

# WWF & IMPACT HUB

Combining Innovation & Conservation



## GOAL

Two global networks jointly inspire and accelerate innovation contributing to nature conservation goals - from capacity & community building to scaling impactful solutions.

## FOCUS 2019

We aim to strengthen a) the WWF's innovators and innovation culture, b) initiative and project development through innovation methods, c) local partnerships between the two.

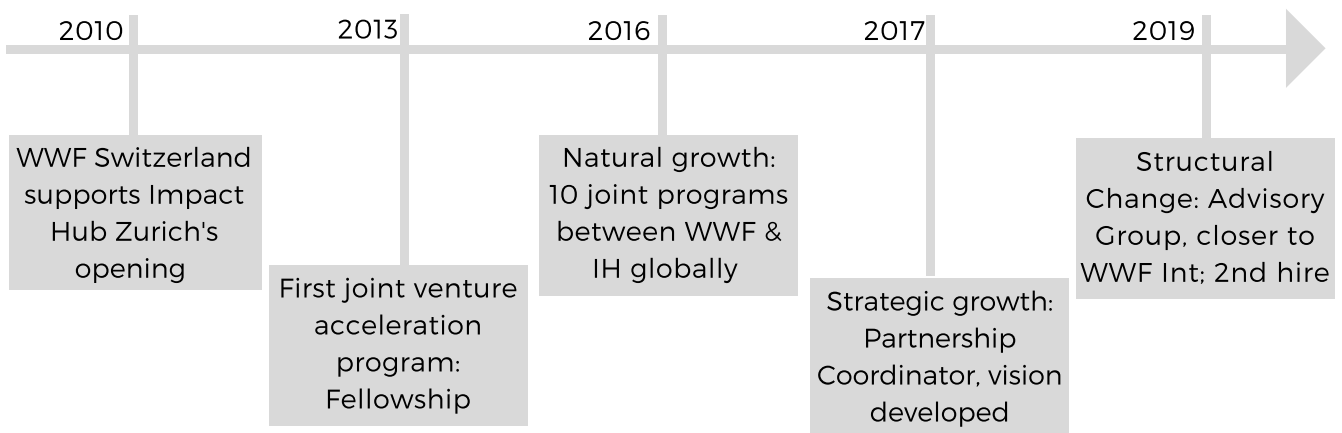
### Impact Hub

- Innovation & Facilitation Methods
- Knowledge how to support environmental entrepreneurs
- Access to Impact Community

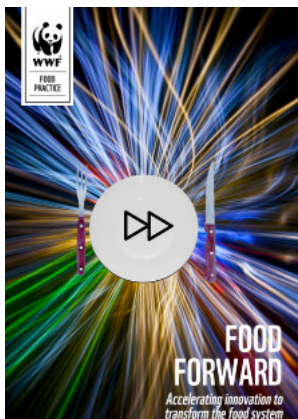
### WWF

- Conservation & Program Expertise
- Credibility & Trust
- Access to Corporates, Institutions, Civil Society

## WHY



## JOINT INTERVENTIONS



### Food Forward (trainings + coaching)

9 teams from the Food Practice apply Design Thinking to develop innovative solution to complex food challenges

### Plastic Collaborator (in development)

Jointly developed project to connect the demand and supply for entrepreneurial solutions to close the plastic loop.

### Community Enterprise (Train the Trainer)

Supporting WWF staff and community enterprises directly in gaining skills: business modelling, market access, etc.

Learn more: [wwf.impacthub.net](http://wwf.impacthub.net)

# WWF & IMPACT HUB

Combining Innovation & Conservation



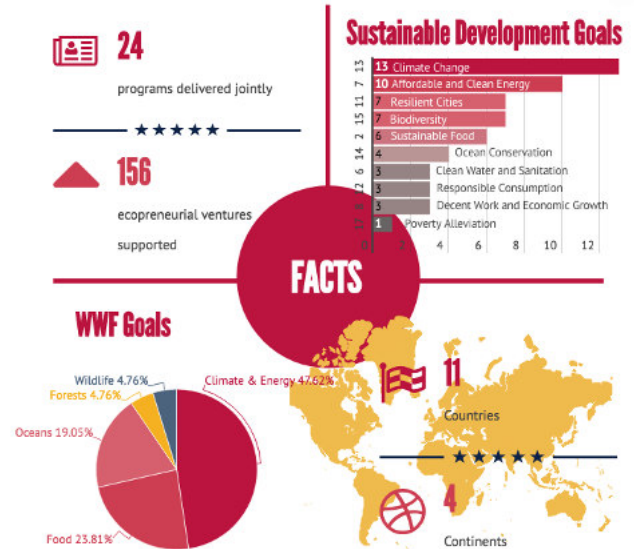
DRIVING INNOVATION  
FOR PEOPLE AND  
NATURE



## KEY NUMBERS

- 30** WWF offices & Impact Hubs collaborating
- 5** Practices involved
- 200** Pandas trained on Design Thinking
- 24** Programs delivered
- 3** New Interventions jointly developed
- 156** Ventures supported

A CATALYTIC PARTNERSHIP  
TAKING THE PATH  
UNTRAVELLED TO BEND THE  
CURVE.



## SCALING POTENTIAL

### Venture Level

Supporting ecopreneurs to grow their impact and increase their scale.

### Market Level

Working with large companies to move towards a sustainable business model.

### Personal Level

Seeing a mindset shift in Pandas and Makers due to exchanged knowledge.

### Funding Level

Raising funds jointly for greater impact.

### UPP!

Construction material 100% from recycled plastics - Netherlands to Vietnam

### Swisscom

Develop sustainable products by equipping employees with tools & expertise.

### Food Forward

"I developed proposals for 20 years. I never included the community early on, never prototype the idea. Mind-blowing."

### Innovate 4 Nature

In Austria 250000 EUR were raised jointly from ministries and companies.

## THE OPPORTUNITY

- 1) Include innovation methods & entrepreneurs** when developing programs
- 2) Leverage the interest of funders / donors for innovative conservation projects**
- 3) Build / strengthen your local partnership** - Partnership Booster: a virtual journey in which Pandas & Makers join learn about innovation in conservation, potential of the partnership and develop a local roadmap to unleash synergies.

Contact: [anne.merkle@impacthub.net](mailto:anne.merkle@impacthub.net)