



STATEMENT OF PRINCIPLES: GENDER EQUALITY

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. Promotion of gender equality is core to this approach and a cross-cutting theme for all of its work¹.

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 and promote gender equality.** Gender equality is an internationally recognised human right. WWF is committed to advancing and integrating gender equality across its work, embedding gender responsiveness.
2. **Understand the local gender context.** WWF seeks to understand gender norms, roles and dynamics in the local context, as well as how gender intersects with other identities and characteristics, to inform its actions, including advancing gender equality.
3. **Promote inclusion, understanding and representation of all genders.** WWF promotes an enabling environment for all individuals and groups to be included, represented, respected, engaged and heard regardless of their gender and intersecting identities.
4. **Advocate for States to meet their obligations as duty-bearers.** In its work, WWF encourages States to respect, protect, and fulfill their obligations in the area of gender equality.

¹ WWF recognises the definition of gender is evolving. WWF use of the term "gender" is informed by https://www.who.int/health-topics/gender#tab=tab_1



5. **Combat gender-based violence.** WWF supports the elimination of all forms of gender-based violence and seeks to prevent and mitigate the risks of harmful acts motivated by gender inequality or discrimination related to its work.
6. **Support gender equality in partnerships.** WWF expects its partners to respect gender equality and reserves the right to withdraw from partnerships if this expectation is not met.
7. **Align communications and advocacy.** WWF works to incorporate its commitment to gender equality in its communications and advocacy.