

IT'S TIME.
IT'S POSSIBLE.
WE KNOW
HOW.

Taking care of nature—
so it can take care of us.
All of us. For all time.

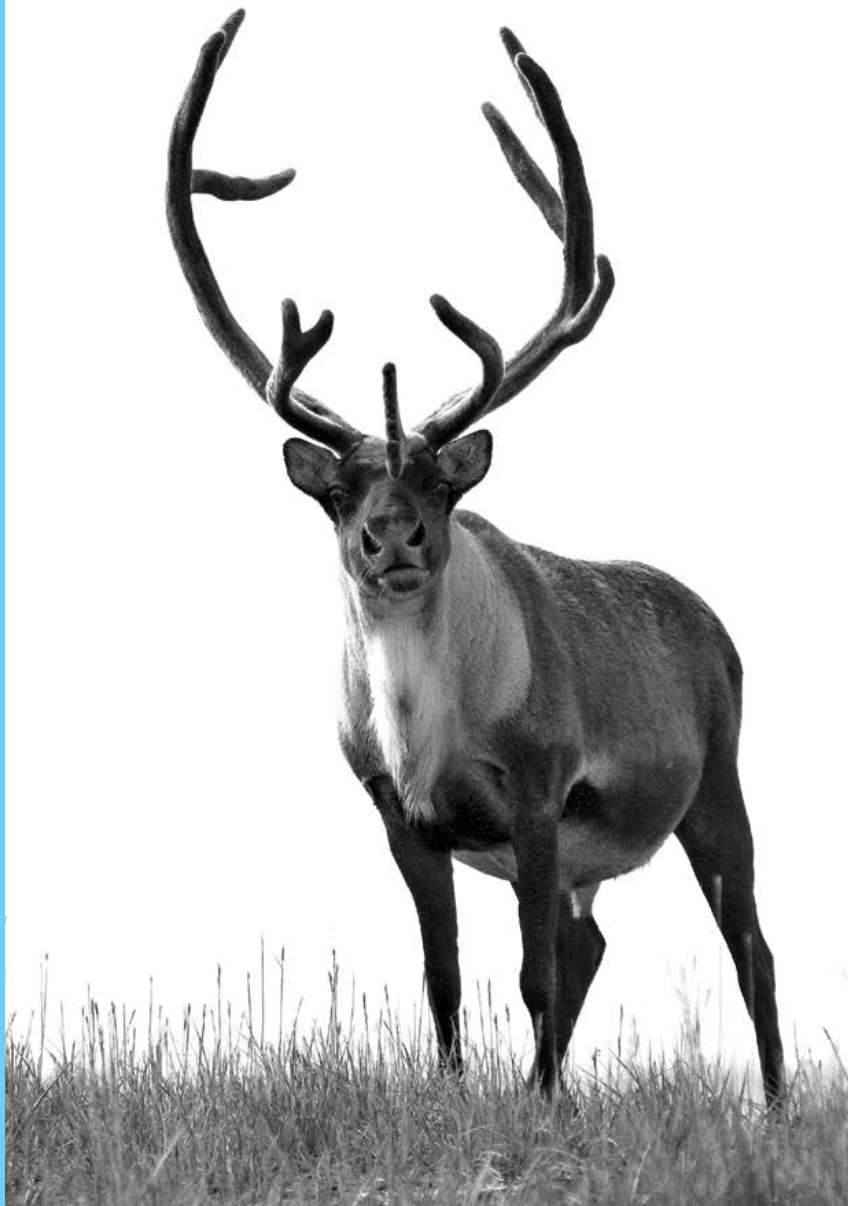


CANADIANS KNOW THAT WHEN NATURE THRIVES, PEOPLE THRIVE.

We have natural riches like no other place on Earth. They're the breathing, pulsing spaces that sustain us. Places that only we can protect and restore.

Yet in Canada, wildlife is in trouble: belugas, tusked narwhals, northern bottlenoses with their endearingly bulgy foreheads, masked harlequin ducks, the polar bears, our iconic caribou, and many more of Canada's plants and animals.

And when nature falters, so do we.



IT'S TIME TO DO THINGS DIFFERENTLY.

For one thing, there's extra carbon in the atmosphere and ocean from burning coal, oil and gas. That's changing the chemistry and the seasons, causing more droughts and floods and making creatures move to parts of the land and sea they've never lived in before. In fact, climate change puts a third of Canada's animals at risk of extinction, fast tracking every other threat.

At the same time, there's pressure from more and more people who want to live in those same parts of the country and earn their livings there. Not only that, but industries are making moves to use the wilderness that's left.

Canadians are yearning for a new way forward—a way to work with nature while building healthy and vibrant communities for years to come.



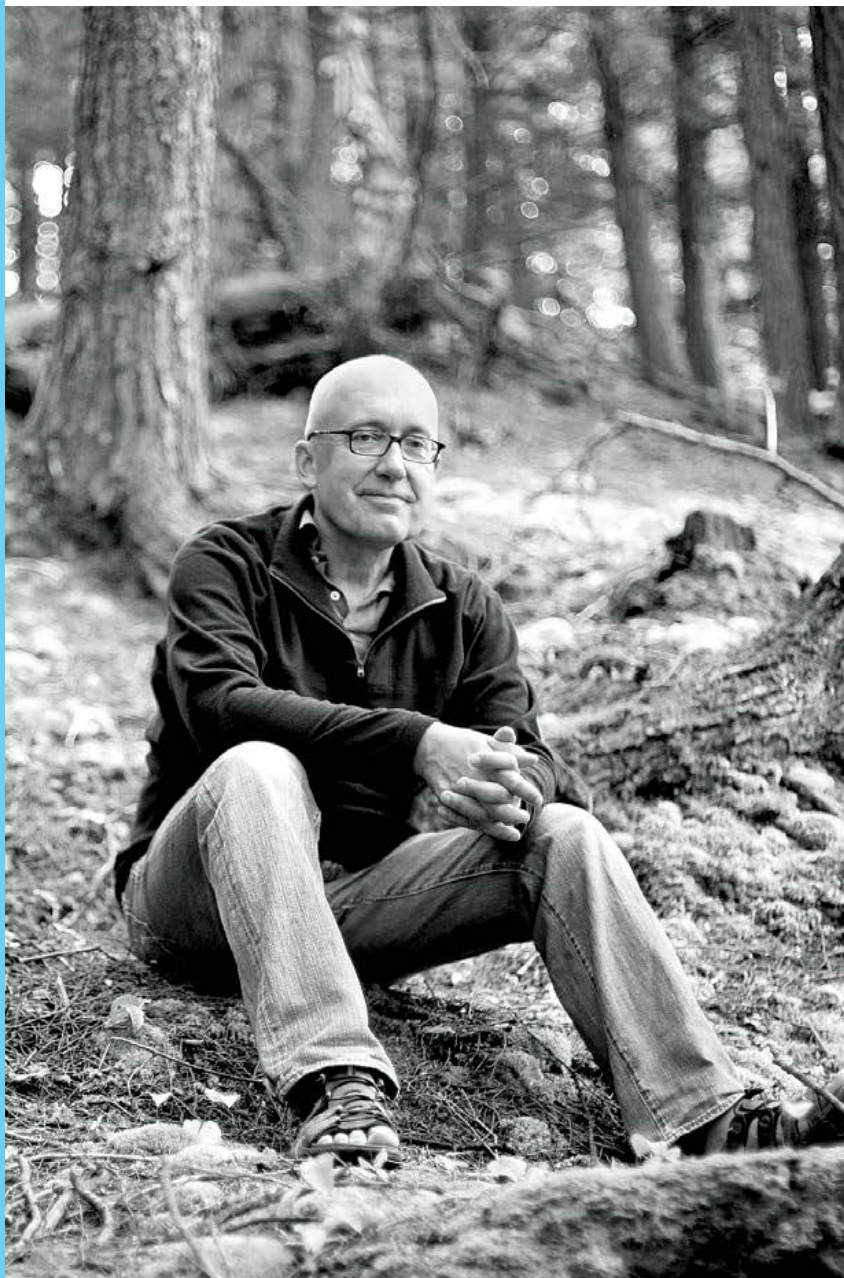
LET'S SHOW THE WORLD HOW IT'S DONE.

By working with a wide array of partners and communities, WWF-Canada is building working examples to demonstrate that victories for nature are victories for people.

We're lining up carbon-free energy that preserves the places key animals and plants live; harnessing smart conservation investments; inspiring new ways of shipping goods to sustain people while protecting wildlife; growing crops that also nourish nature; spurring community wealth by building marine protection solutions and fisheries that can last.

These are the kinds of solutions that will boost both nature and the economy. It's time. It's possible. We know how.

JOIN US.





WWF-CANADA (2015-2020) FIVE-YEAR PLAN AT A GLANCE

**WWF-Canada is committed to building
a future where nature and people thrive.**

Recognizing Canada's bounty of nature
and species, we are committed to:

- a healthy future for the Arctic,
- all freshwater systems in good condition,
- healthy marine wildlife and ecosystems
on all three coasts, and
- resilient communities co-existing with
healthy nature across the country.

In the next 5 years much of our work will
focus on defining and expanding practical,
new and better ways of creating this future.



Working with our partners and drawing on science and innovation, WWF-Canada will

Demonstrate it's possible for nature and people to thrive together by:

- Implementing habitat-friendly renewable energy
- Creating low-impact sustainable fisheries for community prosperity
- Growing climate-friendly sustainable crops
- Executing best shipping practices for conservation and community
- Holding marine protected areas to a high-standard, resulting in benefits for both species and communities
- Facilitating impact investment for conservation

We will begin by working in iconic terrestrial and marine regions that are high in ecological riches and are facing existing or pending development pressures.

Our first focus includes:

- Northwest Passage
- St Lawrence River and Estuary
- Grand Banks
- Bay of Fundy and St John River
- Salish Sea
- Skeena River and Estuary
- The Prairies



Foster a deeper connection to nature for 3.5 million Canadians, resulting in an increase in Canadians contributing to healthy habitats in communities across Canada.

Through it all, we will draw on a broad array of partnerships with research institutions, business, government, indigenous peoples and community organizations to ensure that our work is grounded in fundamental science, research and innovation.

Wildlife such as whales, burrowing owls, fish, polar bears, turtles and caribou will benefit. People in these communities will benefit. And nature that sustains us all will benefit.

WWF-CANADA OFFICES

FIVE YEARS FROM NOW,
WE WILL HAVE DEMONSTRATED
THE POSSIBLE AND, BUILDING
ON WHAT WE'VE LEARNED
WE'LL SHOW THAT SO MUCH
MORE IS POSSIBLE.



Inuvik



Iqaluit



Prince Rupert



Vancouver



St. John's



Halifax



Ottawa



Montreal



Toronto

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