



WWF-ROMANIA'S STRATEGY 2030

EXECUTIVE SUMMARY

ROMANIA'S NATURE, ROMANIA'S FUTURE

Romania is home to some of Europe's most remarkable natural landscapes and biodiversity. From the forests and mountain ecosystems of the Carpathians to the Danube, its floodplains and delta, rivers, wetlands and grasslands sustain an exceptional diversity of species and provide essential benefits for people and the economy.

Healthy ecosystems provide clean water, fertile soils and food, regulate floods and droughts, store carbon, support livelihoods and local economies, and strengthen resilience to a changing climate. **Nature is a foundation of Romania's resilience and prosperity. A thriving future for Romania depends on thriving nature.**

Yet this natural wealth faces continuing pressures. Habitat degradation and fragmentation, unsustainable resource use and infrastructure development continue to affect ecosystems and species. Climate change is intensifying risks for both people and nature. At the same time, many of the forces determining the future of biodiversity lie in the policies, institutions and economic systems that shape land and water use, food, energy, infrastructure and financial flows.

Strategy 2030 responds to both the urgency of these pressures and the opportunity Romania still has to secure its extraordinary natural heritage. WWF-Romania will combine conservation and restoration with changes in the policies, economic systems and decisions that shape nature, while strengthening the agency of communities and other local actors to shape and sustain conservation.





OUR 2030 AMBITION

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.

To achieve this ambition, WWF-Romania will focus its efforts through four interconnected and mutually reinforcing strategic Goals. 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.

Across the four Goals, WWF-Romania will combine conservation expertise with evidence and learning, partnerships, policy and public advocacy, communication and resource mobilisation, drawing on the contribution of the whole organisation to achieve lasting change.



GOAL 1 — BIODIVERSITY IS THRIVING

Romania still holds some of Europe's most important forests, freshwater ecosystems, wetlands, grasslands and wildlife populations. We will work to secure this natural heritage by protecting ecosystems that remain in good condition, restoring priority degraded ecosystems in selected landscapes and river systems, 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.

By 2030, we aim to see:

- Priority ecosystems effectively protected and managed.
- Degraded ecosystems restored and ecological functions recovered.
- Ecological connectivity secured and restored.
- Priority species recover or are conserved over the long term, and conservation responds to changing threats.

Our work will combine protection and effective management with ecological restoration, species recovery and long-term conservation, connectivity and long-term monitoring. Evidence from landscapes and river systems will inform adaptive conservation and wider policy and management decisions.

GOAL 2 — NATURE HAS A POWERFUL VOICE

Many decisions affecting nature are made outside the traditional boundaries of conservation. Public policy and investment, infrastructure and energy planning, agriculture, financial governance and enforcement of environmental law all influence the future of Romania's biodiversity.

WWF-Romania will work to bring nature and climate resilience into these decisions, strengthen environmental governance and law enforcement, and advocate for public finance and financial governance that recognise biodiversity and nature-related risks and dependencies.

By 2030, we aim to see:

Nature integrated into key sectoral decisions.

Stronger biodiversity policy, governance and enforcement.

Public finance and financial governance increasingly support nature.

We will connect evidence from conservation practice with policy and institutional change, working with public authorities, civil society, experts and other stakeholders to strengthen the decisions and frameworks that shape Romania's long-term development.

GOAL 3 — SYSTEMS SHIFT THROUGH ADAPTATION & TRANSFORMATION

Climate change is increasing risks for ecosystems, communities and the economy, while businesses, markets and financial flows continue to shape pressures on nature.

WWF-Romania will advance Nature-based Solutions for climate adaptation and disaster risk reduction and work with businesses, financial institutions and insurers to transform practices, value chains and investment decisions and mobilise resources for nature and resilience.

By 2030, we aim to see:

- Nature-based Solutions embedded in adaptation and disaster risk reduction.
- Businesses and markets adopt nature-positive practices and models.
- Innovative finance and insurance mobilise resources and incentives for nature.

This work will connect practical solutions with changes in markets, investment and risk management, helping direct economic activity and capital towards outcomes that sustain nature and strengthen resilience.

GOAL 4 — COMMUNITIES LEAD CONSERVATION

Lasting conservation depends on the agency of people who live with, manage and depend on nature. Communities, young people and small producers need meaningful opportunities to participate in decisions affecting their territories, resources, livelihoods and futures.

WWF-Romania will use rights-based and inclusive approaches to strengthen participation and local leadership, support locally appropriate solutions and help small producers sustain viable livelihoods and nature-positive production.

By 2030, we aim to see:

Nature-dependent communities have greater agency and influence.

Communities address pressures while living with nature. Coexistence interventions reduce risks and impacts for people while maintaining or improving conservation outcomes for the species concerned.

Young people have stronger action competence and influence.

Small producers sustain viable nature-positive practices and enterprises.

Across this work, we will recognise different interests, knowledge and vulnerabilities, strengthen the voice of people affected by conservation decisions and support equitable conservation outcomes.

CLIMATE CHANGE AND THE SYSTEMS SHAPING NATURE

The four Goals provide the main architecture of Strategy 2030. Across them, climate change is a cross-cutting and growing pressure on nature and people, influencing ecological conditions, livelihoods, water and food security, economic activity and exposure to extreme events.

Our response combines adaptation and resilience with targeted contributions to climate mitigation. We will advance Nature-based Solutions, strengthen the resilience of ecosystems and communities and contribute to decarbonisation in ways that safeguard biodiversity and support an inclusive transition.

Strategy 2030 also connects interventions across **three systems with a major influence on biodiversity and Romania's future: energy, food and finance.**

In energy, we will support a sustainable and inclusive transition that contributes to decarbonisation while safeguarding biodiversity, integrating nature into energy and infrastructure decisions and strengthening community participation and fair energy access.

In food systems, we will support policies and practices that reduce pressures on biodiversity, strengthen the capacity of small producers to sustain viable nature-positive production and livelihoods, and work with markets, value chains and finance to support wider adoption.

In finance, we will work across public financial governance, sustainable finance and innovative mechanisms to help mobilise investment in nature and green infrastructure and contribute to resilient, nature-positive development.

FROM CONSERVATION SOLUTIONS TO SYSTEMIC CHANGE

WWF-Romania combines practical conservation with work to change the wider systems that determine whether conservation gains can endure and grow.

Our pathway to scale is:

DEMONSTRATE → GENERATE EVIDENCE & LEARN → CONVENE & INFLUENCE → ADOPTION & INSTITUTIONALISATION → REPLICATION & SCALE

We develop and implement solutions in landscapes and communities and with relevant economic and institutional actors. We generate evidence about what works, bring that experience into partnerships and engagement with decision-makers, and support effective approaches to become embedded in policies, institutional practices, markets and investment decisions.

Depending on the solution, wider change may occur through **policy and institutional reform, replication, market transformation or finance**. The pathway is iterative: evidence informs implementation, partnerships create new opportunities and experience from adoption generates further learning.

HOW WE WORK

Three principles guide the design and delivery of Strategy 2030:

Inclusive and rights-based conservation.

We respect rights, support meaningful participation, recognise different knowledge and vulnerabilities, and strengthen the agency of communities and local actors.

Science, evidence and adaptive management.

We use science, monitoring, local knowledge and practical experience to inform decisions, assess progress and adapt our approaches.

Partnerships and joint action.

We work with communities, civil society, public authorities, researchers, businesses, financial actors and the wider WWF network, bringing together the knowledge, influence and resources needed for lasting conservation.



TURNING STRATEGY 2030 INTO ACTION

Strategy 2030 provides the direction for WWF-Romania's programmes and interventions through 2030. Its Goals and headline results are translated into workstreams, outcomes and indicators that connect implementation with the changes we seek to achieve.

We will monitor progress and use evidence to understand both what is changing and how WWF-Romania is contributing to that change. Regular review will inform decisions about where to continue, adjust, scale or redirect our efforts, with a mid-term review in 2028 providing a more comprehensive assessment of progress.

The strategy will also guide resource mobilisation, partnerships and organisational development, helping WWF-Romania direct resources and capabilities towards priority conservation outcomes.

STRATEGY 2030 IS OUR COMMITMENT TO CONSERVE ROMANIA'S EXTRAORDINARY NATURAL HERITAGE WHILE HELPING SHAPE THE DECISIONS, SYSTEMS AND RELATIONSHIPS ON WHICH ITS FUTURE DEPENDS.

