

This presentation is from a UK/IE LIFE Platform Meeting held in Woking in December 2015. For more presentations from this event and information on LIFE please see JNCC's LIFE webpages at: jncc.defra.gov.uk/UKLIFE

An underwater photograph of a large school of striped fish, likely Sergeant Major Surge wrasse, swimming in clear, greenish water. The fish have distinct black and white vertical stripes. The background shows some green seaweed or coral.

Sustainable Exit Thinking WWF-UK

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- 1. What is sustainability?**
 - 2. What is WWF doing in this space?**
 - 3. Examples of sustainable exits**
 - 4. Foundations for sustainability**
 - 5. Integration into project design**
 - 6. The sustainability elephants in the room**
-

Moving from ongoing
protection to self-
sustaining:

What is possible??



What is sustainability - 1?

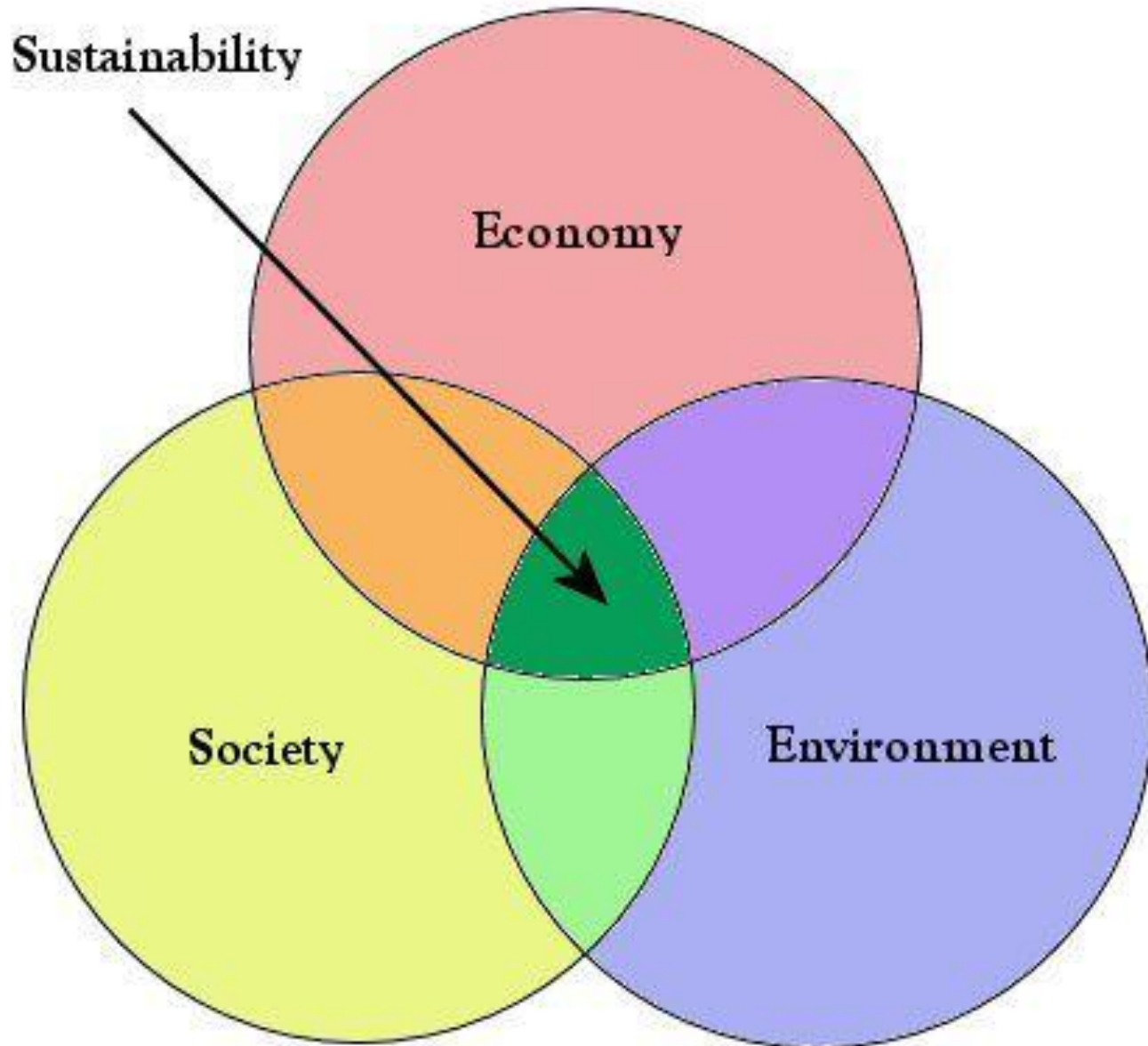


The Brundtland Commission:
Sustainability is
“development that meets
the needs of the present
without compromising
the ability of future
generations to meet
their own needs”



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What is sustainability – 2?





SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS


SUSTAINABLE DEVELOPMENT GOALS

But – are we here to consider -



**How to make sure
project results can
be maintained
without ongoing
external input of
finance?**



And – face the question:



**Why is it
apparently so
scary to talk
about
sustainability?**



Where is WWF on this journey?



**All project plans include a
sustainability section**

**We did some learning on
“responsible exits”**

**But we have not
developed this**

Where is WWF on this journey?



**All project plans include a
sustainability section**

**We did some learning on
“responsible exits”**

But we have not developed this

...until now

**“External spin-offs” –
Projects that become independent entities in their own right e.g. WWF UK exited its Toxics Programme by establishing an independent charity – CHEM Trust - that has carried on and built upon the work.**

Some Great work - 2



Handover to partners: The Kanchenjunga Conservation Area Project (KCAP), Nepal.

- ✓ **Project was designed in 1998 to promote community based conservation;**
- ✓ **WWF-Nepal supported the management council of KCA – capacity building;**
- ✓ **Officially endorsed by Government of Nepal;**
- ✓ **WWF-Nepal phase out of direct financial support.**

1. When to plan for sustainability:
Right from the beginning – involving key stakeholders

THIS
IS

NOT
**ROCKET
SCIENCE**
PEOPLE!

2. Factors to consider for sustainability



- **Grounding in reality**
- **Ownership by key stakeholders / communities / partners**
- **Societal benefits**

2. Factors to consider for sustainability



Grounding in reality

Ownership by key stakeholders/ communities/ partners

Societal benefits

- **Institutional, community & individual capacity**
- **Ecologically sustainable**
- **Financially feasible**

2. Factors to consider for sustainability



Grounding in reality

Ownership by key stakeholders/communities/partners

Societal benefits

Institutional, community & individual capacity

Ecologically sustainable

Financially feasible

- **Replication/magnification**
 - **Policy & legislative environment**
 - **Political commitment**
-

2. Factors to consider for sustainability



Grounding in reality

Ownership by key stakeholders/communities/partners

Societal benefits

Institutional, community & individual capacity

Ecologically sustainable

Financially feasible

Scaling up

Policy & legislative environment

Political commitment

- **Economic forces**
- **Appropriate technologies & methodologies**
- **Socio-cultural issues & gender**
- **Equity**

2. Factors to consider for sustainability



**And at the end
of all that,
perhaps we
cannot plan for
sustainability?**

2. What we knew years ago re sustainability



Catalysts for Sustainability are:

- **A strong enabling external environment**
- **Strong partner relationships**
- **Full participation of stakeholders**
- **Strong project leadership and effective teams.**
- **A well-planned and communicated exit strategy.**
- **Establish a strategy and budget for post project monitoring**

3. How to plan for sustainability



- 1. Include sustainability objectives and strategies within your plan**
- 2. Set indicators to monitor progress towards sustainability**
- 3. Prepare a consolidated sustainability plan and develop an exit strategy**
- 4. Monitor, adapt and evaluate progress**
- 5. Exit responsibly**



As asked before



**What is so
scary about
sustainability
?**





Panda Sustainability Summary - 2015



- ✓ **We are intentional about a sustainable planet for people & nature;**
- ✓ **We need to become more intentional about policy, projects & programmes sustaining for as long as they are needed;**
- ✓ **We have examples of where this has happened;**
- ✓ **We are developing guidance for the Network to help us to mainstream sustainable approaches into policy, project & programme work;**
- ✓ **We recognise that attitudes may need to change.**



Panda facts



+100

WWF is in over
100 countries, on
5 continents

1961

WWF was founded
In 1961



+5,000

WWF has over
5,000 staff worldwide

+5M

WWF has over
5 million supporters