



RESTORING NATURE:
A BLUEPRINT FOR
WILDLIFE RECOVERY
Strategy 2024-30



OUR VISION:

**A WORLD WHERE
WILDLIFE THRIVES**

OUR PURPOSE:

To inspire, inform and empower
people to protect and restore wildlife



We're **ZSL**, a science-driven conservation charity working to restore wildlife in the UK and around the world.

We work **to help wildlife and people thrive together**. Guided by a scientific approach and passion for nature, we lead conservation, shape agendas and influence change to **protect and restore nature**.

Habitat and species loss is pushing our world to the limit, and urgent action to help people and wildlife live better together is the only way to save the natural world we love and depend upon.

We're ZSL, a powerful movement of conservationists, working together to save animals on the brink of extinction and those who could be next.

We protect species, collaborate with communities to restore habitats, train the next generation of conservationists and find ways for everyone from pre-schoolers to politicians to create change for nature.

We look for answers through science, and we work with people to find solutions. Through our conservation zoos we bring people closer to wildlife, allowing them to connect with animals in new ways.

Our unique combination of science, engagement and fieldwork provides the basis for a powerful, integrated approach to conservation.

Nature can recover, but right now it needs all our support. By deepening understanding of the natural world, we are working towards a future where wildlife can thrive.

**WE BELIEVE:
NATURE CAN RECOVER**

CONSERVATION WORKS BEST WHEN IT'S POWERED BY SCIENCE

PEOPLE AND WILDLIFE CAN THRIVE TOGETHER



OUR IMPACT

Four commitments drive forward our vision for a world where wildlife thrives.



PROTECTING SPECIES

From research to fieldwork, and in our zoos, we identify and conserve the species at risk of extinction – and get them on the road to recovery.



RESTORING HABITATS

By collaborating with communities around the world we protect and restore healthy ecosystems so people and wildlife can thrive together.



TRAINING CONSERVATIONISTS

We share skills and knowledge to build a movement of conservationists equipped with the expertise, tools, and networks to protect and restore wildlife.



CREATING CHANGE

We create positive change for wildlife and people by inspiring and empowering everyone from children to politicians to notice, care, and act for nature.



PROTECTING SPECIES

THE CHALLENGE

Wildlife is facing unprecedented threat. Climate change and human activity have pushed our planet to its limit causing massive habitat and species loss. Our Living Planet Index shows that wildlife populations have crashed by 73% in the last 50 years, and many thousands of species are threatened with extinction.

OUR IMPACT

From research to fieldwork, and in our zoos, we identify and conserve the species at risk of extinction – and get them on the road to recovery. We find out why species are at risk, and what we can do about it. We deepen our understanding of the natural world through science and use what we learn to bring species back from the brink and restore them into healthy habitats.

OUR 2030 GOAL

To **support and protect** at least **200 threatened species** and move 60 of those at greatest risk of extinction towards **global recovery**.



RESTORING HABITATS

THE CHALLENGE

The destruction of natural habitats drives biodiversity loss. As forests are felled, seabeds dredged, rivers polluted and wetlands drained, the plants and animals these wild spaces once sustained simply can't survive – and neither can the communities reliant on these dwindling resources.

OUR IMPACT

By collaborating with communities around the world we protect and restore healthy ecosystems so people and wildlife can thrive together. We work with people to improve co-existence with wildlife, safeguarding nature and creating a healthier, sustainable future for both wildlife and people.

OUR 2030 GOAL

To **support communities** in 10 priority regions to **catalyse ecosystem recovery** and **help people live better with wildlife**.



TRAINING CONSERVATIONISTS

THE CHALLENGE

The pipeline of conservationists must grow to meet the magnitude of the threat we face, and increased diversity is essential to expanding the scope of ideas and strategies needed.

OUR IMPACT

We share skills and knowledge to build a movement of conservationists equipped with the expertise, tools, and networks to protect and restore wildlife. As conservation challenges increase, we are building the next generation of conservationists to drive nature recovery. From pre-schoolers to professionals, we train, mentor, and upskill to create experts who can do the very best for wildlife.

OUR 2030 GOAL

To **increase global conservation capability** by supporting more than **three million young people** and **5,000 career professionals**.



CREATING CHANGE

THE CHALLENGE

People are more disconnected from nature than ever. Urbanisation, technology and modern life have all played a role in the respect and appreciation we once had for the natural world. Nature is treated as a limitless and free commodity rather than the sustainer of all life on Earth.

OUR IMPACT

We create positive change for wildlife and people by inspiring and empowering everyone from children to politicians to notice, care, and act for nature. We want nature at the heart of every decision. From individual choice to investments, supply chains and international treaties, we want to drive change that moves our global economic framework to properly value nature.

OUR 2030 GOAL

To strengthen the safeguards for nature by **inspiring 20 million people** to **advocate for wildlife** and influencing more than **20 key policies** to be **nature positive**.

LOOKING AHEAD

We're already working towards our goals. Here are some examples of projects driving forward our vision.



PROTECTING SPECIES

Case study: Mexican pupfish are among the most threatened species globally. Lost from the wild, they are only cared for in a handful of zoos and aquariums. We've launched the Extinct in the Wild Action Partnership, a collaborative movement to save species from extinction, and we're in the early stages of returning animals like the pupfish safely to the wild.



RESTORING HABITATS

Case study: We are working to improve protection and reduce pressures on one of the most important wilderness regions left on earth: the West Congo Basin. Addressing threats like deforestation in a key habitat for gorillas, chimpanzees and forest elephants, we'll also work with communities to reduce conflict with wildlife, promote sustainable livelihoods and strengthen financial stability.



TRAINING CONSERVATIONISTS

Case study: Transitioning our Interventions in Wild Animal Health training course to Kenya will help us develop veterinary capacity in the region and better support our existing projects in East Africa. Skills in disease prevention, translocations and human-wildlife conflict reduction are vital to the conservation of species like the cheetah and African wild dog.



CREATING CHANGE

Case study: Bovine tuberculosis, a cattle disease that can also be spread by wild badgers, leads to the deaths of 30,000 UK cattle annually and is devastating for farmers. Our research demonstrated that badger vaccination could be practical and effective, informing the government's decision to phase out badger culling. We're now working with Defra and farmers to support the widescale transition to vaccines.



WORKING TOGETHER

Collaboration is key to success in conservation. We work alongside hundreds of inter-governmental bodies, national governments and conservation NGOs to ensure the greatest possible benefit for people and wildlife. Our work directly feeds into the Global Biodiversity Framework and supports 10 UN Sustainable Development Goals.



OUR PEOPLE

Our colleagues, volunteers and fellows are the lifeblood of our valuable work and we are proud of the energy, enthusiasm and passion for wildlife that brings them all together.

OUR VALUES

We aspire to live our values every day by being innovative, inspiring, ethical, collaborative, inclusive, and impactful in everything we do.

JOIN US!

The world is changing and we need to act now. Be part of our fight to restore nature, and help secure a world where wildlife thrives. Visit zsl.org/fundraising or email fundraising@zsl.org to find out how.



Scan here to read our full strategy

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working to restore wildlife in the UK and around the world.
Join us at zsl.org**

ZSL is a charity registered in England and Wales no: 208728

