WWF Social Principles and Policies¹

WWF’S principles are intended to strengthen the social dimensions of our programmes and conservation results whether directly implemented or implemented by partners. The non-negotiable and aspirational social principles outline our commitment to integrating a social perspective in our work whilst ensuring that they are implemented and monitored. They are fundamental to creating effective, lasting and equitable solutions to today’s environmental challenges, and ensure their sustainability into the future without disenfranchising the important communities that are core to the work we do.

**WWF’s non-negotiable principles are:**

i. **Respect and Promote Human Rights** – Respect, support and promote the protection of human rights – under customary, nationally (Constitution of Kenya 2010) and internationally proclaimed human rights laws to ensure that we do not contribute to infringements of human rights while pursuing our mission.

ii. **Promote Equity and Social Justice** – within the scope of our projects, programmes and policies at multiple levels and protect the vulnerable by making special efforts to avoid harm to those who are vulnerable and marginalised.

iii. **Aim to enhance the natural assets of local Communities** and ensure equitable sharing of benefits – pro-poor approaches that ensure that our conservation work generates economic and non-economic benefits for the communities and importantly the vulnerable.

iv. **Promote good governance** - Taking into consideration cultural and political contexts support the improvement of governance systems that can secure the rights of indigenous peoples and local communities in the context of our work on conservation and sustainable natural resource use, including elements such as legal, policy and institutional frameworks, and procedures for equitable participation and accountability.

v. **Address the inequitable distribution** of environmental costs and benefits and unsustainable production and consumption patterns.

vi. **Promote equitable Partnerships** and meaningful participation and inclusion.

vii. **DO NO HARM**

**We are guided and bound by the following Social Policies**

1. **Poverty and Conservation policy**

WWF defines poverty as encompassing not only physiological deprivation (non-fulfilment of basic needs, lack of income, ill-health, etc.), but also social deprivation and vulnerability (lack of access to natural resources, discrimination, lack of voice and power, gender inequities, etc).

WWF therefore believes that conserving and managing natural resources is essential in the fight against poverty and that conservation of the earth’s natural systems will only be successful in the long term if it addresses the development needs and aspirations of local communities. When working in regions where poverty is rampant, project interventions must therefore adopt pro-poor approach to conservation and must strive to find equitable solutions for people and environment and enable local people to play a key part in sustainable development.

¹ [WWF Social Principles and Policies](https://www.panda.org/about_wwf/what_we_do/social_principles_and_policies/)

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2. **Gender and Conservation**

WWF understands that gender refers to the socially constructed roles and opportunities associated with women, men, youth and children and recognizes differences and inequalities between women, men and youth in access to and control over resources and decision making opportunities, in particular in relation to environmental resources. WWF understands that gender is part of the broader socio-cultural, economic and political context, which also takes into consideration factors such as class, status, ethnicity and age.

WWF understands that conservation is about facilitating social change and our work is largely about influencing and changing people’s behaviour, policies and social institutions towards a more sustainable use of natural resources. We are committed to equity and to strengthening the gender dimensions in our offices, projects, programmes and policy work.

3. **Indigenous People’s Policy**

Most of the remaining significant areas of high natural value on earth are inhabited by indigenous peoples and local communities. In recognition of the fact that indigenous peoples and Local Communities are key stewards and protectors of nature and that their knowledge, social and livelihood systems are closely attuned to the natural laws operating in the local ecosystems, WWF is committed to respecting indigenous and traditional peoples’ human and development rights and recognizes the importance of conserving their cultures.

4. **Human rights framework**

WWF recognizes human rights as central to achieving effective and equitable conservation and development outcomes. We are committed to respect human rights and to promote rights within the scope of conservation initiatives. As a conservation organisation, our objective is to maintain and enhance the long-term benefits of nature for all, including future generations. Our work is motivated by belief in the intrinsic value of the diversity of life, recognition of the responsibilities of people to the Earth and to other species that share the Earth with us, and understanding that the well-being of people everywhere is intimately dependent upon ecosystems and the biodiversity that underpins them.

Any partner, consultant or service provider providing services of any kind to WWF-Kenya need to abide to these principles.

By signing this document, our partners/consultants/service providers have read understood and commit to Promote, Adhere to and Abide by the Social Principles and Policies as they provide services to WWF-K.

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Name:............................................. Signature...........................................

Company/Organization: ................................ Date .................................