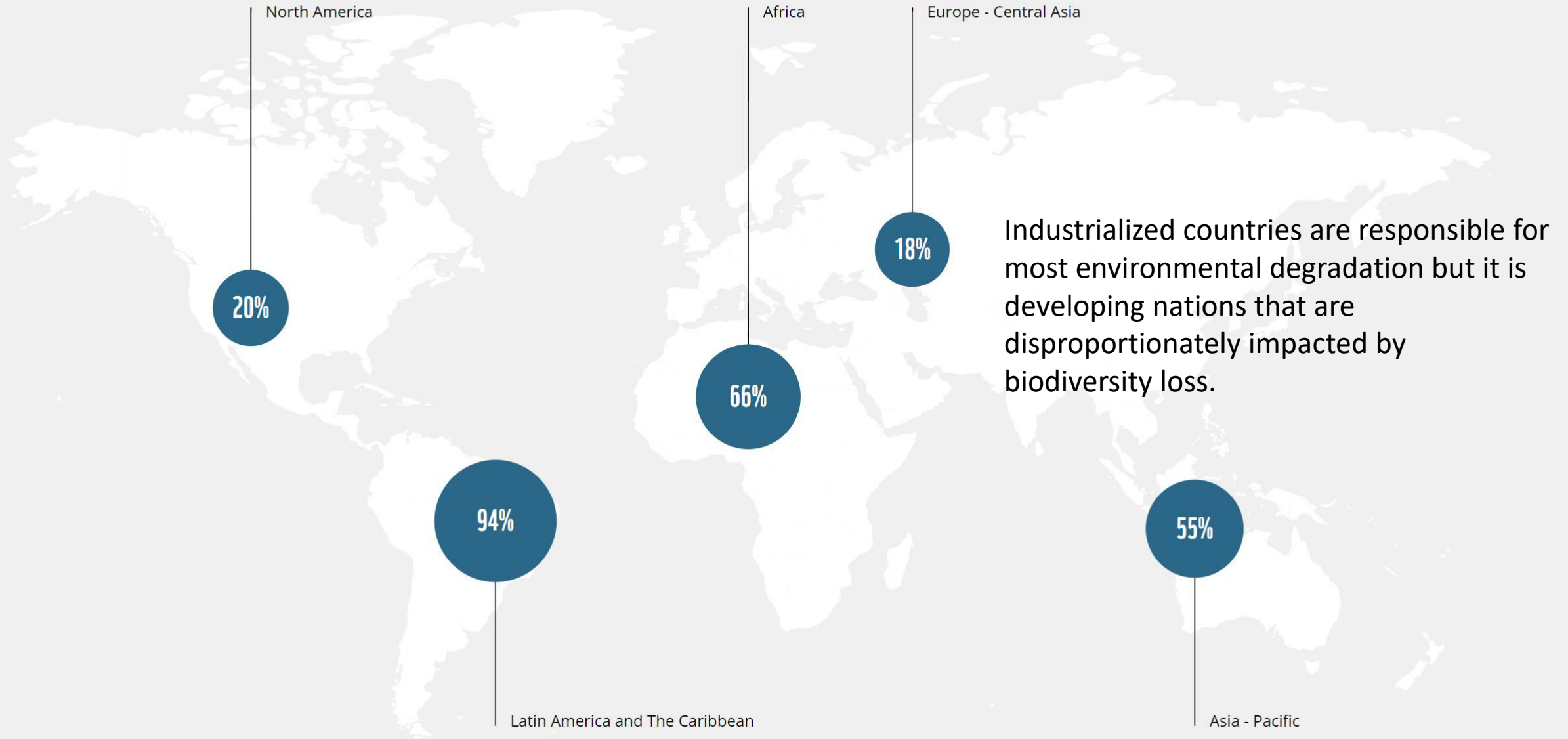
BUILDING A NATURE-POSITIVE SOCIETY

# TRACKING THE HEALTH OF NATURE OVER 50 YEARS

69% decrease in 32,000 monitored mammal, fish, reptile, and amphibian species populations since 1970.




# BIODIVERSITY LOSS BY REGION



Industrialized countries are responsible for most environmental degradation but it is developing nations that are disproportionately impacted by biodiversity loss.



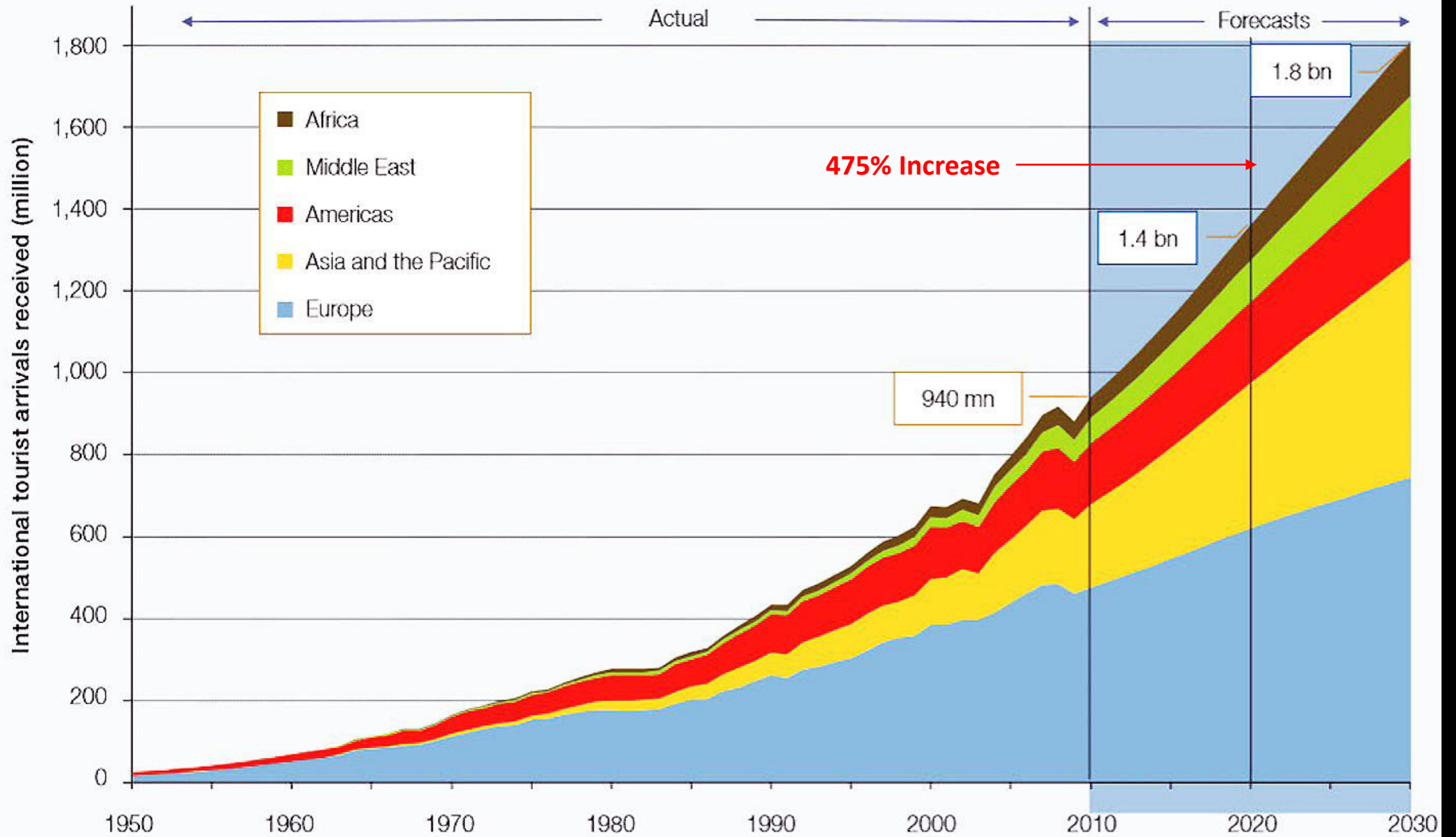


We are Living in a Dual Crisis  
Biodiversity Loss and Climate Change

Unless we stop treating these  
emergencies as two separate issues  
neither will be addressed



# UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030





The Integrity of Nature and Communities  
Travel Industry's Business Asset

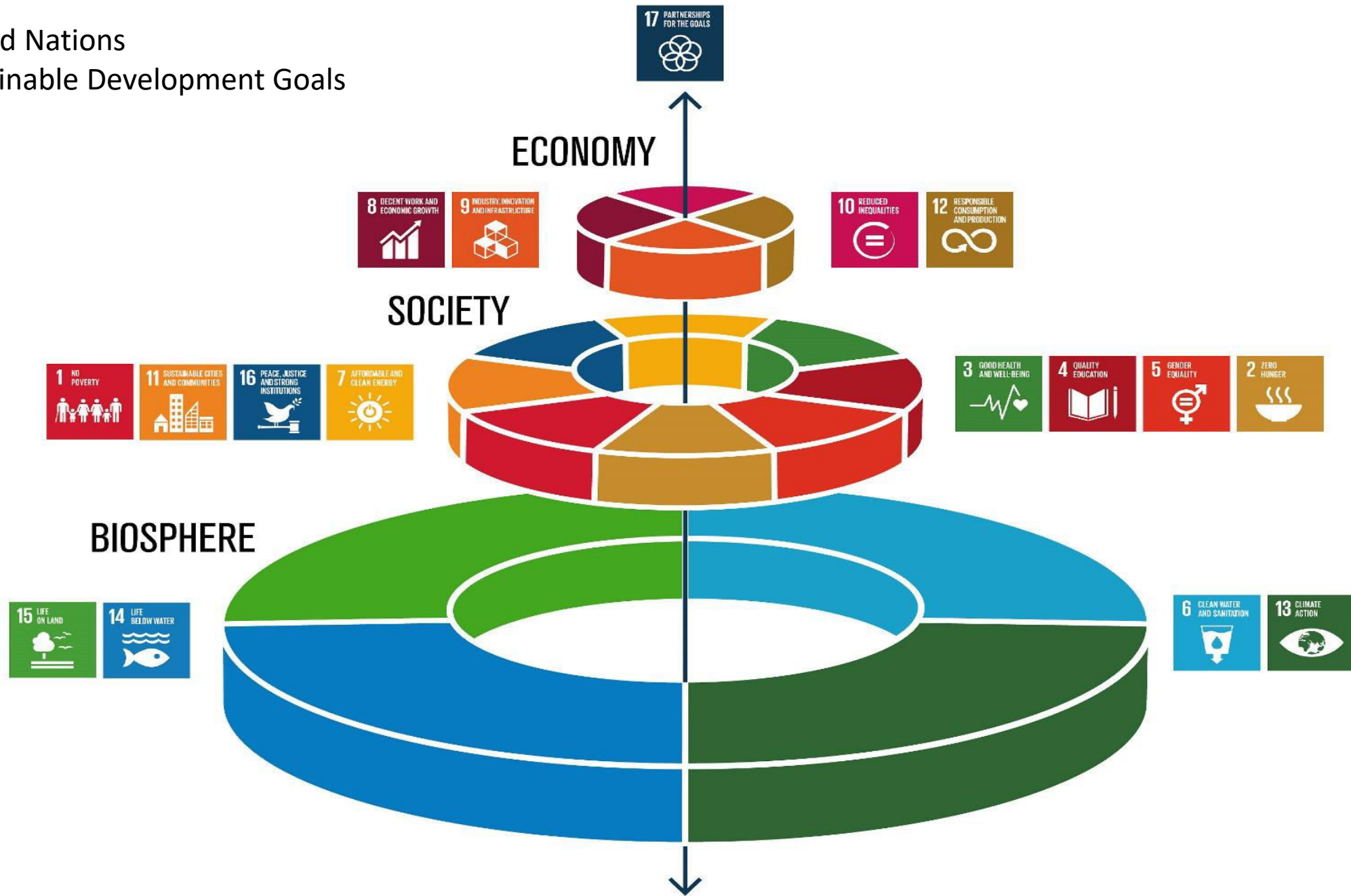
75%  
Coral Reefs Threatened

\$2.7 Trillion  
Ecosystem Services Value.

Nature infrastructure can  
enhance or replace built  
solutions.



# United Nations Sustainable Development Goals





## 30 x 30

Global initiative for governments to designate 30% of Earth's land and ocean area as protected areas by 2030



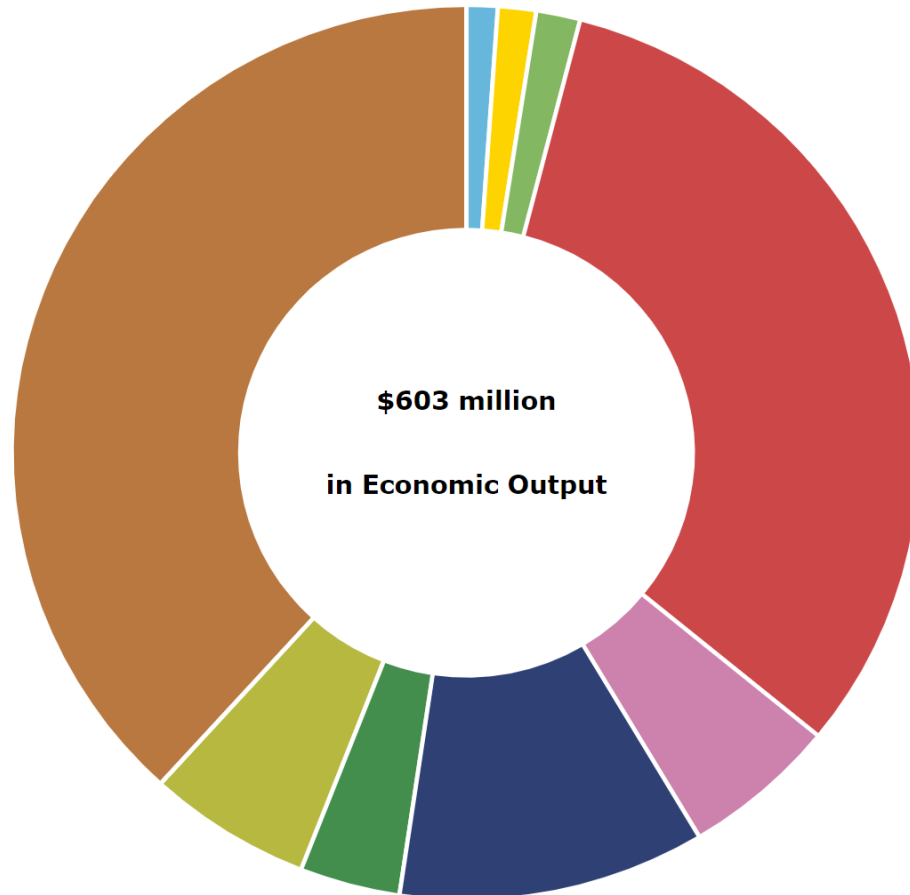
# Yosemite National Park

In 2021, 3.3 million park visitors spent an estimated \$437 million in local gateway regions while visiting Yosemite National Park. These expenditures supported a total of 5,600 jobs, \$214 million in labor income, \$351 million in value added, and \$603 million in economic output in local gateway economies surrounding Yosemite National Park.

Visitor Spending    Jobs    Labor Income    Value Added    Economic Output

Click on a Park for more information or select a Park

Yosemite National Park



## Directly Affected Sectors

- Camping
- Gas
- Groceries
- Hotels
- Recreation Industries
- Restaurants
- Retail
- Transportation

## Secondary Effects

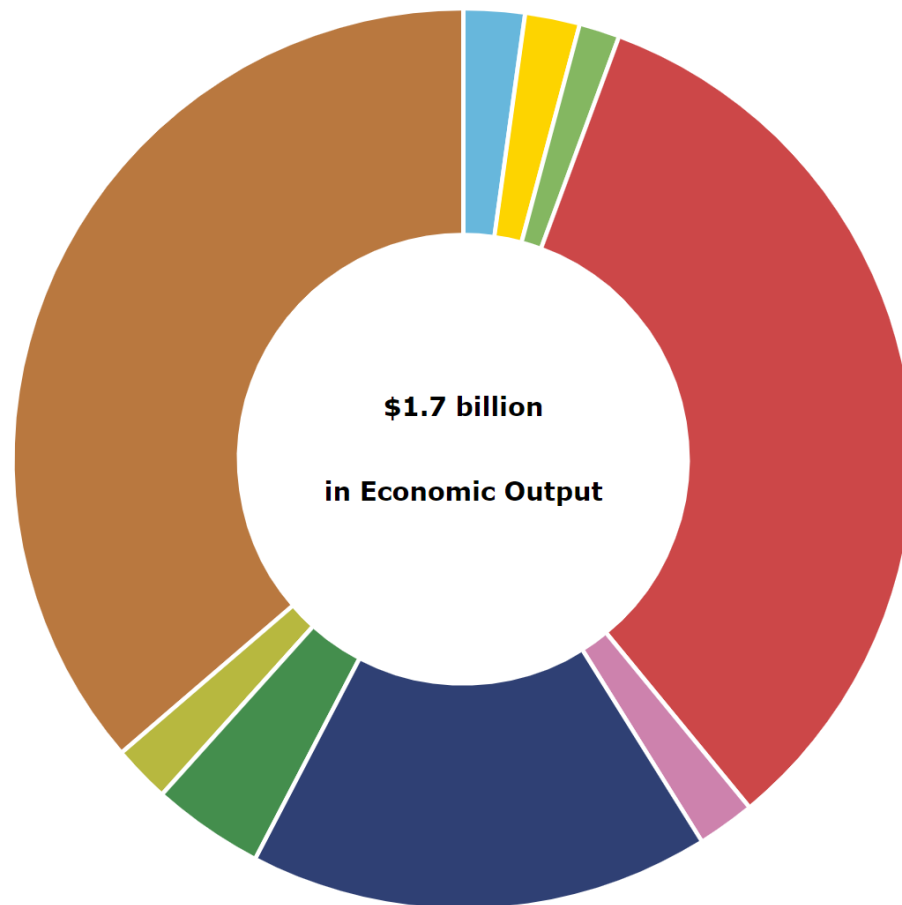
- Secondary Effects

# Blue Ridge Parkway

In 2021, 15.9 million park visitors spent an estimated \$1.3 billion in local gateway regions while visiting Blue Ridge Parkway. These expenditures supported a total of 17.9 thousand jobs, \$531 million in labor income, \$901 million in value added, and \$1.7 billion in economic output in local gateway economies surrounding Blue Ridge Parkway.

- Visitor Spending    Jobs    Labor Income    Value Added    Economic Output

Click on a Park for more information or select a Park



## Directly Affected Sectors

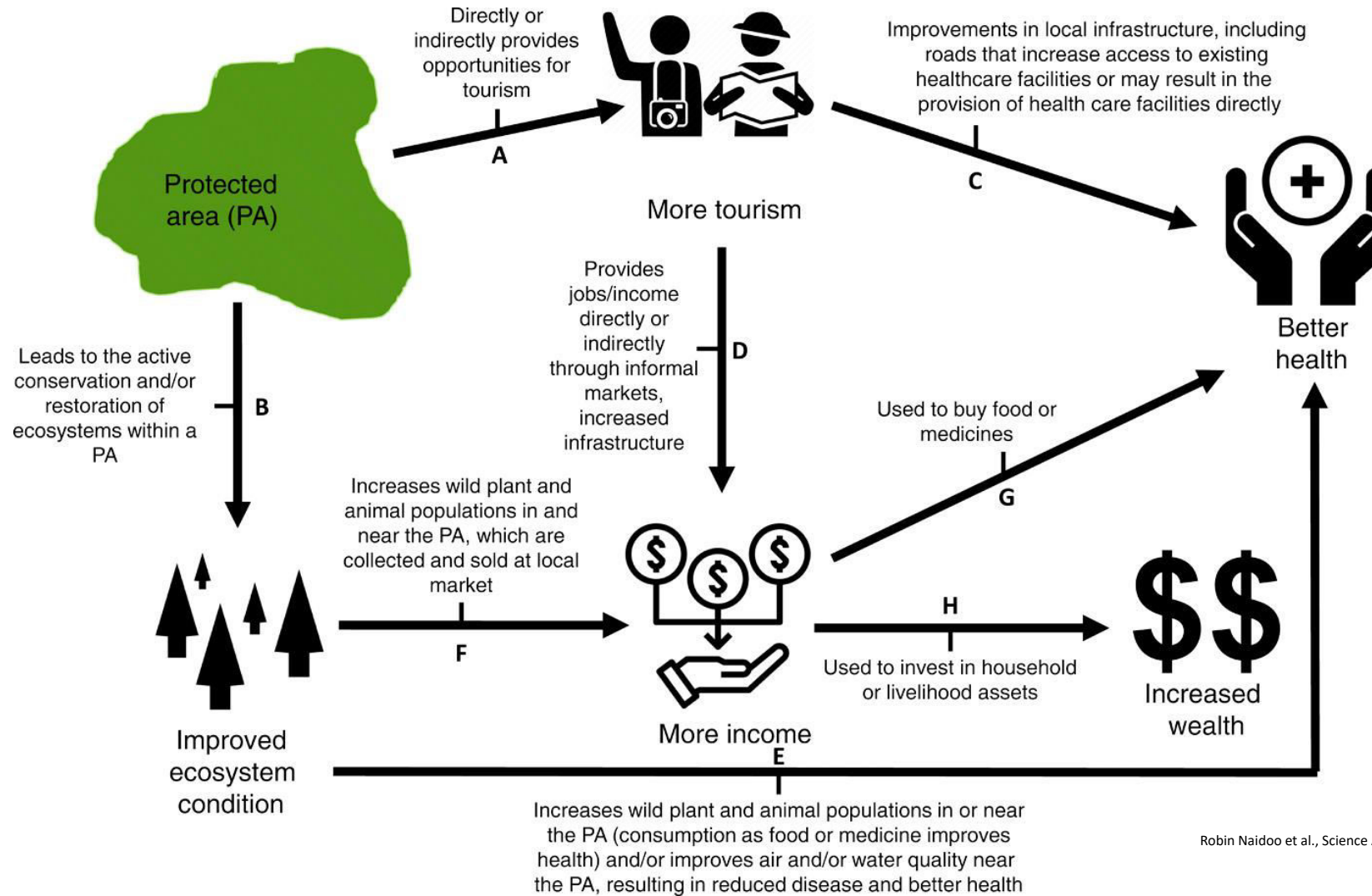
- Camping
- Gas
- Groceries
- Hotels
- Recreation Industries
- Restaurants
- Retail
- Transportation

## Secondary Effects

- Secondary Effects



# Evaluating the impacts of protected areas on human well-being across the developing world



Robin Naidoo et al., Science Advances

## 600 Protected Areas in 34 Developing Countries





## Protected Areas and Poverty Alleviation

17% higher wealth levels

16% lower likelihood of poverty

10% children have higher height to weight scores





# SCIENCE-BASED TARGET SETTING FOR THE AVIATION SECTOR

Version 1.0  
August 2021



PARTNER ORGANIZATIONS



# SCIENCE BASED TARGET SETTING FOR THE MARITIME TRANSPORT SECTOR

Version 1.0  
November 2022



# Smoothing the way for small and medium-sized businesses to set science- based climate targets

20th Apr 2020

By Alexander Farsan, Science Based Targets lead for WWF's global climate and energy practice



**Achieving Scale**  
Leadership  
Stakeholder Engagement  
Science-Based Decision Making

