



WWF European Policy Office

22 June 2023

June 2023

Hello, nice to meet you!



I am Inès Abbas, a passionate communications professional.

Over the past 6 years, I have had the privilege of working with international NGOs such as the European Youth Forum and WWF, focusing on European advocacy communications.




What does WWF stand for?

World Wide Fund For Nature

WWF's mission



	<p>Why we are here To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.</p> <hr/> <p>panda.org</p>
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To stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature by:

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption.

WWF globally in figures



+100

WWF is in
over 100
countries, on 6
continents

1961

WWF was
founded in 1961



+5000

WWF staff
worldwide

+5M

Over 5M supporters
worldwide (and +30
million followers on
social media)

WWF European Policy Office in figures



+22

Representing
WWF
presence in 22
EU Member
States

1989

WWF EPO was
founded
In 1989



44

WWF EPO
has 44 staff
members

+3.2M

Over 3.2M supporters
in Europe

Our role



A quite “unique” species in the WWF network, as we are the only office working 100% on policy.

Concretely:

- WWF Network’s voice towards EU institutions
- Coordinate development of WWF network positions on EU laws and policies
- Facilitate knowledge sharing within WWF network on policy development & implementation



Our priorities currently



Together4Forests

The EU adopts and starts implementing its new law to keep products linked to deforestation and nature destruction off the European market, and ensure these are not linked or lead to human rights violations.



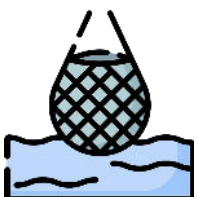
EU Nature Restoration Law

The EU has adopted a Nature Restoration Law with legally binding targets for large-scale nature restoration on land and sea and a target for the restoration of free-flowing rivers.



Ocean Recovery

All coastal EU Member States have adopted and started to implement ecosystem-based maritime spatial plans, supported and monitored by EU institutions.



Common Fisheries Policy

The EU has agreed not to revise the Common Fisheries Policy and instead focuses on its full implementation through targeted improvements in other pieces of legislation.



Fit for 55 & Climate Governance

The EU has adopted a 'Fit for 55%' legislative package that unlocks the transition to climate neutrality and an updated Governance Regulation has ensured that all Member States are required to set national, economy-wide climate-neutrality targets.



Sustainable Food Systems Framework Law

The European Commission has proposed, with support from Member States, a new legislative framework for sustainable food systems that puts in place a long-term vision and strategy, underpinned by concrete goals and indicators and effective governance mechanisms.

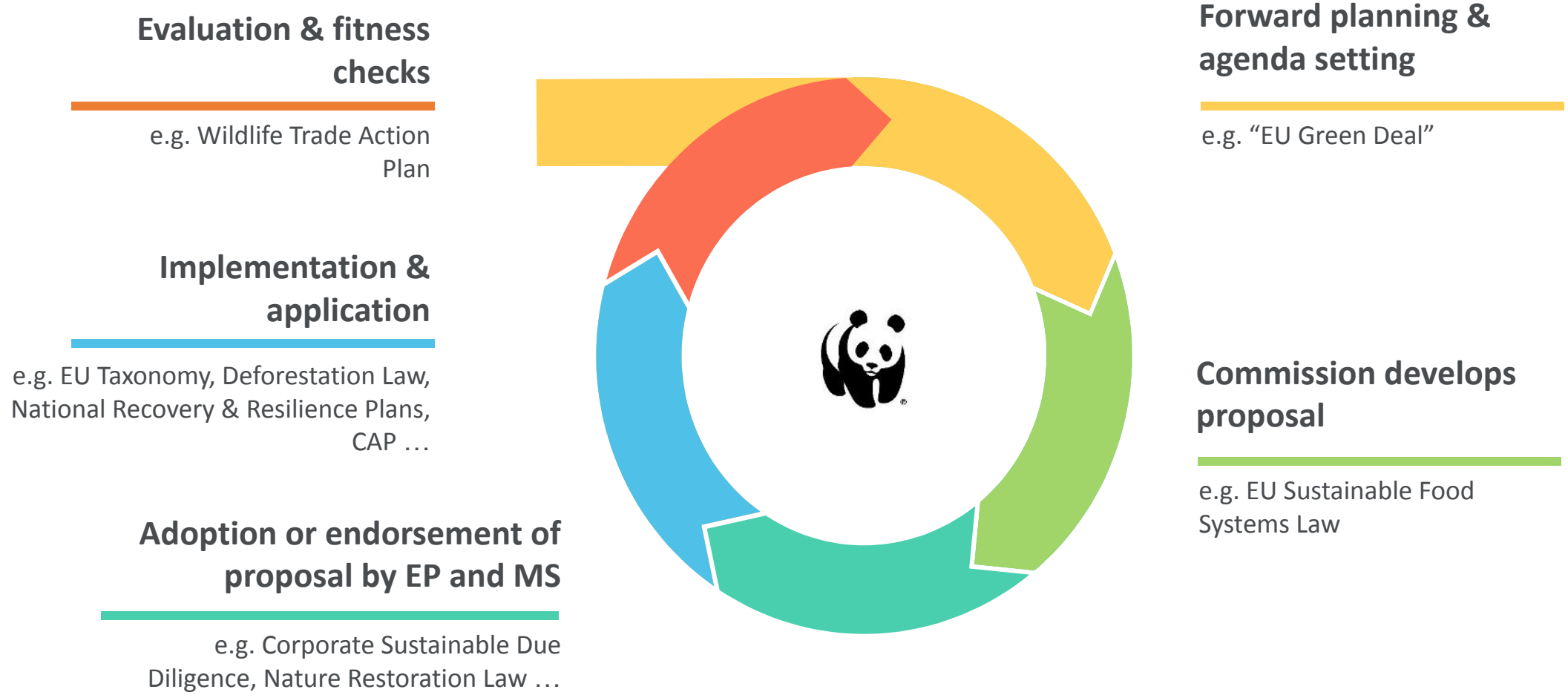


Sustainable Finance

The EU taxonomy has been effectively implemented by setting science-based technical screening criteria for each of its six environmental objectives, supporting only fully sustainable economic activities; and as part of its review, support has been found for establishing a complementary 'harmful taxonomy'.

How do NGOs advocate in Brussels?

Following the EU Policy cycle



Our tools



Advocacy:

We engage in advocacy activities to influence policymakers and lawmakers in the European institutions.

(meetings, provide expert advice, briefings, statements)



Our tools



Policy Research and Analysis:

We conduct in-depth research and publish reports and analyses on various policy areas.

This research helps formulate policy recommendations, identify gaps, and propose solutions to address issues of concern.



WHERE DID ALL THE MONEY GO?

HOW EU MEMBER STATES SPENT THEIR ETS REVENUES - AND WHY TIGHTER RULES ARE NEEDED

NOVEMBER 2022

Our tools



Expertise and Consultation:

We offer our expertise to European institutions. We participate in public consultations, advisory groups, and expert panels, expert groups



Our greatest strength

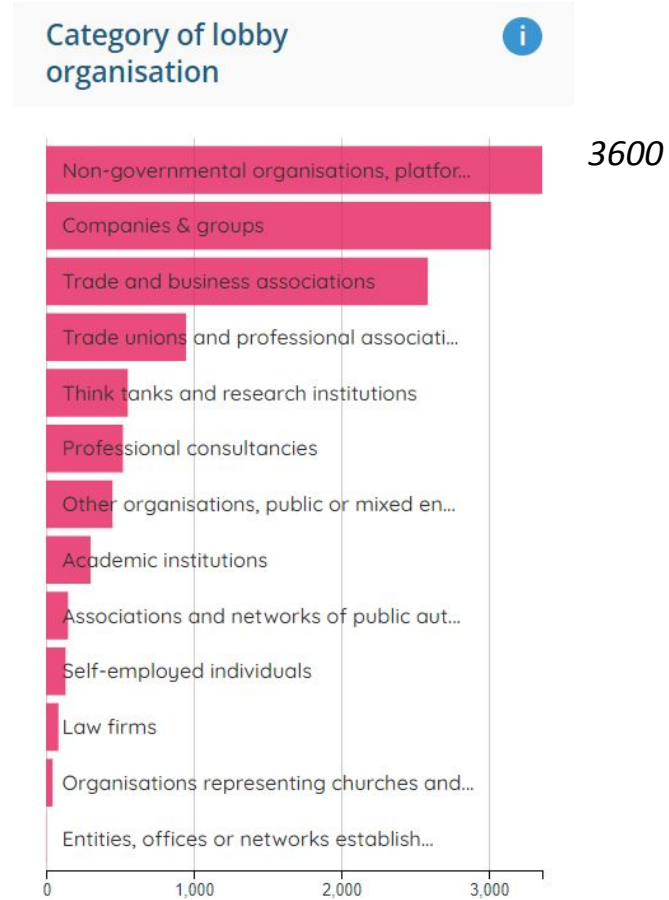


Collaboration!



**How many NGOs are
involved in EU Advocacy?**

Organisations registered in the EU Transparency Register



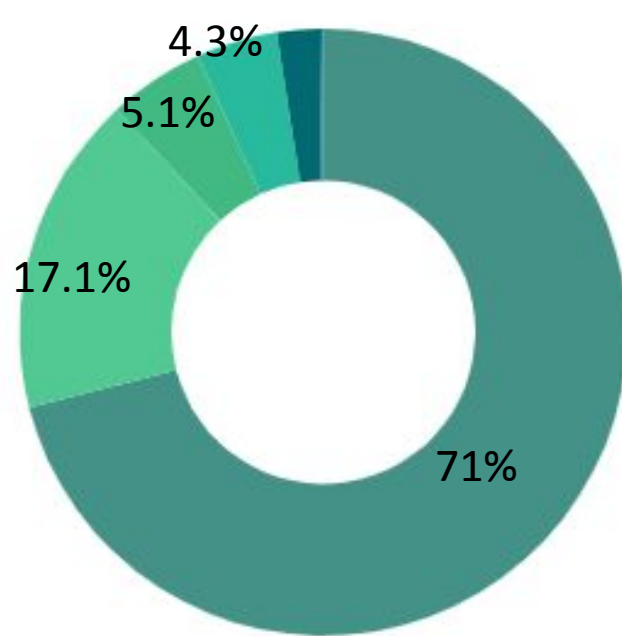
Source: <https://www.integritywatch.eu/>

**Which group has the highest number
of high-level meetings with the
Commission?**

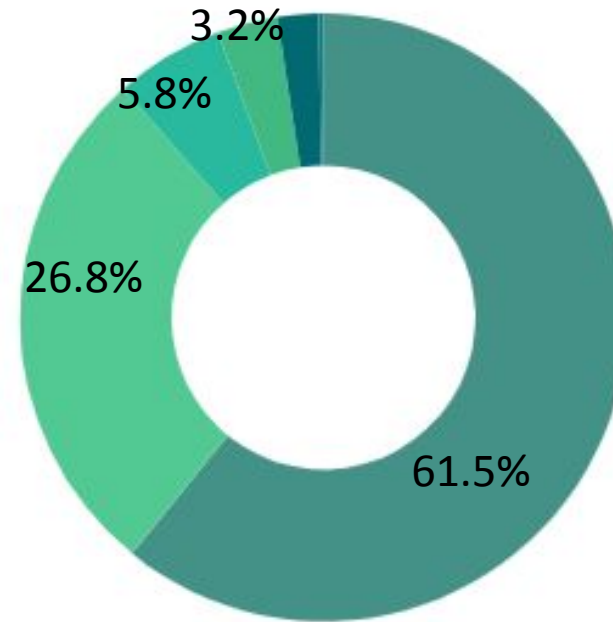
European Commission



Meetings with senior officials in the European Commission (Commissioners, Cabinets and Directors-General)



Juncker Commission



von der Leyen Commission

- Corporate
- NGOs
- Consultants
- Think tanks
- Municipal
- Churches

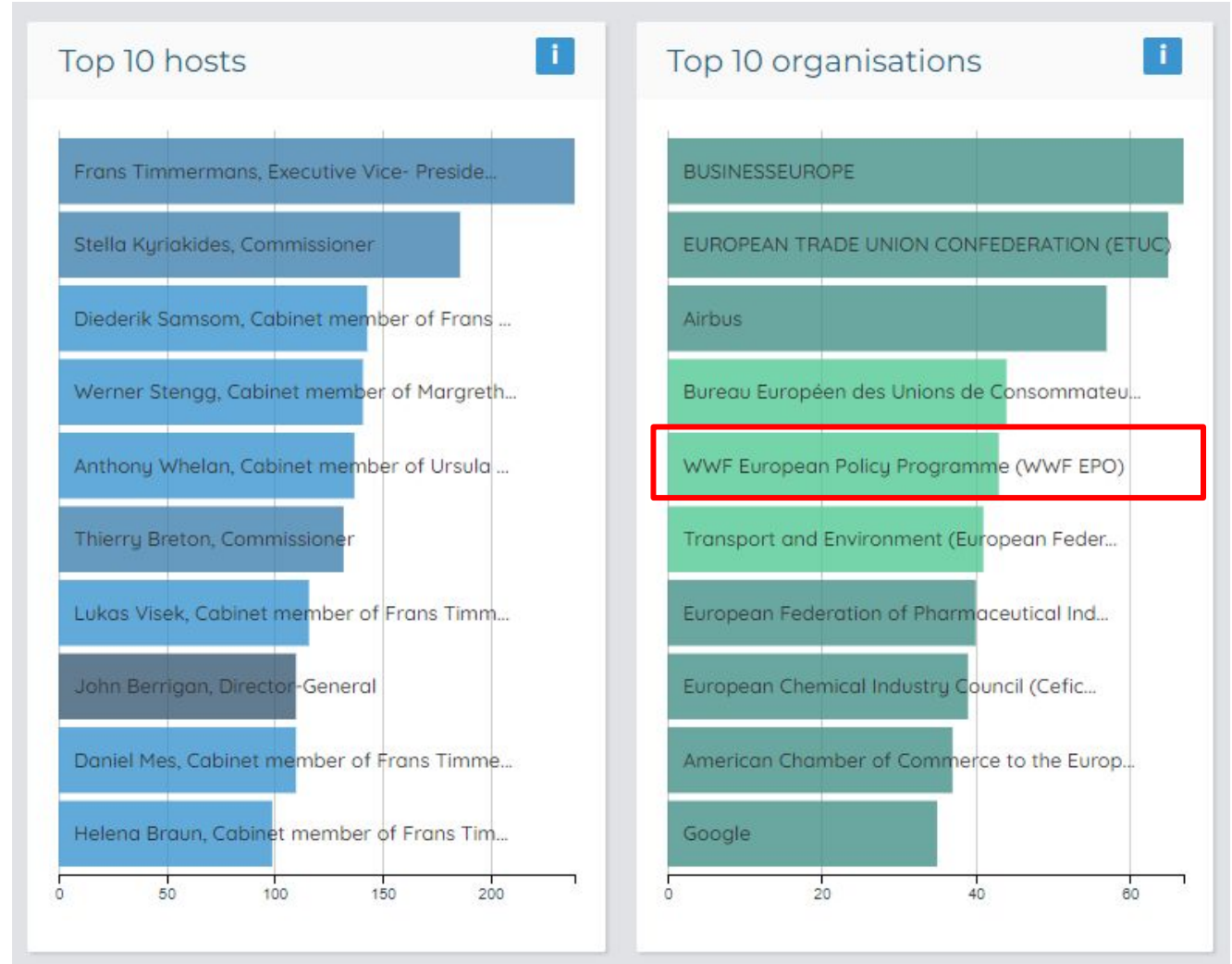
Source: <https://www.integritywatch.eu/>

**Which Commissioner gets
lobbied the most?**

European Commission



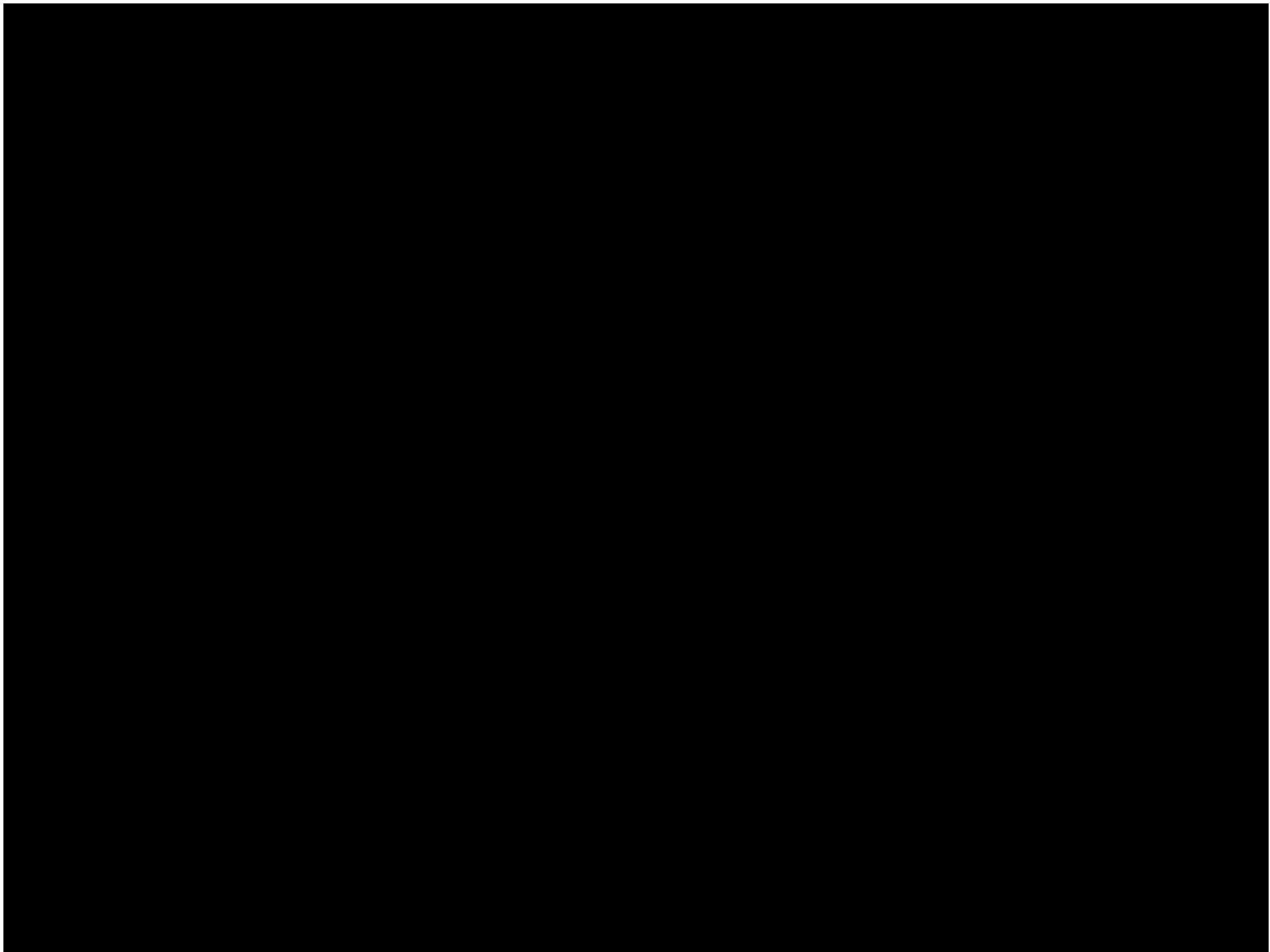
Who are the top lobbyists and who get lobbied the most?



**What is NGOs' secret weapon
in the EU advocacy world?**

A leopard with a distinctive spotted pattern is the central focus, looking towards the camera. It is surrounded by lush green foliage, including large leaves and grasses. In the foreground, a portion of a brown, woven basket is visible, adding a sense of depth and context to the scene. The lighting is bright, highlighting the texture of the leopard's fur and the surrounding vegetation.

Communications,
campaigning and
awareness raising!



Our target audiences



Decision-makers

- European Commission & Parliament (Brussels & Member States)
- National decision-makers at different levels (MS)
- Council/Permanent Representations (Brussels)

Others

- Other NGOs
- Academia/think tanks
- Corporates/associations
- General public & WWF supporters



Media

- EU media & national correspondents
- National media
- Specialised/trade press



euobserver.com

ENDS*Europe*

Our tools



- Integrated communications/policy
- Media relations
- Campaigning
- Social media
- WWF's network engagement



L "Notre modèle économique actuel va droit dans le mur"
 Sébastien Godinot, économiste au WWF, tire la sonnette d'alarme. Pour lui, l'Europe fait fausse route et manque d'ambition. Il dresse les chantiers prioritaires à ouvrir pour construire une économie durable. Entretien.



Sébastien Godinot, économiste au bureau européen du WWF @Christophe BORTELS



Lignite mines are the most polluting fuel source available. (Photo: Ministry of Foreign Affairs of the Republic of Poland)

EU agriculture + Add to myFT
EU reviews sustainable food plans as Ukraine war disrupts imports
 Grain and fertiliser imports decline after Russia's invasion, raising concerns in Brussels over food security



Jabier Ruiz, of WWF Europe, accepts the need for short-term measures but questions Macron's 13 per cent reduction figure, taken from a scientific assessment of the Farm to Fork strategy.
 He said such assessments only looked at conventional measures, ignoring the role of revitalising soil by using it less intensively, and changing diets.
 More than half the EU's crops are grown to feed animals, he said. The bloc consumes 60kg of soyabeans annually per head, the majority by livestock.
 "We don't have a food crisis, we have a feed crisis," he said.

EU imports squid from unregulated fishing in the Indian Ocean

Sunday, 8 November 2020



Credit: Jurgen Freund, WWF

A recent report from WWF shows for the first time exactly when, where and how unregulated fishing is happening in the Indian Ocean and its impacts on threatened species.



Katie Treadwell, energy policy officer at WWF said that the commission has a duty to ensure that regions do not "squander this unique opportunity to transition to a sustainable future".



Andreas Baumueller, WWF Europe's head of natural resources, welcomed the Commission's decision to focus on better implementing the legislation, insisting that "the best law is not worth the paper it is written on if it is not sufficiently implemented!"

When do we campaign?



Bring **positive policy change**: clear EU policy objective & asks



Need of a campaign, **urgency** and a unique window of opportunity



Combination of **strategic** activities



Large but manageable **short-term** results & **realistic** timing



Integrated approach to communications, advocacy



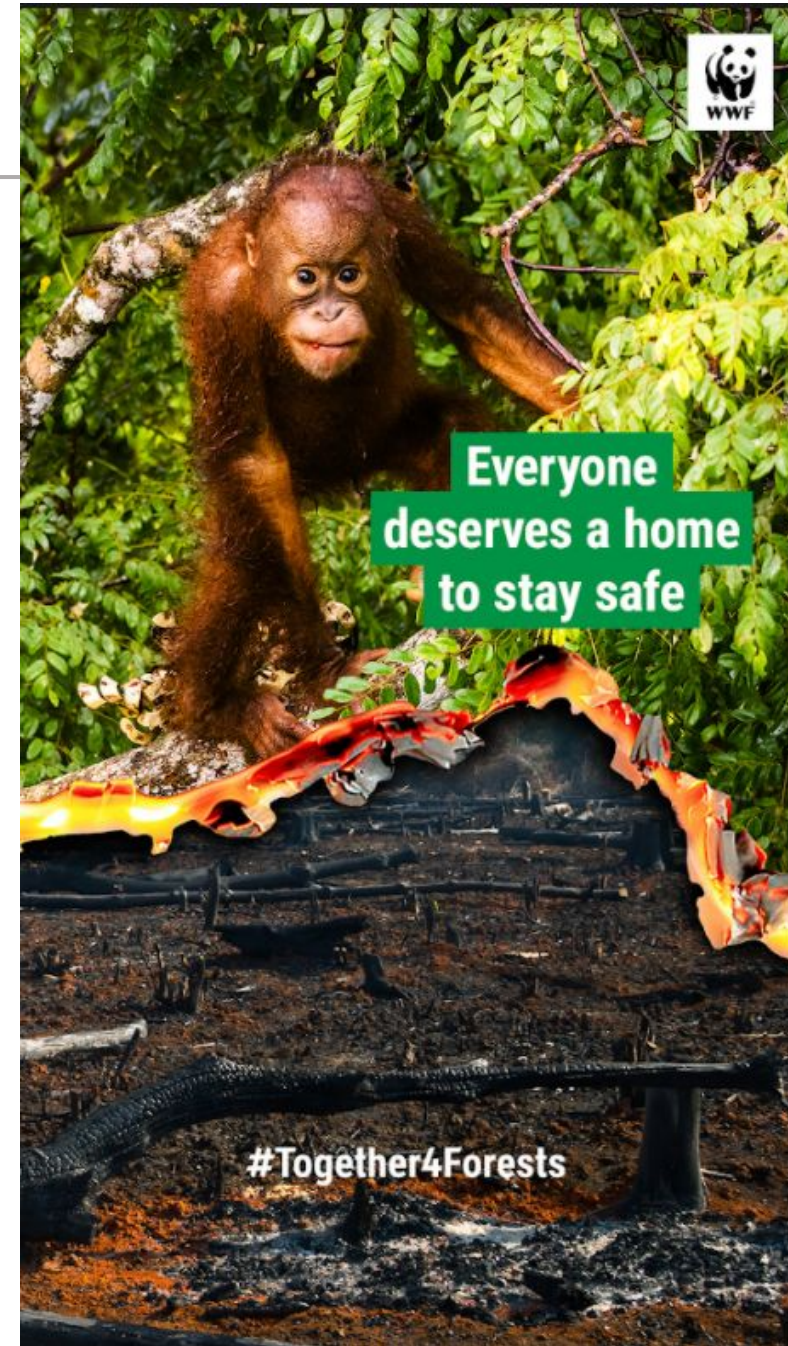
Dedicated strategic **expertise** (policy, advocacy, campaigning, communications & digital engagement)



Support from a critical mass of **WWF offices**: European wide support required



Convincing, **attractive** and campaignable

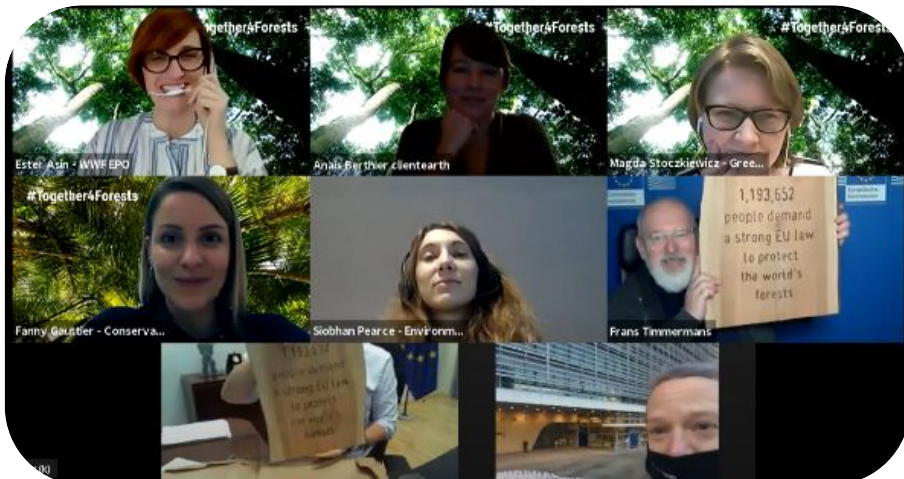


Influencing the European Commission (Brussels)



200+ NGOs, incl. 18 WWF offices, Greenpeace, WeMove, Avaaz

1,193,652 submissions for public consultation!



© Paul Musiol / Greenpeace 2021

Influencing the European Parliament (Brussels & MS)



#Together4Forests



First name *

Last name *



206,400

Thank you - Благодаря ти - Hvala vam - Děkujíb - Tack - Bedankt - Aitäh - Kiitos - Merci - Danke - ευχαριστώ - Kösz - Grazie - Paldies - Dziękuję Ci - Obrigado - Mulțumesc - Ďakujem - Hvala vam - Gracias



Influencing the European Parliament



Influencing Member States



53,000 letters in just 6 weeks!

#Together4Forests


Urge your ministers to stop deforestation


Forests, wild savannahs and other precious ecosystems are being destroyed at an alarming rate. This devastation is directly connected to the meat, dairy, palm oil, coffee and chocolate we eat in Europe.

In 2017, the EU was responsible for 16% of deforestation associated with international trade, totalling 203,000 hectares and 116 million tonnes of CO2. The milk in your cappuccino, the chocolate in your cookies, the roast chicken you eat on Sundays, and many more of your favourite meals, are fueling this destruction. Because of the unsustainability of EU supply chains, we're unwittingly destroying our planet.

Through the #Together4Forests campaign, **1.2 million people demanded a strong**, new EU law to protect the world's forests and other ecosystems, and fed straight into the European Commission's public consultation on deforestation in

Country
DE Germany

 Steffi Lemke
Bundesumweltministerin

 Cem Özdemir
Bundesminister für Ernährung und Landwirtschaft

First name * Last name *

Email *

Subject *
We want deforestation off our plates



True or False?

**Are NGOs and
businesses natural
enemies?**



False

How to collaborate with NGOs



We can't do it alone!

We believe that together, we can transform whole sectors and markets for the better, delivering results that would not otherwise be possible.

Our six global goals – on forests, oceans, freshwater, wildlife, food and climate & energy – and three key drivers of environmental change – markets, finance and governance – shape what we do and how we work with partners.

By collaborating with business, WWF aims to change behaviour and drive conservation results that would not be possible otherwise.

How to collaborate with NGOs



Mission focused

We work with the private sector to advance our mission to stop the degradation of the earth's natural environment and build a future in which humans live in harmony with nature.



Independent & science based

We support companies in their sustainability journey based on scientific principles and leading standards. We remain independent in a partnership of equals



Impact- and solutions oriented

We engage with the most impactful industries and companies to create systemic change. We support companies with identifying issues, and offer concrete actions



Highest standards of integrity & good conduct

We collaborate with partners that share the same high standards for the environment, sustainability and human rights, and are committed to those through their actions

How to collaborate with NGOs



- Multi stakeholder statements
- Events, roundtables
- Bilateral meetings

50+ food companies urge Commission to present strong proposal for an EU Sustainable Food Systems Law

Posted on 31 May 2023

The signatories are calling for mandatory requirements to reduce GHG emissions and the environmental footprint across the food supply chain

Transitioning to a sustainable food system is not only a priority for **civil society** and **consumers**, but also for the food industry. Today, 51 companies[1], including Danone, Unilever, and Coop have released a **statement** urging the European Commission to present an ambitious proposal for an EU Sustainable Food Systems Law.

Commenting on the statement, Giulia Riedo, Agriculture and Sustainable Food Policy Officer at WWF European Policy Office, said: "Food retailers and manufacturers are joining European citizens and NGOs in their call for the transformation of our food system. The new framework law can bring sustainability to our food supply chains and guide industry in this transition - which is exactly what companies need to protect their business in the long-term and to respond to the demands of consumers."



Progressive companies from across Europe are calling for an EU Sustainable Food Systems Law

© Pro Camva

More than 100 corporations make the business case for the new law to restore nature

Posted on 12 June 2023

More than 100 businesses from Nestlé to Unilever and IKEA warn MEPs not to betray farmers facing the unprecedented collapse of our ecosystems and climate change.

More than 100 of Europe's biggest businesses spanning consumer, finance, and energy, including Nestlé, Unilever, and IKEA are speaking out today to save the Nature Restoration Law on business grounds. The ENVI committee (European Parliament's Committee on Environment, Public Health and Food Safety) will vote on this embattled legislation on 15 June. As the EPP is expected to vote down the legislation following the group's departure from the negotiations on the 30th of May, the law and the future of Europe's nature hangs in the balance.



The new restoration target has the potential to enable forceful actions that utilise nature-based solutions for mitigating the climate crisis along the Lower Danube.

© Simon Rae

Contact



- **Contact your national WWF Office**
- **Contact WWF European Policy Office**

https://www.wwf.eu/contact_us/our_team/



Questions?

THANK YOU FOR YOUR ATTENTION



Working to sustain the natural
world for the benefit of people
and wildlife.

together possible™ wwf.eu

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