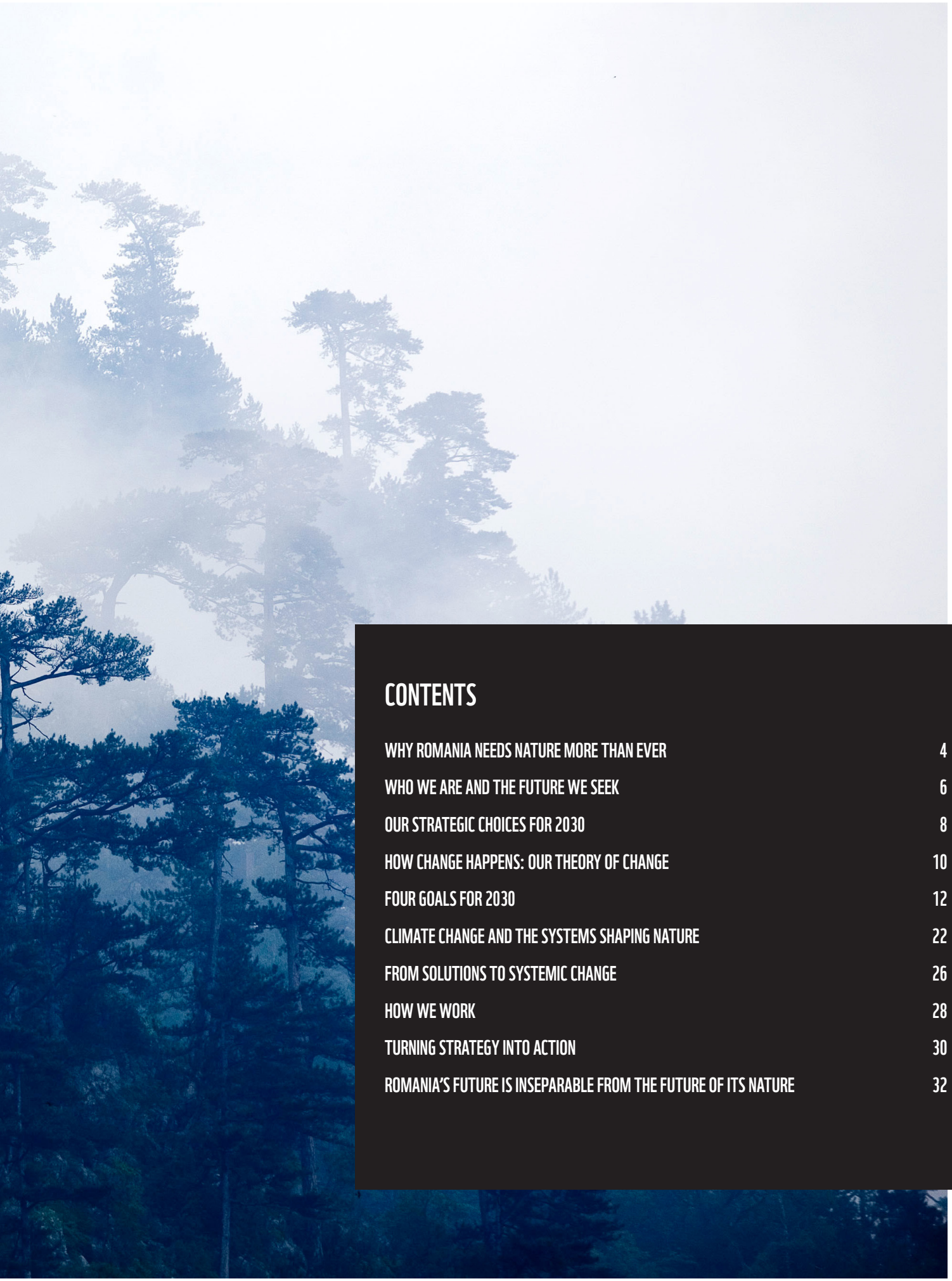


#NaturaEAcasa

WWF-ROMANIA'S 2030 STRATEGY


© Michel Gunther



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WHY ROMANIA NEEDS NATURE MORE THAN EVER

Romania is home to some of Europe's most remarkable natural landscapes. From the forests and mountain ecosystems of the Carpathians to the Danube and its floodplains and delta, its rivers, wetlands and grasslands sustain an exceptional diversity of species and natural systems on which people, communities and the economy depend.

Nature is not separate from Romania's development. Healthy ecosystems provide clean water, fertile soils and food, regulate floods and droughts, store carbon, support livelihoods and local economies, and help communities cope with a changing climate. They underpin human health, economic resilience and quality of life. Nature is a foundation of Romania's resilience and prosperity. A thriving future for Romania depends on thriving nature.

Yet the systems that sustain this natural wealth are under pressure. Habitat loss, degradation and fragmentation continue to affect ecosystems and species. Rivers and wetlands have been altered, ecological connectivity is being lost, and pressures from land and resource use persist. Climate change is intensifying many of these challenges, increasing exposure to drought, floods, heat and other risks for both people and nature.

At the same time, many of the forces shaping biodiversity lie beyond the traditional boundaries of conservation. How food is produced, how energy and infrastructure are developed, where public and private finance flows, how natural resources are managed, and how policies are implemented all influence the future of Romania's nature. Decisions taken today can


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WHY ROMANIA'S NATURE MATTERS

37%

OF THE EU'S PROTECTED HABITAT TYPES

More than a third of the habitat types protected under the EU Habitats Directive occur in Romania.

69%

OF ROMANIA'S INLAND SURFACE WATER

originates in the Carpathians, excluding Danube inflows, highlighting the important contribution of **healthy mountain ecosystems to Romania's water resources and hydrological resilience.**

€12 BILLION

IN CLIMATE- AND WEATHER-RELATED LOSSES

Romania has suffered an estimated **€12 billion in losses** from climatological and hydrometeorological events since 1980; **99% were uninsured.**

EUROPEAN WILDLIFE STRONGHOLD

Romania's Carpathians support some of **Europe's largest populations of brown bear, wolf and Eurasian lynx.**

A SIGNIFICANT SHARE OF THE EU'S REMAINING PRIMARY AND OLD-GROWTH FORESTS

Romania is home to over 100.000 ha of the EU's remaining **primary and old-growth forest** - some of Europe's rarest and most valuable forest ecosystems.*



deepen nature loss or put ecosystems and species on a path to recovery.

Lasting conservation depends on protecting species and places, restoring and reconnecting ecosystems, strengthening policies and institutions, shifting economic and financial decisions, and supporting communities to shape solutions affecting their lives and landscapes.

Romania also has an important opportunity. Restoration can revive degraded landscapes. Better planning can reconnect habitats and reduce future pressures. Nature-based Solutions can strengthen resilience to climate risks. Agriculture, energy, business and finance can shift toward models that sustain nature and reduce pressures on ecosystems. Communities, small producers and young people can play a stronger role in decisions about their territories and futures.

Evidence from successful solutions can influence policy, unlock investment and accelerate change at scale.

Strategy 2030 is WWF-Romania's response to this challenge and opportunity. It brings together the protection and recovery of nature with changes in the policies, economic systems and decisions that shape it, while strengthening the role of people and communities in leading and sustaining conservation.

Our ambition for 2030 is a Romania where biodiversity is recovering and thriving, ecosystems are protected, connected and restored where needed, and nature supports people's well-being, climate resilience and sustainable prosperity. WWF-Romania will be accountable for making a measurable contribution towards this national ambition.

WHO WE ARE AND THE FUTURE WE SEEK

For more than two decades, WWF-Romania has worked to conserve the country's extraordinary natural heritage and to build a future in which people and nature can thrive together. As part of the global WWF network, we combine deep knowledge and experience in Romania with expertise, partnerships and influence across Europe and internationally.

We work from species and landscapes to policies, markets and finance, combining conservation on the ground with science, advocacy and partnerships. We work with communities, public authorities, civil society, businesses and financial actors to tackle the pressures on nature and advance solutions that can shape wider change.

Our Purpose

To inspire care for nature and nurture the ecosystems that sustain life.



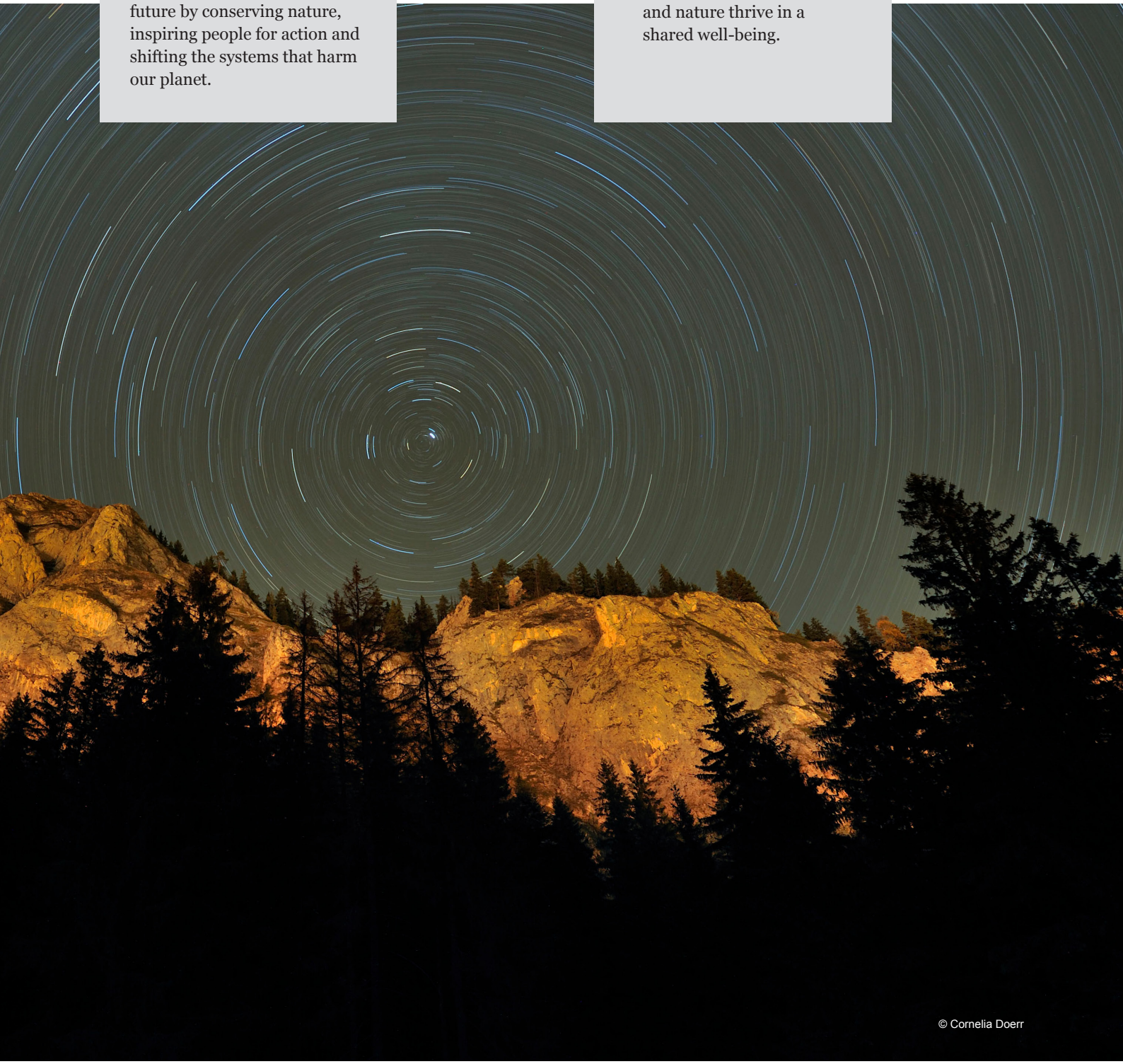
These commitments shape Strategy 2030 and the choices we make about where WWF-Romania can have the greatest impact.

Our Mission

We work to build a thriving future by conserving nature, inspiring people for action and shifting the systems that harm our planet.

Our Vision

A Romania where people and nature thrive in a shared well-being.



© Cornelia Doerr

OUR STRATEGIC CHOICES FOR 2030


© WWF

Romania enters a decisive period with an exceptional natural heritage and a narrowing window to secure it. Through strategic prioritisation, Strategy 2030 focuses WWF-Romania's efforts where we can make the strongest contribution to nature and people.

Our choices reflect the connections we see every day in our work. Species need healthy, connected ecosystems. The future of those ecosystems is shaped by decisions about land and water, food, energy, infrastructure and finance. Climate change is increasing pressure on nature and people. Communities need the agency and opportunities to shape decisions affecting their landscapes, resources and livelihoods.

This leads us to four strategic Goals for 2030

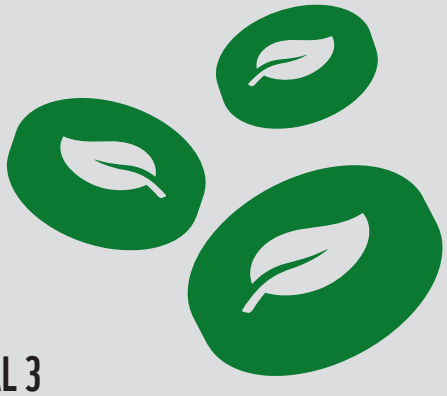
The four Goals are interconnected and mutually reinforcing. Biodiversity outcomes are at the heart of Strategy 2030, supported by stronger policies and institutions, shifts in economic and financial systems, greater climate resilience, and the agency of people and communities who live with and depend on nature. Success across the four Goals will be understood through their combined contribution to biodiversity, resilient ecosystems and equitable outcomes for people. Together, they define where WWF-Romania will focus its conservation efforts through 2030.



GOAL 1

BIODIVERSITY IS THRIVING

Protect and restore ecosystems, strengthen ecological connectivity, and support the conservation and recovery of priority species.



GOAL 3

SYSTEMS SHIFT THROUGH ADAPTATION & TRANSFORMATION

Advance Nature-based Solutions for climate resilience and shift business, markets and finance towards practices and models that sustain nature.



GOAL 2

NATURE HAS A POWERFUL VOICE

Bring nature into the policies, planning and sectoral decisions that shape Romania's development, while strengthening biodiversity governance, enforcement and public financing.



GOAL 4

COMMUNITIES LEAD CONSERVATION

Strengthen the agency of communities, young people and small producers to participate in decisions, shape and sustain solutions for nature and support viable, sustainable livelihoods.

HOW CHANGE HAPPENS: OUR THEORY OF CHANGE

CLIMATE CHANGE - A CROSS-CUTTING PRESSURE ON NATURE AND PEOPLE

GOAL 1

BIODIVERSITY IS THRIVING



Protect and restore ecosystems, strengthen ecological connectivity, and support the conservation and recovery of priority species.

GOAL 2



NATURE HAS A POWERFUL VOICE

Bring nature into the policies, planning and sectoral decisions that shape Romania's development, while strengthening biodiversity governance, enforcement and public financing.

THREE WAYS OF WORKING

PARTNERSHIPS AND JOINT ACTION

Our strategy responds to these challenges through four connected pathways. We help protect and restore ecosystems, strengthen ecological connectivity, and support species recovery. We work to integrate nature and climate resilience into policies, planning and sectoral decisions. We promote a shift in economic incentives, finance and climate responses towards solutions that support nature and resilience. And we strengthen the agency and opportunities of communities and local actors to shape and sustain conservation.

Ecosystem integrity, connectivity and ecological functioning create the conditions for viable wildlife populations and biodiversity recovery, while increasing resilience to climate change and sustaining benefits for people.

Stronger policies and institutions can secure conservation gains and address pressures at their source. Changes in markets, finance and investment can redirect resources and incentives towards outcomes that support nature and people. Community leadership can strengthen the legitimacy, relevance and long-term success of conservation.

Across these pathways, WWF-Romania connects practical conservation experience with wider changes in policy, institutions, markets and finance, helping effective approaches reach greater scale.

Romania's biodiversity faces continuous pressures from ecosystem degradation and fragmentation, economic and institutional systems that undervalue nature, climate change, and unequal opportunities for communities and other local actors to shape and benefit from conservation.

CLIMATE CHANGE - A CROSS-CUTTING PRESSURE ON NATURE AND PEOPLE

GOAL 3

SYSTEMS SHIFT THROUGH ADAPTATION & TRANSFORMATION

Advance Nature-based Solutions for climate resilience and shift business, markets and finance towards practices and models that sustain nature.



GOAL 4

COMMUNITIES LEAD CONSERVATION

Strengthen the agency of communities, young people and small producers to participate in decisions, shape and sustain solutions for nature and support viable, sustainable livelihoods.

SCIENCE, EVIDENCE AND ADAPTIVE MANAGEMENT

INCLUSIVE AND RIGHTS-BASED CONSERVATION

Our 2030 ambition

By 2030, WWF-Romania will have made a measurable contribution to the recovery and resilience of Romania's priority biodiversity. Through our work, priority ecosystems will be better protected, connected and restored where needed, while nature will increasingly support people's well-being, climate resilience and sustainable prosperity.

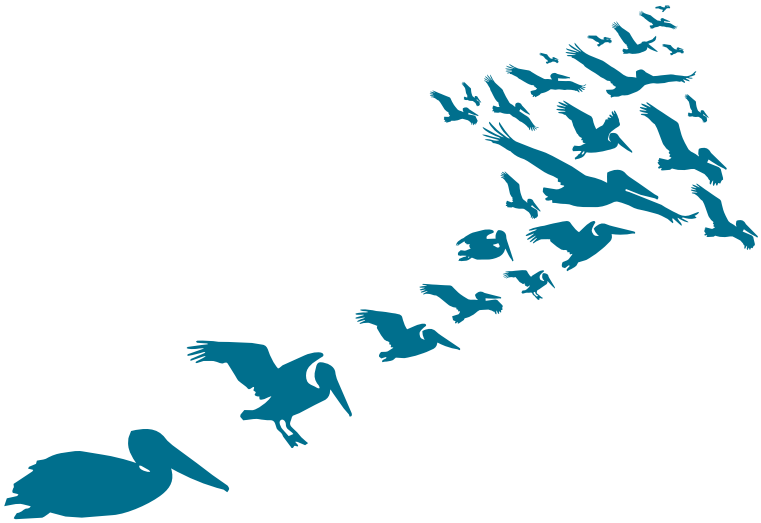
FOUR GOALS FOR 2030





GOAL 1

BIODIVERSITY IS THRIVING



Romania still holds some of Europe's most ecologically significant forests, freshwater ecosystems, wetlands, grasslands and wildlife populations. Securing this natural heritage requires protecting ecosystems that remain in good condition, restoring those that are degraded and critical for conservation, reconnecting fragmented landscapes and rivers in priority areas, and supporting the recovery or long-term conservation of priority species by reducing the threats and pressures they face.

WWF-Romania works across landscapes and river systems where conservation can make a lasting difference. We combine protection and effective management with ecological restoration, species conservation and recovery, connectivity and long-term biodiversity monitoring. Evidence from the field helps us adapt conservation action and informs policy and management decisions at wider landscape and national scales.

BY 2030, WE AIM TO SEE

PRIORITY SPECIES RECOVER AND CONSERVATION RESPONDS TO CHANGING THREATS.

For priority wildlife species, conservation success will be assessed through evidence of changes in population status, distribution, reproduction and recruitment, mortality, and the reduction of key threats, together with the habitat and connectivity conditions needed for long-term viability. Monitoring, policy measures, species recovery and conservation actions, and coexistence interventions will be adapted where evidence shows that they are not delivering the intended outcomes.

AREAS OF HIGH BIODIVERSITY AND CONSERVATION VALUE ARE EFFECTIVELY PROTECTED AND MANAGED.

Areas of high biodiversity and conservation value benefit from stronger and more effective protection and management.

DEGRADED ECOSYSTEMS RESTORED AND ECOLOGICAL FUNCTIONS RECOVERED.

Wetlands, forests and grasslands are restored in priority landscapes, improving ecosystem condition and function.

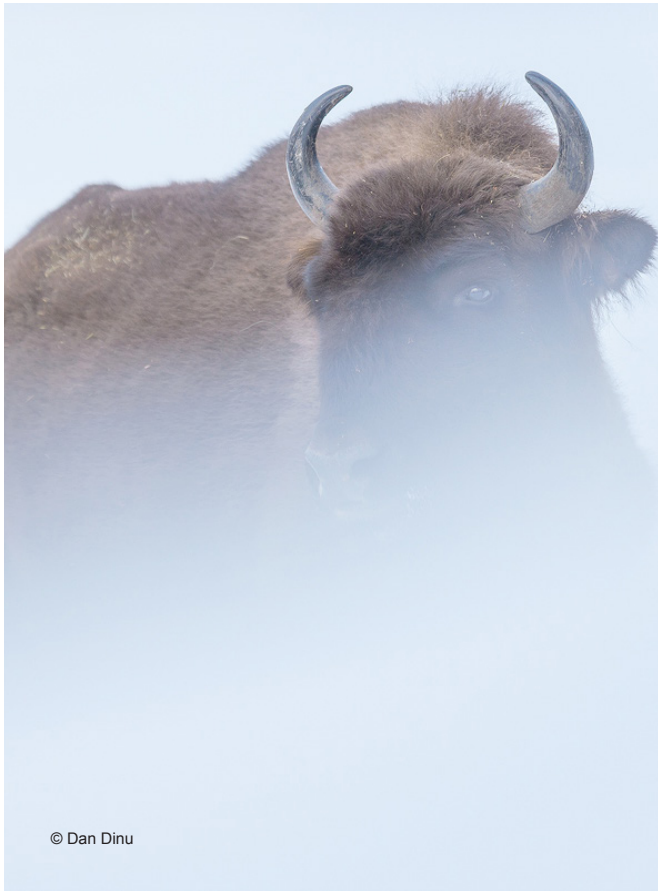
ECOLOGICAL CONNECTIVITY SECURED AND RESTORED.

Key terrestrial and freshwater corridors are maintained, recognised or reconnected, allowing species and ecological processes to move across landscapes and river systems.


© Manuel Presti

EUROPE'S LARGEST AND BEST-PRESERVED DELTA

The Danube Delta is Europe's largest and best-preserved delta, supporting more than 300 bird species and 45 freshwater fish species.


© Dan Dinu


© Matei Pleșa

GOAL 2

NATURE HAS A POWERFUL VOICE



Many of the decisions that determine the future of nature are made outside conservation areas. Policies and public investment, infrastructure and energy planning, agriculture, patterns of production and consumption, financial decisions and the enforcement of environmental law all shape how land, water and natural resources are used.

WWF-Romania works to bring nature into these decisions. We use evidence from conservation practice to inform policy, strengthen environmental governance and law enforcement, and advocate for public finance and financial governance that recognises biodiversity, climate resilience and nature-related risks and dependencies. We engage with public authorities, academic and research institutions, civil society, practitioners, the private sector and other stakeholders to advance decisions that protect biodiversity while supporting Romania's long-term development.

BY 2030, WE AIM TO SEE

PUBLIC FINANCE AND FINANCIAL GOVERNANCE INCREASINGLY SUPPORT NATURE

Public financing frameworks and resources provide stronger support for biodiversity, while financial policy and regulation increasingly recognise nature-related risks and dependencies.

STRONGER BIODIVERSITY POLICY, GOVERNANCE AND ENFORCEMENT

Policies and regulatory frameworks provide stronger safeguards for biodiversity, environmental rules are more effectively implemented and enforced, and approaches to species conservation and human-wildlife coexistence are strengthened.

NATURE INTEGRATED INTO KEY SECTORAL DECISIONS

Biodiversity and climate resilience are increasingly integrated into decisions affecting health, energy, infrastructure, food and agriculture, finance and education.





€3 BILLION A YEAR FOR NATURE

Romania faces an estimated €3 billion annual investment gap for biodiversity and ecosystems, equivalent to around 1% of GDP.



GOAL 3

SYSTEMS SHIFT THROUGH ADAPTATION & TRANSFORMATION

Climate change is increasing risks for ecosystems, communities and the economy, while business decisions, markets and financial flows continue to shape pressures on nature. Building resilience and reversing biodiversity loss require changes in how risks are managed, how businesses operate and how capital is directed towards nature-positive and resilient outcomes.

WWF-Romania works to embed Nature-based Solutions in climate adaptation and disaster risk reduction, from prevention and preparedness to recovery. We also work directly with businesses, financial institutions and insurers to change practices, value chains and investment decisions, and to develop mechanisms to mobilise finance for conservation, restoration and climate resilience.

BY 2030, WE AIM TO SEE

NATURE-BASED SOLUTIONS EMBEDDED IN ADAPTATION AND DISASTER RISK REDUCTION

Public authorities and other relevant actors increasingly integrate ecosystem-based approaches into climate-risk prevention, preparedness and recovery.

BUSINESSES AND MARKETS ADOPT NATURE-POSITIVE PRACTICES AND MODELS

Companies and value chains increasingly adopt approaches that reduce pressures on biodiversity, strengthen stewardship of natural resources and support nature-positive economic activity.

INNOVATIVE FINANCE AND INSURANCE MOBILISE RESOURCES AND INCENTIVES FOR NATURE

Banks, insurers, investors and other market actors develop and apply financial and insurance mechanisms that support conservation, restoration and climate resilience.



€1.7 BILLION IN EXPECTED FLOOD DAMAGE EACH YEAR

Flooding in Romania could cause around €1.7 billion in average annual damage, affecting up to 150,000 people each year.



© Marius Vasile

GOAL 4

COMMUNITIES LEAD CONSERVATION



Conservation is strongest when people who live with and depend on nature have their rights recognised, participate meaningfully in decisions, and share equitably in the benefits that conservation can bring. Across Romania, communities and small producers live in, manage and depend on landscapes and natural resources, while facing pressures linked to wildlife, energy, changing markets and climate change. Their knowledge, choices and capacity to act are essential to lasting conservation.

WWF-Romania works with communities, young people and small-scale producers through rights-based and inclusive approaches that strengthen agency, participation and local leadership. We support communities to shape decisions affecting their territories and natural resources and develop locally appropriate solutions. We work with small producers to strengthen knowledge, practices, market opportunities and access to finance that can sustain nature-positive production and viable livelihoods. We also support young people to build the skills and opportunities to act for climate and nature and influence decisions affecting their futures.

BY 2030, WE AIM TO SEE

NATURE-DEPENDENT COMMUNITIES HAVE GREATER AGENCY AND INFLUENCE

Communities have stronger capacities and meaningful opportunities to participate in decisions, advocate for their interests and shape conservation and development in the places where they live.

SMALL PRODUCERS SUSTAIN VIABLE NATURE-POSITIVE PRACTICES AND ENTERPRISES

Small-scale producers have better access to knowledge, skills, markets and finance that enable them to adopt and sustain nature-positive production and livelihoods.

COMMUNITIES ADDRESS PRESSURES WHILE LIVING WITH NATURE

Locally appropriate solutions help communities address challenges such as humanwildlife coexistence and energy access, while supporting nature and local well-being. Coexistence interventions aim to reduce risks and impacts for people while maintaining or improving conservation outcomes for wildlife. Community-led green businesses generate added value locally and demonstrate that biodiversity conservation and sustainable local development can advance together.

YOUNG PEOPLE HAVE STRONGER ACTION COMPETENCE AND INFLUENCE

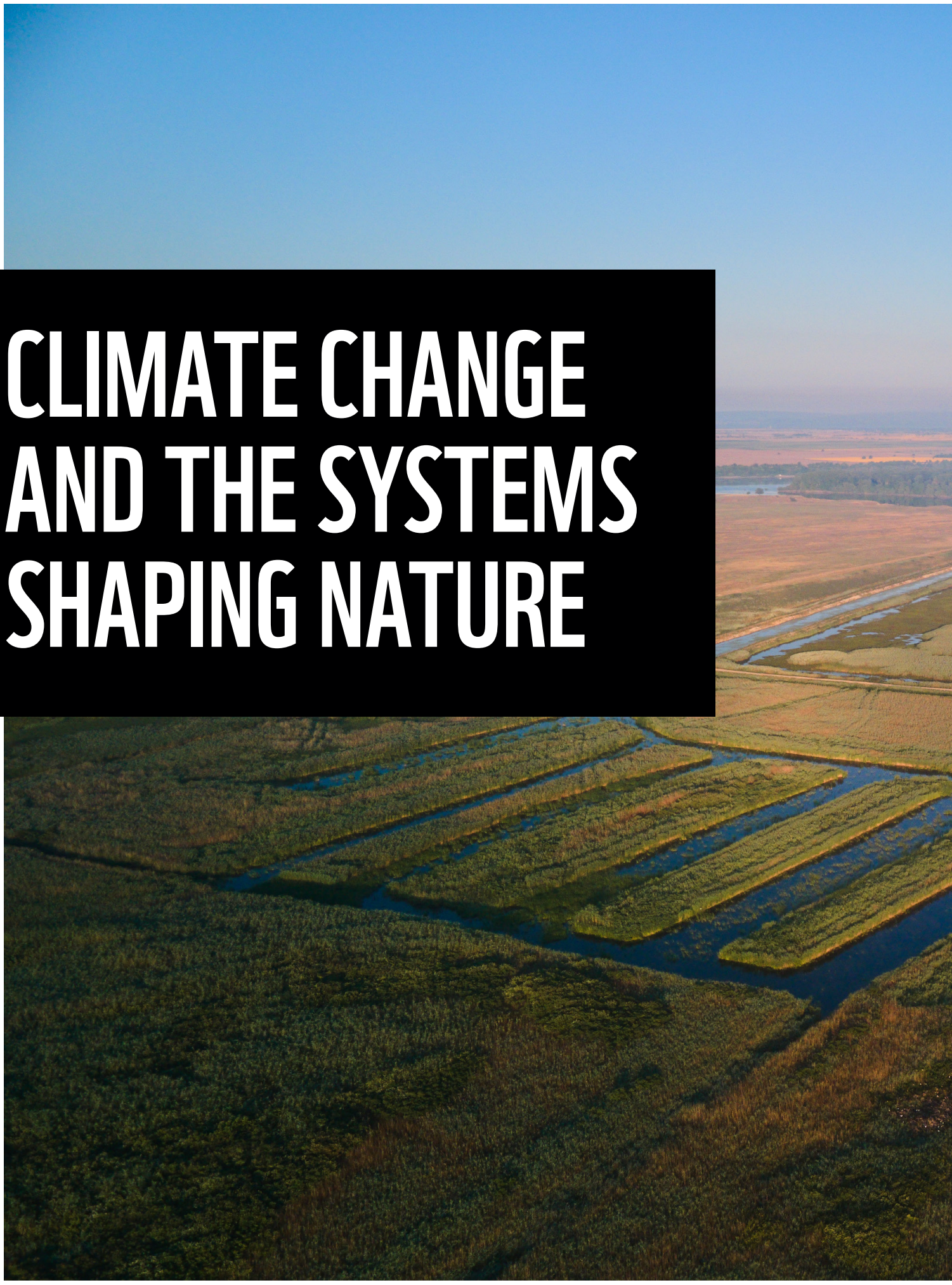
Young people have the knowledge, skills and opportunities to take action for climate and nature and participate in decisions that affect their futures.


© Sorin Onișor


© Sorin Onișor

A LANDSCAPE SHAPED BY SMALL FARMS

Romania has some of the EU's largest remaining areas of High Nature Value farmland and almost 3.5 million farmers - the highest number in the EU. Around 90% of farms are smaller than five hectares



CLIMATE CHANGE AND THE SYSTEMS SHAPING NATURE


© Raed Krishan

The four Goals provide the main architecture of Strategy 2030. Across them, WWF-Romania responds to climate change as a growing pressure on nature and people and connects interventions across three systems with a major influence on biodiversity and Romania's future: energy, food and finance.

Transforming these systems is critical to addressing the underlying drivers of nature loss. It requires changes in policies and institutions, production and consumption, markets and financial flows, while ensuring that transitions are inclusive and support people and nature.

GOAL 1

BIODIVERSITY IS THRIVING

GOAL 2

NATURE HAS A POWERFUL VOICE

GOAL 3

SYSTEMS SHIFT THROUGH ADAPTATION & TRANSFORMATION

GOAL 4

COMMUNITIES LEAD CONSERVATION

CLIMATE CHANGE: A GROWING PRESSURE ON NATURE AND PEOPLE

Climate change is intensifying pressures on ecosystems and species and increasing risks for communities, livelihoods and the economy. Rising temperatures and changing patterns of drought, floods and other extreme events affect ecosystem condition, water and food security, economic activity and people's well-being.

Our response combines adaptation and resilience with targeted contributions to climate mitigation. Across the strategy, we work to strengthen the resilience of nature and people, while contributing to decarbonisation in ways that safeguard biodiversity and support an inclusive transition.



TRANSFORMING SYSTEMS THAT SHAPE NATURE

Energy, food and finance strongly influence the pressures placed on nature and the resources available for its conservation and recovery. Across Strategy 2030, WWF-Romania works to help shift these systems so that policies, incentives, practices and financial flows support biodiversity, resilience and equitable outcomes.



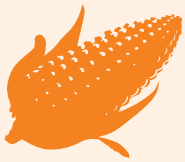
SUSTAINABLE AND INCLUSIVE ENERGY TRANSITION

The transition to renewable energy is essential for tackling climate change, but how that transition happens matters for nature and people. Energy development and infrastructure can create new pressures on ecosystems and species if biodiversity is not considered in planning and investment.

Across Strategy 2030, we work to support a sustainable and inclusive energy transition that contributes to decarbonisation while safeguarding biodiversity. This includes integrating nature into energy and infrastructure decisions, strengthening the participation of communities in decisions that affect them, and supporting fair energy access and locally appropriate solutions.

WHY THIS MATTERS

Decarbonisation & energy transition
> Nature-sensitive planning and investment
> Reduced pressure on biodiversity
+ More inclusive transition outcomes



NATURE-POSITIVE FOOD SYSTEMS

Food systems are a major driver of biodiversity loss, yet their long-term viability depends on nature. Healthy ecosystems, soils, freshwater and biodiversity underpin food production, while agricultural practices and value chains can either increase pressures on nature or help reduce them.

Across Strategy 2030, we work towards nature-positive food systems by supporting policies and practices that reduce pressures on biodiversity, strengthening the capacity of small producers to sustain viable nature-positive production and livelihoods, and working with markets, value chains and finance to support wider adoption and change.

WHY THIS MATTERS

Policy & system change
> Nature-positive production
> Markets, value chains & finance
> Reduced pressure on biodiversity and resilient food systems



FINANCE AND INVESTMENT FOR NATURE

The way finance is governed, allocated and invested has a major influence on nature. Public and private financial flows can contribute to biodiversity loss or help finance the conservation, restoration and sustainable use of nature.

Across Strategy 2030, we work to shift financial flows towards nature-positive outcomes. We engage public authorities and financial regulators to strengthen financial governance and public financing for biodiversity; work with banks, insurers, investors, businesses and donors to develop financial and insurance mechanisms for conservation, restoration and resilience; and improve access to finance for small producers and locally led solutions.

WHY THIS MATTERS

Financial governance & public finance
> Sustainable finance & innovative mechanisms
> Investment in nature and green infrastructure
> Increased resources for conservation, restoration and climate resilience

HOW CHANGE HAPPENS: OUR THEORY OF CHANGE

OUR PATHWAY TO SCALE

FEEDBACK LOOP

DEMONSTRATE

Develop and implement solutions in landscapes and communities, and with relevant economic and institutional actors.

GENERATE EVIDENCE & LEARN

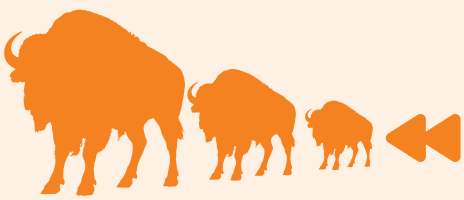
Measure results, understand what works and adapt approaches based on evidence and experience.

CONVENE & INFLUENCE

Bring evidence and experience into partnerships, public debate and engagement with decision-makers and economic actors.

POLICY & INSTITUTIONS

REPLICATION



European bison recovery

WWF-Romania's work to restore European bison populations is providing experience and evidence that are informing the development of a national strategy and action plan for the species, connecting recovery in the field with longer-term conservation policy.



Bear-smart communities

An approach first developed with the community of Băile Tușnad to improve coexistence between people and bears is now being replicated in Rasnov, using experience and learning from the first location to adapt the model to a new local context.

WWF-Romania develops and implements solutions in landscapes and communities, working with public authorities, businesses and other partners to respond to concrete conservation challenges and learn from experience. Achieving our 2030 Goals, however, requires successful approaches to move beyond individual projects and places.

We use evidence and experience from implementation to influence policies and institutions, strengthen partnerships, mobilise finance and encourage wider adoption. Depending on the solution, change can spread through policy and institutional reform, replication across landscapes and communities, market transformation, or new sources of finance.

FEEDBACK LOOP

ADOPTION & INSTITUTIONALISATION

Support effective approaches to be incorporated into policies, institutional practices, market approaches and investment decisions.

REPLICATION & SCALE

Enable approaches that work to reach additional landscapes, communities, institutions and sectors.

This pathway is iterative and does not always follow a fixed sequence. Evidence can change implementation, partnerships can open new opportunities for experimentation, and experience from adoption can generate new learning. Different solutions also reach scale in different ways - through policy and institutional change, replication, markets or finance.

MARKETS

FINANCE



FSC and responsible forest management

WWF-Romania works with forest managers, businesses and other actors to advance FSC certification and responsible forest management, using market standards and supply-chain requirements to strengthen biodiversity safeguards across managed forests and supply chains.

HOW WE WORK

The quality, legitimacy and durability of conservation depend on how it is designed and delivered. Across Strategy 2030, three principles guide how
WWF-Romania designs and delivers its work: inclusive and rights-based conservation; science, evidence and adaptive management; and partnerships and joint action.






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© Bogdan Comanescu

Science, evidence and adaptive management

Effective conservation depends on understanding ecological and social change and learning from implementation. We use science, monitoring, local knowledge and practical experience to inform decisions, assess progress and improve our approaches.

We monitor the results of our work, test assumptions and adapt when evidence shows that circumstances or approaches need to change.

Partnerships and joint action

The scale and complexity of the challenges facing nature require action across society and sectors. WWF-Romania works with communities, civil society, public authorities, researchers, businesses, financial actors and the wider WWF network, bringing together different forms of knowledge, expertise, influence and resources.

Partnerships allow us to develop stronger solutions, connect action across landscapes and sectors, and strengthen legitimacy and durability of conservation results.

Inclusive and rights-based conservation

Conservation decisions can affect rights, livelihoods, access to natural resources and people's ability to shape decisions about their own futures. WWF-Romania works to ensure that rights are respected, participation is meaningful and conservation benefits are shared equitably.

We seek to recognise different interests, knowledge and vulnerabilities, ensure people affected by conservation decisions have a voice, and strengthen the agency of communities and local actors. These principles apply across the strategy, from protected areas and species conservation to restoration, climate action and changes in economic systems.

TURNING STRATEGY INTO ACTION


© Thomas Hulik


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© WWF

Strategy 2030 sets our direction to 2030. Delivering it requires clear priorities, sustained resources, collaboration across our work, and the ability to learn and adapt as circumstances change.



FROM STRATEGY TO IMPLEMENTATION

The four Goals and their 2030 results are translated into workstreams, outcomes and indicators that guide our programmes and interventions. This creates a clear line between implementation and the changes we seek by 2030.

The strategy will guide our choices about where to focus, which opportunities to pursue, where stronger partnerships or capabilities are needed, and where additional resources can make the greatest contribution to our conservation goals.

WORKING ACROSS THE STRATEGY

Many of the changes we seek depend on expertise and action across different parts of WWF-Romania. We will connect conservation practice, policy and advocacy, partnerships, communications and resource mobilisation around shared strategic outcomes.

This will also help us connect opportunities for influence, partnership and investment to shared conservation priorities.

MEASURING, LEARNING, AND ADAPTING

We will monitor progress towards our 2030 results, using indicators and evidence to understand both what is changing and how WWF-Romania is contributing to that change.

Regular review and learning will help us identify progress, risks and emerging opportunities, test our assumptions and adapt our approaches. Evidence from implementation will inform decisions about where to continue, adjust, scale or redirect our efforts. A mid-term review in 2028 will provide a more comprehensive assessment of progress and an opportunity to adjust our approach where needed.

RESOURCING OUR AMBITION

Our strategic priorities will guide resource mobilisation and partnerships, helping us direct resources towards priority conservation outcomes and mobilise new sources of finance where gaps remain.

We will also strengthen the organisational capabilities needed to deliver Strategy 2030 effectively and respond to emerging opportunities and challenges.

Strategy 2030 provides a long-term direction while allowing WWF-Romania to learn, adapt and remain accountable for progress towards its 2030 ambition.

ROMANIA'S FUTURE IS INSEPARABLE FROM THE FUTURE OF ITS NATURE.



© Sorin Onișor



Strategy 2030 is our commitment to conserve what is extraordinary, restore what has been lost, and help shape a future in which nature remains a source of resilience, well-being and prosperity for generations to come.

A Romania where people and nature thrive in a shared well-being.

SOURCES

- European Biodiversity Information System / EEA
- Interreg CENTRAL EUROPE, EU-funded programme
- World Bank, Romania mountain-area analysis
- Romania Country Climate and Development Report; loss data from Munich Re NatCat
- UNESCO World Heritage Centre
- European Commission, 2025 Environmental Implementation Review - Romania
- European Commission, Agriculture and Rural Development

Front Cover © Raed Krishan
Back Cover © Michel Gunther



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This documet summarises WWF-Romania's strategy for 2030 which across wildlife conservation, forest governance, freshwater restoration and stewardship, climate adaptation, just energy transition, sustainable community development, and policy and advocacy work.

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