

The World Wildlife Fund (WWF) in Africa on Thursday urged stakeholders in conservation to move beyond business as usual and make nature everyone's business.

During the launching of a new report entitled "Strategic Plan for Africa: 2021 – 2025" – a call to move beyond business as usual and make nature everyone's business which took place at the Africa Protected Areas Congress – APAC, in Kigali, Rwanda, WWF International Director General Marco Lambertini presented a strategic plan which fits with the objective of the congress- to position Africa's protected and conserved areas within the broader goals of economic development and community wellbeing.

WWF's new Africa strategy – provides a framework for strengthening how we work together in the region in partnership with all relevant stakeholders, from governments to businesses and investors, organized civil society, youth, Indigenous Peoples and local communities."

The two impact areas of the new strategy include the shared Space, that ensures co-existence between people and nature and Making Nature Everyone's Business.

Alice Ruhweza, WWF Africa Region Director, said: "The urgency of meeting the needs of people and the planet sustainably has never been greater. Both are facing enormous pressures and hold significant promise too. But these pressures can not be overcome, or these promises realized, by one person or one organization alone. We must embrace these challenges and opportunities together – with diversity as our strength – a collection of voices across communities, countries, sectors and political perspectives coming together as one voice for people and planet."

Building on WWF's work at country, landscape, regional and global levels, WWF's strategy leverages the power of people to transform lives and landscapes. Through ensuring coexistence in shared spaces, transforming Africa's balance sheet, and an integrated and inclusive whole-of-society approach, we are committed to working together to transform the conservation narrative in Africa. To achieve this, we will create space for genuine discussion and learning, reach across boundaries to ensure voices are heard, strengthen our partnerships with Indigenous Peoples and Local Communities (IPLCs), the private sector, governments, and civil society and implement robust environmental and social safeguarding frameworks.

Ms Ruhweza added: "There is hope. Today there is unprecedented interest in

nature. Individuals, communities, and governments are coming together across Africa to achieve net zero and reverse biodiversity loss. To build a better future for Africa.

“The challenges and opportunities for conservation in Africa – at scale – have never been greater,” she said.