

A close-up photograph of a tiger's face, showing its distinctive orange and black striped pattern and greenish-yellow eyes. The tiger is looking directly at the camera with a serious expression. The background is blurred, suggesting a natural habitat.

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# **STRATEGIC PLAN**

**2024-2029**



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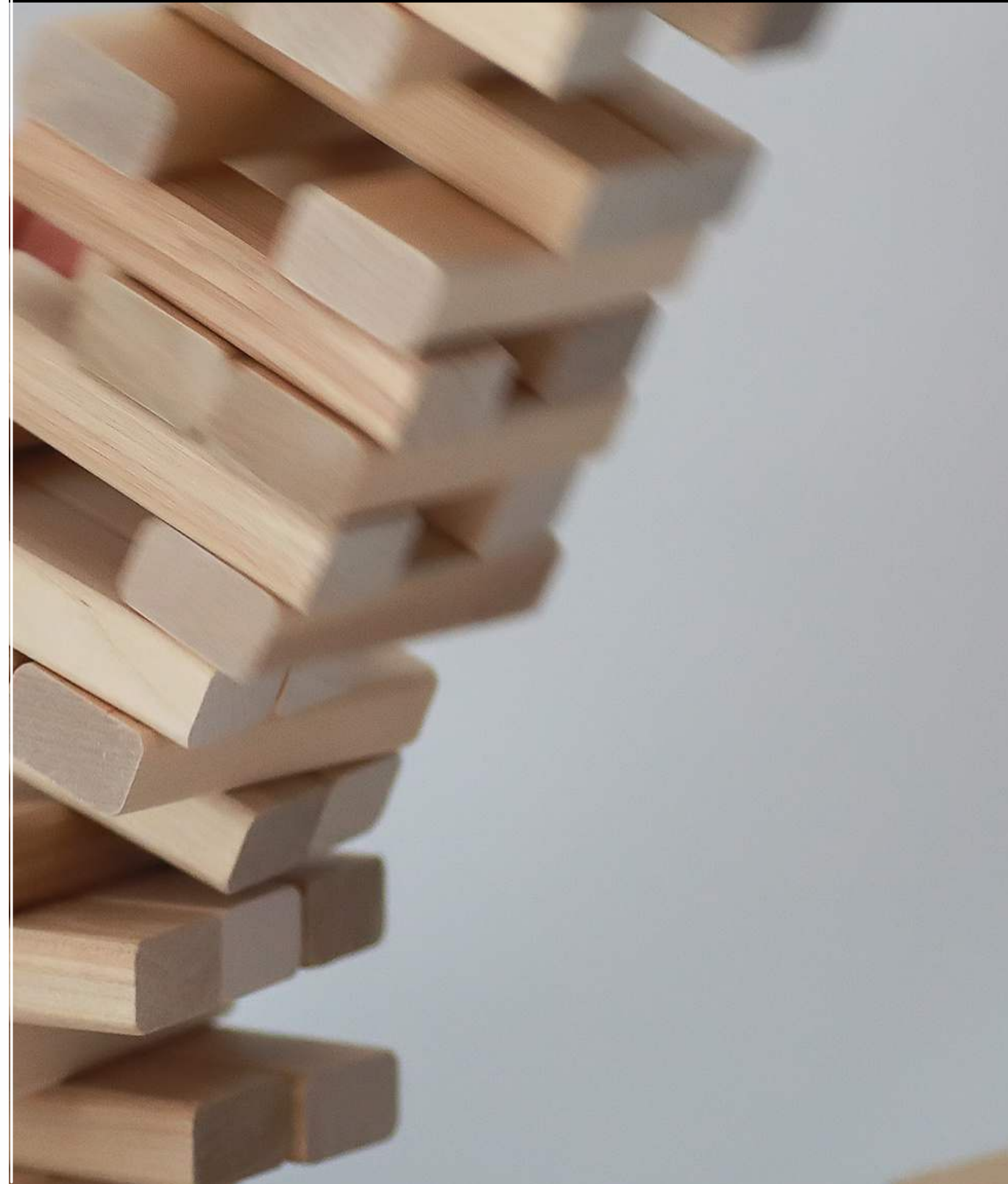
# MOTIVATION

Life on earth depends on biodiversity. Humans, (other) animals and plants depend on the services that ecosystems provide, such as fresh water, pollination, soil fertility and stability, food and medicine. Each species plays a part in keeping this complex support system running smoothly.

Each species that goes extinct, weakens the system. Its extinction can snowball into a crisis for numerous other species.

Similar to removing blocks from a Jenga game: removing one block (species) doesn't necessarily make the tower crash immediately, but every time you pull out a block the stack weakens and eventually it will crash.

Once collapsed, ecosystems are hard and sometimes impossible to restore.



# MOTIVATION

Protecting species and their ecosystems, and thus maintaining and increasing biodiversity, creates resilience.

Together, we can re-build our life support system, one block at the time. This is why we fight to protect and conserve species and their natural environment.

Watch our [video](#) where we explain why biodiversity is so important.





# SUMMARY

Future For Nature supports young, talented and ambitious conservationists committed to protecting wild species.

These natural leaders inspire and mobilize communities, governments, investors and the public at large, to safeguard species and ecosystems and by doing so contribute to protecting life on earth.

It is those individuals that bring hope for the future of nature.



# VISION STATEMENT

## **We believe biodiversity is the basis**

Climate change and biodiversity loss are threatening all the life on this planet. Yet, without flourishing ecosystems we will not be able to stabilize the climate.

## **We believe in a biodiverse future**

A world in which people and wildlife coexist and natural systems are intact, providing services to keep our planet healthy and liveable.

## **We believe in local impact for global change**

The challenges we face are global, yet we believe we need local impacts all around the world to change our course. Changing common practices, attitudes and values with scalable approaches lead to reduced pressure on species and natural resources and will allow nature to recover.





# VISION STATEMENT

## **We believe in the power of the individual**

Those with fire in the belly' (in the words of Sir David Attenborough, Guest of Honour at the 2009 FFN Awards) who are determined to get things done. Their passion and dedication make a difference for the species and ecosystems they are fighting for, they have the power to motivate others and are the drivers of positive change.

## **We believe in the next generation**

Young people that think and act outside of the beaten track, to create change. Trailblazers who inspire, galvanise and mobilize communities, governments and the public at large, for the future of nature. It is these passionate leaders who understand the dynamics of local situations by heart, that have the knowledge that we believe is key to implement durable solutions for wildlife to thrive and ecosystems to flourish. It is those individuals that bring hope for nature.

## **We believe in the power of connecting people**

Sharing passion, experience, stories and ideas is the basis for collaborative action and impact. Truly connecting to others fuels the drive and motivation. Personal connection leads to inspired change.



## MISSION

It is our mission to support young, ambitious biodiversity specialists all around the world through the Future For Nature Award. We unite the laureates in a network of peers and facilitate a learning community of like-minded spirits that inspire, support, and empower each other.

This Future For Nature Family forms an international network, that grows every year. We support the FFN Family members continuously in their efforts and bring them together physically with regular intervals to strengthen the network and boost their impact for nature.

We strive for the FFN Family to become a leading network of biodiversity expertise and protection. By raising our profile internationally, we increase the reach and impact of the FFN Family and each individual member in it.

We encourage students and young graduates from all around the world to stand up, share their passion, get inspired and develop their skills through the Future For Nature Academy. They are the leading conservationists of the future.





## FFN AWARDS

Each year, it is FFN's goal to select three outstanding nature conservationists, who are the next generation of leaders, who will make the difference for the survival of species and the ecosystems these species (and we all) depend on.

From FFN's extensive network, 200-500 individuals apply for the FFN Award every year. Two panels of nature conservation experts -the National and International Selection Committees - select the FFN winners.

Annually, we organise a prestigious Awards Event to inspire our audience and create awareness through an optimistic tone-of-voice while adding three excellent conservationists to the FFN Family.



# FFN AWARDS

The National Selection Committee is a group of four to six Dutch conservationists with an international track record that selects eight to twelve nominees out of the applicants.

The International Selection Committee is composed of a minimum of eight renowned nature conservationists from all over the world who select three winners out of the nominees.





# FFN FAMILY

All laureates of the FFN Awards automatically join the Future For Nature Family. This is a well-connected network of dedicated people who form a passionate and like-minded community. FFN offers them the opportunity to meet each other and continue to learn with, motivate, and strengthen each other to continue their fight for nature as efficiently and effectively as possible.

We do this through our continued FRONT support scheme:

- Financial = Family funding for joint projects and visits
- Research = support with data analysis and research
- Outreach = stories on FFN webpage, social media
- Networking = meet & greet with potential partners or funders (digitally and in person during gatherings)
- Training = workshops and training during digital and in-person meetings

FFN continues to invest in the cohesion of the Family group through FRONT support and encourages and facilitates the group to stand up and speak out for nature together.





# FFN ACADEMY



FFN Academy is a part of FFN run by students and young graduates with a passion for nature conservation. By organizing varying activities such as lectures, documentary-evenings, and symposia they create a platform for people to meet, discuss and make plans together for a better future for nature.

FFN supports and facilitates this dynamic organization and focuses on the spread of inspiration and conservation optimism in this young audience through connecting students with the FFN Family, co-organizing and hosting events and through financial support.



# FUNDING

All donations, small and large, are essential for the success of Future For Nature, the FFN Family, and the FFN Academy.

Burgers' Zoo Conservation is the main donor of Future For Nature. Other major donors supporting FFN are the Fred Foundation, Fondation Segré, Vat Foundation, Nieuwe Waarde Foundation, and Askja Travel. In addition, we have the FFN Friends; individual donors that support FFN with a personal donation on an annual basis.

In the years ahead, we intend to broaden our financial base, to expand our fundraising activities and connect with a greater number of donors. Furthermore, we will explore ways to connect donors with individual winners.

Future For Nature has been designated a Public Benefit Organisation (ANBI status) by the Dutch Tax Office.

# OUR DONORS (2024)



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**nieuwe waarde**



**FONDATION SEGRÉ**



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