



2030 Strategic Plan

A plan to protect and restore the wild

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**How do we
save our planet?**

A Strategy for Nature & People

“Around the world, the wild is declining. We have degraded three quarters of the wild and pushed more than one million species to the brink of extinction. More than half of Earth’s remaining wild places could disappear in the next few decades if we don’t act decisively. Re:wild has a bold vision to amplify and scale the local solutions being led by Indigenous Peoples, local communities, nongovernmental organizations, companies and government agencies, to help increase conservation impact around the world. The environmental heroes that the planet needs are already here. Now we all must rise to the challenge and join them.”

– Leonardo DiCaprio, Re:wild founding board member

Life on Earth, in all its myriad forms of wildlife and ecosystems, is what sustains us. This biological diversity is our first line of defense against emerging diseases and climate chaos, and ensures access to clean air, water, and an abundance of food and medicines. We are working to protect and restore the wild, not just as something beautiful and wondrous to be saved, but also as the most important and effective solution to protecting biodiversity, stabilizing climate, and increasing human wellbeing.

The world’s governments recently adopted new global targets to halt the loss of biodiversity by 2030 and reverse it by 2050. Achieving the ambitious goals of The Kunming-Montreal Global Biodiversity Framework will require a new approach to conservation, while also dramatically scaling up funding and implementation of effective conservation actions.

Re:wild was founded by a group of renowned conservation scientists together with Leonardo DiCaprio, which combined more than 35 years of conservation impact into a unique conservation model poised to deliver impact at scale. We have developed an ambitious strategic plan to guide our work through 2030, building on our successes to date and leveraging our strengths, to help achieve the global goal of halting and reversing biodiversity loss.

Everything we do is in partnership – with individuals, Indigenous Peoples, local communities, organizations, governments, and companies. We work with more than 500 partners in over 80 countries, focusing our efforts in places where we can have the greatest impact in conserving life on Earth. We also work to create alliances at the global, regional, and national levels, and to unify local partners, governments, and funders around common visions, plans and approaches. We look for opportunities to be catalytic, working shoulder-to-shoulder with both funders and our partners on the ground. Thanks to the generosity of our core supporters, we are able to channel 100% of public donations directly to our programs across the world.



How We Work

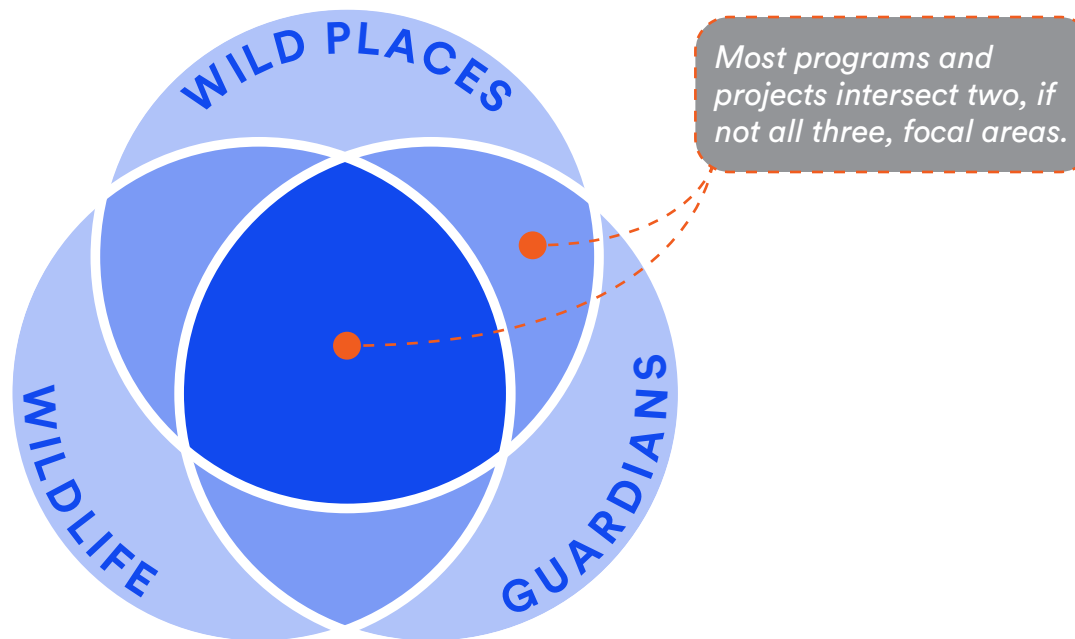


We believe conservation is strongest in the hands of national and local organizations and individuals on the frontlines. This is why we work in partnership with grassroots organizations, supporting them and, when asked, building their capacity to help them become national leaders advancing global priorities. We work with a network of nearly 500 high-performing national, regional, and global organizations, government partners, Indigenous Peoples, and local communities.

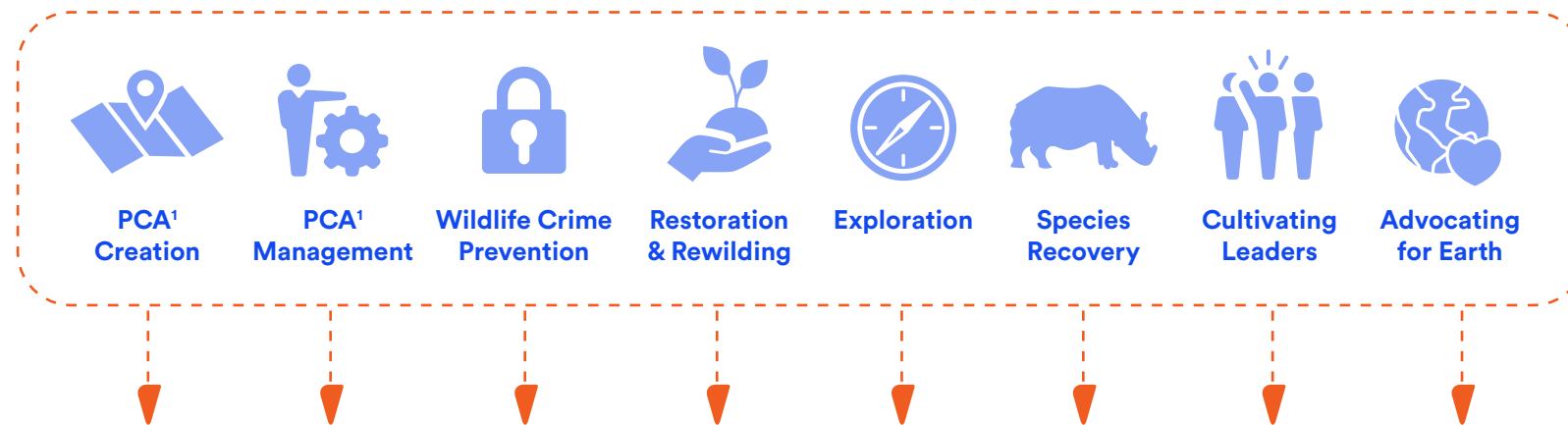


With our partners, we customize solutions to conserve and restore biodiversity around the world that are tailored to local ecological, cultural, and socioeconomic contexts. We have an effective team that provides consistent leadership and strategic direction for our partnerships, as well as operational and programmatic support to partners through strategy, science, global platforms, communications, and funding.

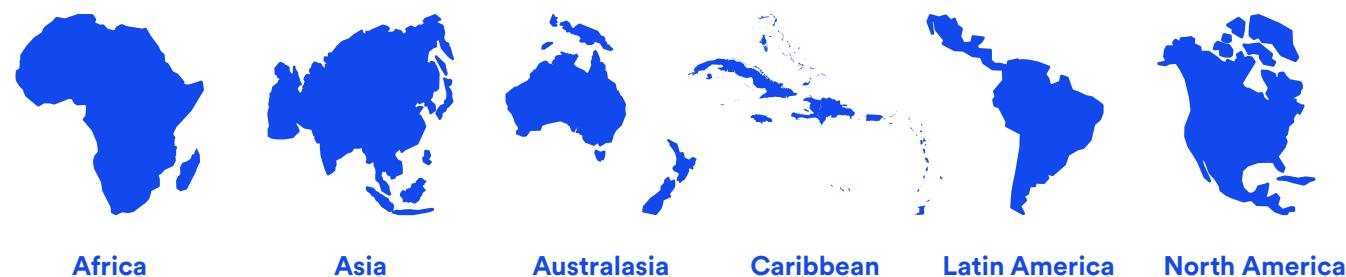
We conceptualize our work and impact in three overarching focal areas.



We have expertise in eight core Conservation Strategies, which we combine and apply as needed based on our conservation objectives at global, program, or project levels.



In addition to our global-level work, we drive conservation impact from the ground up, in six key regions of land, freshwater, and ocean.



Our collaborative approach enables us to scale impact through the replication and amplification of proven solutions. We act quickly, where need meets opportunity, to create influential partnerships that support broad adoption of policies, tools, priorities, and best practices. We also create new funding streams to ensure resources are channeled where they are needed most.



Alongside our on-the-ground work, we are involved in over 20 conservation alliances and international partnerships to leverage greater impact to protect and restore the planet. Working through partnerships, we protect and restore Earth's most irreplaceable places for biodiversity and recover some of our planet's most threatened and overlooked species.



A core set of donors cover all of our operational costs, which allows us to invest 100% of additional donations into programs around the world. With this model, Re:wild also helps to curate and deploy philanthropic resources from individuals, corporations, and foundations in an efficient and effective way.

2030 Strategic Plan

Our Goals:

Ambitious, global goals to secure a future where all life on Earth flourishes

1

Protect and restore the world's most irreplaceable places

2

Conserve and recover the world's most threatened species

3

Help embolden and equip the world's conservation guardians

4

Build a global movement to catalyze action at scale

Our Targets:

The global goals are supported by ten measurable targets

1



Creating New Conservation Areas

Enable the official designation of protected and conserved areas and recognition of Indigenous Peoples' territories in 400 million acres of the most important places for biodiversity.

2



Managing Areas for Conservation Impact

Carry out targeted interventions that lead to more effective and equitable management in 100 million acres of the most important places for biodiversity.

3



Recovering Species

Support the recovery of 500 priority species and contribute to conservation efforts for an additional 50,000 species.

4



Restoring Ecosystems and Species

Enable the recovery and restoration of 10 million acres of critical ecosystems and 200 priority species in the most important places for biodiversity across the globe.

5



Cultivating Conservation Leaders

Collaborate with over 50 partner organizations in at least 25 countries to further strengthen their ability to deliver high-impact conservation results.

6



Supporting Delivery of National Commitments to Global Targets

Support 25 countries to identify threatened species and Key Biodiversity Areas to help achieve their Global Biodiversity Framework targets.

7



Funding Indigenous Peoples and Local Communities Directly

Channel at least 20% of Re:wild's land and water conservation funding portfolio directly to Indigenous Peoples, as well as local communities.

8



Building a Movement

Create and promote stories that will have an Annual Potential Reach of 15 billion, mobilizing a constituency of 1+ million people, resulting in global support for our conservation goals.

9



Advocating for Earth

Advocate on the major drivers of biodiversity loss to influence key stakeholders, resulting in positive changes for global conservation goals.

10



Scaling up Conservation Funding

Raise \$100 million annually to support our programmatic work with partners and inspire commitments of at least \$10 billion in global funding.

Creating New Conservation Areas

STRATEGIC PLAN TARGET 1

By 2030, Re:wild and partners will:

Enable the official designation of protected and conserved areas and recognition of Indigenous Peoples' territories in 400 million acres of the most important places for biodiversity.

Re:wild and partners conserve wild places through both official designation and the recognition and titling of Indigenous Peoples' territories. Official designation means that an area has been formally recognized by the government and legally established to conserve biodiversity and preserve critical ecosystems. Recognition of Indigenous Peoples' territories is the legal recognition and protection of lands traditionally owned and occupied by Indigenous Peoples. Such recognition acknowledges the unique relationship that Indigenous Peoples have with their lands and the role they play in conservation. Our efforts encompass protected and conserved areas, other effective area-based conservation measures (OECMs), and Indigenous Peoples' territories in terrestrial, marine, and freshwater ecosystems, and align with the global 30x30 target to conserve 30% of the most important areas of the planet by 2030.

Latin America : The Amazon

Re:wild and Andes Amazon Fund partnered to support Indigenous groups in creating the Yavarí Tapiche Indigenous Reserve in the Peruvian Amazon. The reserve was declared in 2021, encompassing an area of 2,707,971 acres, providing stricter protection to the isolated Indigenous Peoples within the area. Re:wild's partnership with Andes Amazon Fund is an example of our model to match our funding with that of other groups to elevate impact, including through support to Indigenous Peoples to gain legal autonomy or co-management over their territories. We are applying this approach broadly, as it can result in greater support for protected and conserved areas, thereby ensuring conservation gains are maintained.



Managing Areas for Conservation Impact

STRATEGIC PLAN TARGET 2

By 2030, Re:wild and partners will:

Carry out targeted interventions that lead to more effective and equitable management in 100 million acres of the most important places for biodiversity.

Area-based conservation is a cornerstone of the global commitment to conserve irreplaceable species and ecosystems and ensure that nature can continue to provide the resources and services that are vital for the future of the planet and humankind. These services include providing clean water, reducing the impact of climate change, offering recreational opportunities, and sustaining the culture and livelihoods of local people. Re:wild works with our local partners to ensure that parks, reserves, and Indigenous Peoples' territories are managed effectively and fairly, and are protected from threats such as logging, mining, and poaching. Depending on the needs of our partners, we help with management planning, protection, environmental crime prevention, training, species conservation, and collaborative management between local people and authorities that respects rights and ensures the long-term future of the rare and wonderful.

Asia : Mindoro Island

Re:wild is supporting local NGOs to conserve the island of Mindoro in the Philippines, focusing initially on saving the last remaining Tamaraw. We started by supporting improvements in the management, monitoring and protection of Mounts Iglit-Baco Natural Park. As our understanding of the area has grown, work has extended to helping secure the rights and traditional livelihoods of the Indigenous Peoples of the park in whose territories the Tamaraw survive and who revere the species. Following discovery of new populations of Tamaraw in other Indigenous Peoples' territories outside the park, we are now building wider partnerships to scale the approach of harmonizing official protection with Indigenous-led management across Mindoro.



Recovering Species

STRATEGIC PLAN TARGET 3

By 2030, Re:wild and partners will:

Support the recovery of 500 priority species and contribute to conservation efforts for an additional 50,000 species.

Conserving wildlife is critical for maintaining our planet's biodiversity and ensuring healthy ecosystems. Every species plays a unique role in its environment, and the loss of even a single species can have cascading effects on the entire ecosystem. Similarly, targeted conservation efforts for a specific species can often benefit the broader group of species sharing that ecosystem. For this reason, we consider and track our wildlife work at two levels: (1) directly, for priority species that are the targets of our conservation recovery commitments, and (2) indirectly, for species that benefit from actions under our priority species work.



Asia : The Annamites

In the Annamite mountains of central Vietnam, Re:wild and partners are establishing a conservation breeding center for threatened species to create conservation breeding programs to recover them. Simultaneously, we are enhancing site protection efforts and supporting intensive snare removal to prepare sites for rewilding. These operations benefit dozens of species in addition to our priority species. By combining in-situ and ex-situ conservation approaches, we are creating the enabling conditions for demonstrable species recovery. We are now working with additional partners in other regions to harmonize these approaches for more priority species and landscapes.

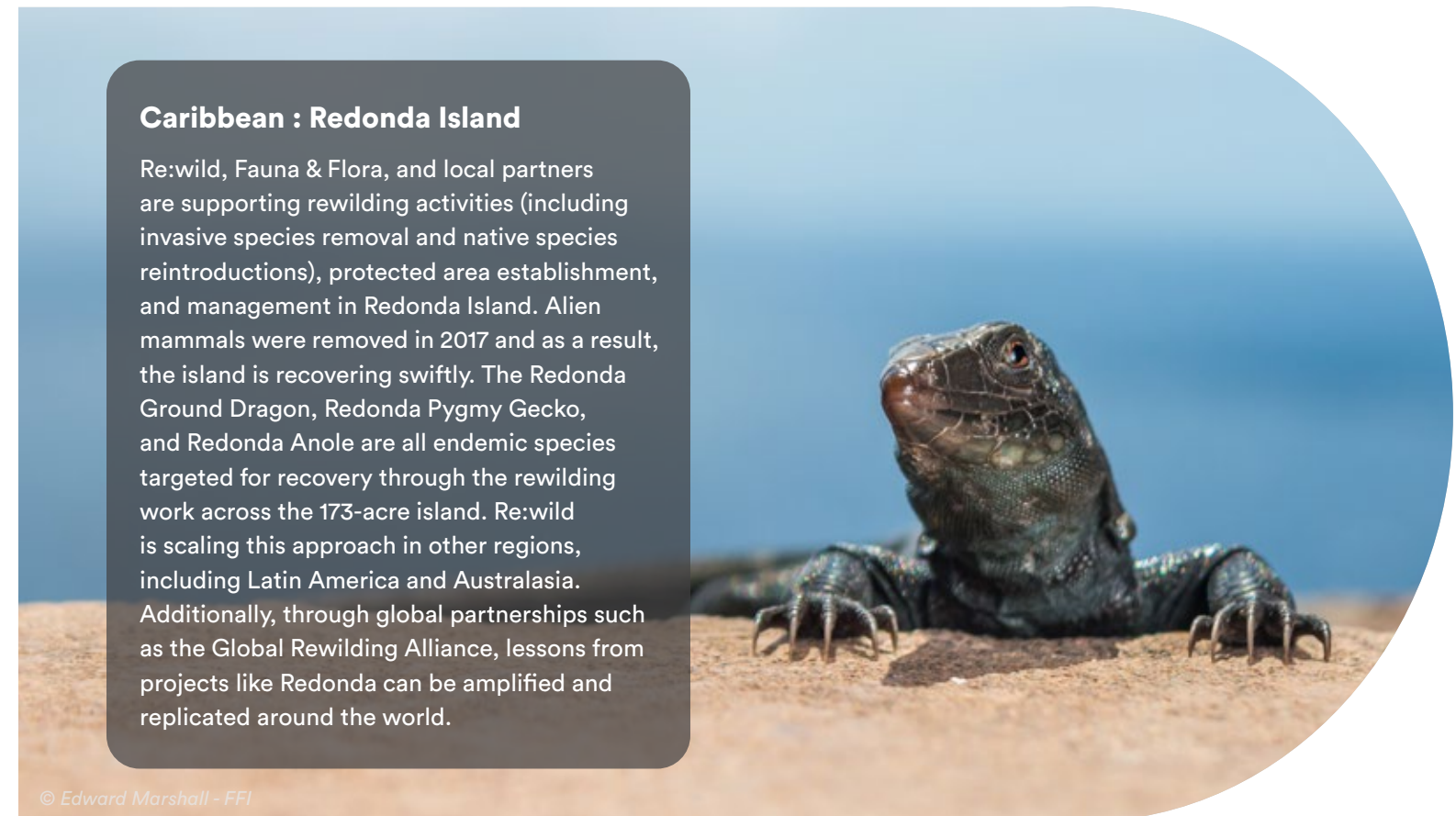
Restoring Ecosystems and Species

STRATEGIC PLAN TARGET 4

By 2030, Re:wild and partners will:

Enable the recovery and restoration of 10 million acres of critical ecosystems and 200 priority species in the most important places for biodiversity across the globe.

We define recovery and restoration as the return of degraded habitats to their wild state through the full reinstatement of native species. Our recovery and restoration efforts encompass terrestrial, marine, and freshwater ecosystems. Species restoration includes both conservation translocations and efforts to remove threats to allow for natural ecosystem regeneration and population recovery. Our ecosystem restoration work directly involves and engages local communities in designing activities and integrates people into the restoration process where appropriate. We recognize that ecosystem restoration is a long-term process, often requiring more than a decade to complete; nonetheless, we aim to track the area of ecosystems and the number of species we help put on a path toward true recovery.



Caribbean : Redonda Island

Re:wild, Fauna & Flora, and local partners are supporting rewilding activities (including invasive species removal and native species reintroductions), protected area establishment, and management in Redonda Island. Alien mammals were removed in 2017 and as a result, the island is recovering swiftly. The Redonda Ground Dragon, Redonda Pygmy Gecko, and Redonda Anole are all endemic species targeted for recovery through the rewilding work across the 173-acre island. Re:wild is scaling this approach in other regions, including Latin America and Australasia. Additionally, through global partnerships such as the Global Rewilding Alliance, lessons from projects like Redonda can be amplified and replicated around the world.

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Cultivating Conservation Leaders

STRATEGIC PLAN TARGET 5

By 2030, Re:wild and partners will:

Collaborate with over 50 partner organizations in at least 25 countries to further strengthen their ability to deliver high-impact conservation results.

In the face of unprecedented pressures on our planet, the conservation movement is evolving to meet challenges related to climate change, human rights, resource governance, and biocultural diversity. Long-term success will require a clear vision, resilience, creativity, multi-disciplinary approaches, healthy partnerships, and strong organizational management. To this end, the world needs capable organizations and skilled leaders working effectively within movements, networks, and partnerships to achieve the greatest impact as quickly as possible. Re:wild works in direct response to our partners' needs, to help strengthen their technical abilities and organizational effectiveness and cultivate conservation leaders through capacity-building and -sharing initiatives such as training, mentoring, networking, and profile-raising. This is the leadership that conservation needs today – agents of systems change and scalable solutions, and builders of strong, diverse teams.

Africa : Madagascar

Re:wild is working to transform conservation by building up our partners. We are working to strengthen leaders and organizations alongside partners like Maliasili Initiatives, who are working in Madagascar to implement their Environmental Leadership Programme (MELP). Following participation in the program, some of our partner organizations were selected to join Maliasili's organizational development portfolio, with three undertaking a facilitated strategic planning process. Re:wild has built numerous partnerships, like the one with Maliasili, as a means of creating a global network of platform sites in priority geographies where we are best positioned to adapt, share and scale proven leadership and organizational capacity approaches.

Supporting Delivery of National Commitments to Global Targets

STRATEGIC PLAN TARGET 6

By 2030, Re:wild and partners will:

Support 25 countries to identify threatened species and Key Biodiversity Areas to help achieve their Global Biodiversity Framework targets.

Recognizing that national governments have committed to ambitious targets to halt and reverse biodiversity loss through the Kunming-Montreal Global Biodiversity Framework (GBF), Re:wild is supporting governments and civil society in generating the baseline information necessary to effectively plan actions to achieve these targets. Through the IUCN Red List and Key Biodiversity Areas (KBA) partnerships, we are supporting national-level efforts to identify wildlife requiring urgent conservation action and wild places that must be safeguarded to prevent global biodiversity loss. Through the Reverse the Red partnership, we support countries in identifying, resourcing, and monitoring the conservation needs of their species, and conserving their biodiversity through policy change and direct action. These efforts help ensure that countries can meet their commitments under the GBF and provide Re:wild and our partners with a roadmap for action. We bring resources and capacity to match government goals in achieving biodiversity targets.

Asia : Indonesia

Re:wild is supporting the formation of the Indonesia Species Specialist Group (IdSSG) in support of Indonesia's commitments under the Convention on Biological Diversity. This group works to reverse species declines through evidence-based decision-making and policy development. Re:wild and the IdSSG are implementing the systems and capacity needed to identify, monitor, and prioritize species for conservation through the development of a National Red List. Taxonomic and island-based networks are being established to catalyze collaboration on action plans, Key Biodiversity Areas identification, and more. These networks, in tandem with improvements in government policy, will enable long-term conservation for Indonesia's unique ecosystems.

Funding Indigenous Peoples and Local Communities Directly

STRATEGIC PLAN TARGET 7

By 2030, Re:wild and partners will:

Channel at least 20% of Re:wild's land and water conservation funding portfolio directly to Indigenous Peoples, as well as local communities.

Re:wild recognizes that Indigenous Peoples and local communities are often the most effective guardians of habitats and the species that rely on them. As stewards of nearly a quarter of the Earth's surface, safeguarding up to 80% of its biodiversity, Indigenous Peoples are keepers of traditional knowledge critical to staving off the worst effects of climate change and biodiversity loss. Most factors that threaten biodiversity also threaten these Indigenous Peoples, as well as local communities for whom nature and culture are inseparably linked. Thus, the best pathway to a healthy planet is supporting solutions that respect and uphold traditional knowledge and rights of Indigenous Peoples, and that are harmonized with practices and needs of local communities. Re:wild is part of a global movement to increase direct funding to both Indigenous Peoples and local communities in priority areas around the world, building understanding, learning, and collaboration to achieve shared conservation goals.

Latin America : The Amazon

Re:wild is at the forefront of providing direct funding to Indigenous Peoples across the Amazon. In Colombia, Re:wild and partners are supporting the four Indigenous territories of the Macroterritory de los Jaguares del Yuruparí in eastern Amazonia through direct funding to implement their vision to achieve legal recognition for their ancestral lands. The Macroterritory will set up local agencies to administer funds, which will exemplify the important role Indigenous autonomy plays in preserving the rights of self-determination, as well as the survival of our planet. As a new opportunity for direct finance of Indigenous Peoples at scale, our goal is to attract additional support.

Building a Movement

STRATEGIC PLAN TARGET 8

By 2030, Re:wild and partners will:

Create and promote stories that will have an Annual Potential Reach¹ of 15 billion, mobilizing a constituency of 1+ million people, resulting in global support for our conservation goals.

Conservation stories are crucial for raising awareness and inspiring people to take action. Stories help explain major issues and create emotional and personal connections that motivate support for conservation goals. When people understand the threats facing our planet, and the options available to them to help, they are more likely to make choices that prioritize sustainability. Our stories are shared through a variety of media, including books, films, social media, influencer content, events, digital communications, and traditional news outlets. By sharing stories widely, we are working to mobilize a global movement that supports conservation, from making conscious lifestyle changes to actively protecting and restoring biodiversity.

¹ Annual Potential Reach: the approximate number of times content may be consumed on an annual basis. The figure can be in the tens of billions, as people are exposed to news from multiple outlets/sources and also may consume Re:wild content multiple times on the same platform.

Africa : The Okavango

Re:wild and partners take a multifaceted approach to campaigning for nature. Our impact campaigns encourage actions from local to global scales in support of biodiversity, and for the people who rely on it. These campaigns have ranged from supporting Indigenous activists in Ecuador to win protection for Yasuní National Park, to placing an op-ed in the Washington Post co-authored by Prince Harry and Namibian youth activist Reinhold Mangundu to halt drilling in the Okavango, the largest inland delta in the world. By engaging a network of influencers around the world, we are able to significantly scale the reach and impact of these stories to drive conservation change.

Advocating for Earth

STRATEGIC PLAN TARGET 9

By 2030, Re:wild and partners will:

Advocate on the major drivers of biodiversity loss to influence key stakeholders, resulting in positive changes for global conservation goals.

We can't reach our biodiversity and climate targets without protecting and restoring nature. Ensuring that our Earth's most biodiverse places and all their inhabitants are spared from the major drivers of biodiversity loss – including oil and gas, logging, mining, animal agriculture, industrialized marine hunting, commodities, wildlife trade, and infrastructure development – is critical. To achieve this result, it is essential to work with and/or influence key stakeholders, including governments, courts, and companies, to create policies and regulations that avoid and prevent biodiversity loss. We do so by using behind-the-scenes and public strategies, shining the spotlight on the Indigenous Peoples, local communities, and wildlife that are most impacted by these decisions, amplifying local voices, and promoting more sustainable alternatives.

Latin America : Extractive Industries

Re:wild sees tremendous power in providing international support to local efforts and voices. We worked closely with Indigenous storytelling collectives to draw international attention to Ecuador's referendum on keeping oil in the ground in Yasuni National Park, one of the most biodiverse places on our planet, as well as to urge Panama's Supreme Court to rule a new mining contract in a KBA unconstitutional. In both cases, we saw successful conservation results: Ecuadorians voted to keep oil in the ground and Panama's Supreme Court declared the new mining contract unconstitutional. Building on efforts such as these, Re:wild is working with partners around the world to draw urgent attention to address the drivers of biodiversity loss.



Scaling up Conservation Funding

STRATEGIC PLAN TARGET 10

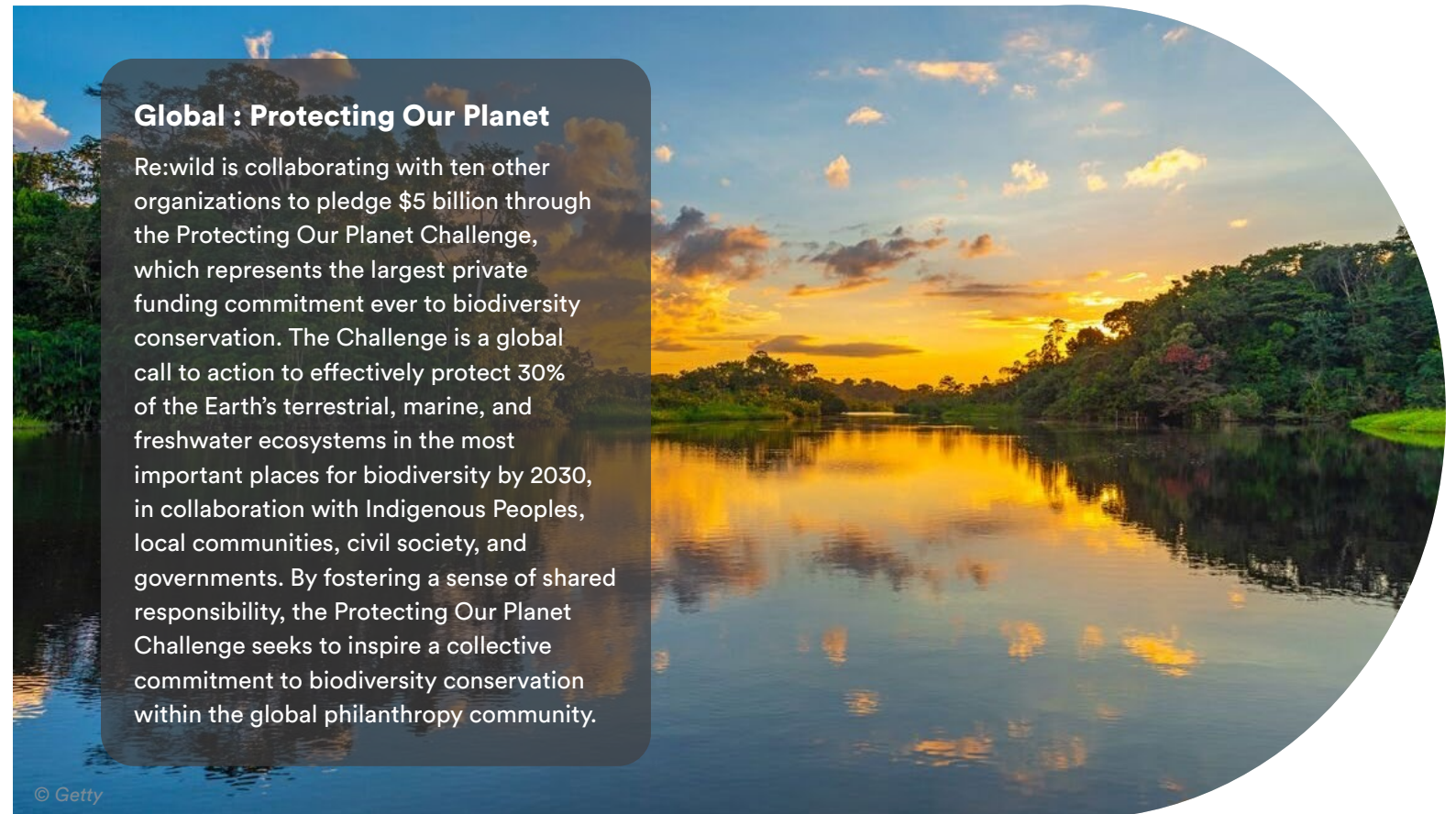
By 2030, Re:wild and partners will:

Raise \$100 million annually to support our programmatic work with partners and inspire commitments of at least \$10 billion in global funding.

Increasing conservation funds is critical for protecting and restoring habitats, conserving endangered species, and combatting climate change. While it is difficult to make an exact estimate, it is clear that significant resources are needed to address the growing environmental challenges that threaten our planet. Some estimates suggest annual investments of at least \$300-400 billion are needed to meet global conservation goals, such as those outlined in the Paris Agreement and the Global Biodiversity Framework. Recognizing the current deficit of conservation funding, we have joined with other key organizations to mobilize \$5 billion for the planet. Our portion of this contribution will go 100% to our conservation programs, made possible through the creation of sustainable core funding mechanisms for Re:wild.

Global : Protecting Our Planet

Re:wild is collaborating with ten other organizations to pledge \$5 billion through the Protecting Our Planet Challenge, which represents the largest private funding commitment ever to biodiversity conservation. The Challenge is a global call to action to effectively protect 30% of the Earth's terrestrial, marine, and freshwater ecosystems in the most important places for biodiversity by 2030, in collaboration with Indigenous Peoples, local communities, civil society, and governments. By fostering a sense of shared responsibility, the Protecting Our Planet Challenge seeks to inspire a collective commitment to biodiversity conservation within the global philanthropy community.



An aerial photograph of a dense, vibrant green forest. A waterfall cascades down a rocky ledge into a pool of water in the lower right quadrant. The forest extends to rolling hills in the background under a blue sky with light clouds. Two large, semi-transparent orange circles are overlaid on the right side of the image.

**We don't need
to reinvent the
planet.**

**We need to
rewild it.**



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