



# STATEMENT OF PRINCIPLES: HUMAN RIGHTS 2023

WWF is a conservation organisation and seeks to advance its mission - a world in which both people and nature thrive - on the fundamental principle that positive outcomes for both people and nature depend on firmly anchoring and integrating human rights into conservation practices. While the protection of human rights lies with states as the 'duty-bearer', WWF recognises that businesses and organisations, including ours, can play an important role in respect to human rights.

Whilst respecting national laws and the role of the State, this Statement of Principles applies in the context of all WWF's work. It is part of WWF's core standards, which have been adopted across the WWF Network and are supported by WWF's core values of courage, integrity, respect and collaboration.

## Principles

1. **Respect human rights.** WWF respects and promotes internationally proclaimed human rights, including the right to a safe, clean, healthy and sustainable environment.
2. **Implement a human rights based approach.** WWF promotes a human rights based approach to conservation and is committed to integrating such an approach in its work.
3. **Advocate for States to meet their obligations as duty-bearers.** In its work, WWF encourages States to respect, protect, and fulfil their obligations to rights holders; in meeting their duty to protect, States must prevent, investigate, punish and address any violation of human rights.
4. **Avoid causing or contributing to human rights infringements.** WWF seeks to identify instances of potential and actual negative human rights impacts connected to its activities and take appropriate and proportionate steps to either prevent or address those impacts.
5. **Support protection of people in vulnerable situations.** WWF recognises the need to



make special efforts to prevent harm to those who are vulnerable to infringements of their human rights, and to support the protection and fulfilment of their human rights within the scope of its work.

6. **Encourage good governance.** WWF supports the improvement of governance systems that can secure the rights of Indigenous Peoples and local communities in the context of its work on conservation and sustainable natural resource use, including elements such as legal, policy and institutional frameworks, and procedures for equitable participation and accountability.
7. **Support rights holders.** WWF seeks to support rights holders to exercise their rights and to hold duty-bearers accountable.
8. **Support human rights in partnerships.** WWF expects its partners to respect human rights and reserves the right to withdraw from partnership if this expectation is not met.
9. **Support the human rights of environmental defenders.** Without putting at risk its staff, partners or environmental defenders themselves, WWF seeks to promote the responsibility of duty-bearers at local and national level to secure civic space and protect the human rights of environmental defenders.
10. **Align communications and advocacy.** WWF works to incorporate its commitments to human rights in its communications and advocacy.