



TOWARDS 2030

A STRATEGY FOR A THRIVING FUTURE

OUR new 2026-2030 strategic plan sets the direction for the next five years of our conservation journey. It outlines WWF-Laos' conservation priorities across forests, freshwater, wildlife and circular resilience, and aligns with Laos' national goals and global commitments to biodiversity and sustainable development.

Cross-cutting themes such as climate mitigation and adaptation, inclusive conservation, and effective operational functions remain central to this strategy.

The strategy focuses on protecting biodiversity, restoring forests and rivers, and promoting sustainable livelihoods that strengthen community resilience. Guided by science, innovation, and local knowledge, WWF-Laos aims to inspire collective action for a greener, fairer and more resilient Laos – where people and nature live in harmony for generations to come.

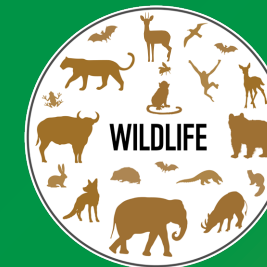
OUR VISION

WE envision a vibrant and sustainable future for Laos, shaped by inclusive conservation that protects biodiversity, ensures equitable benefits, and nurtures harmony between people and the environment.

OUR GOAL

WE aim to achieve significant conservation progress across our priority landscapes by preventing local extinction, protecting and restoring critical forests, improving freshwater ecosystem health, and helping communities adapt to climate change through nature-based solutions – all through strong partnerships and collective action.

KEY CONSERVATION PROGRAMMES

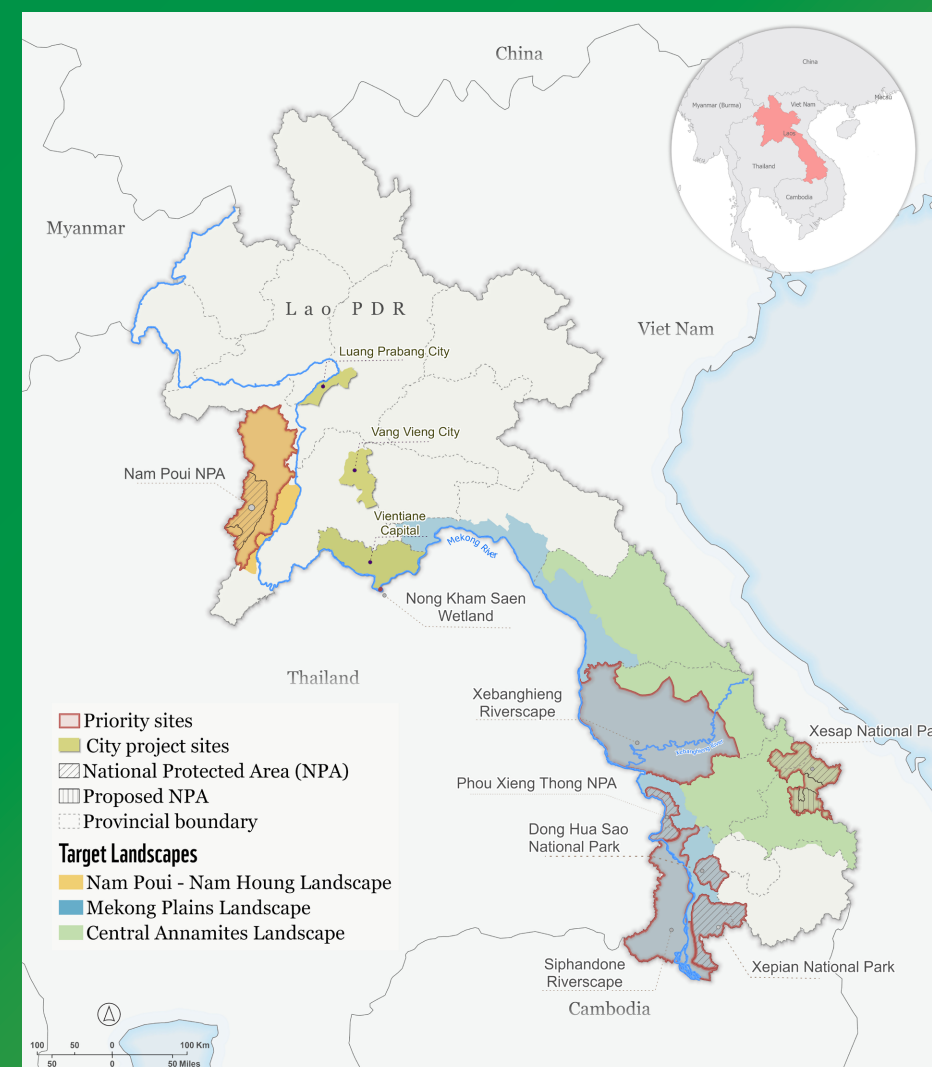


WHERE WE WORK

3 CITIES

3 LANDSCAPES

8 PRIORITY SITES



OUR conservation programmes operate across key landscapes and priority sites selected for their ecological importance, the threats they face, and their potential for lasting impact. These areas safeguard unique ecosystems, critical habitats, and endangered species while supporting community livelihoods and contributing to national and regional sustainability.

WWF-Laos also implements plastic and waste management initiatives to promote cleaner and more sustainable cities.

CONSERVATION PRIORITIES

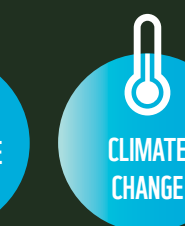
KEY SPECIES GROUPS



KEY HABITAT TYPES



KEY CROSS-CUTTING THEMES



OPERATIONAL FUNCTIONS

Essential to delivering WWF-Laos' conservation impact, the organization's operational functions drive success and ensure efficiency across all our programmes. Through smart resource management, strong governance and transparent finance, they strengthen decision-making and collaboration, while clear communication and advocacy keep efforts aligned.

From finance and human resources to procurement and administration, these functions provide the foundation that enables WWF-Laos to work towards a future where people and nature thrive together in harmony.

COMMUNICATIONS
AND ADVOCACY



FINANCE



GOVERNANCE,
RISK AND
COMPLIANCE



IMPACT AND
INNOVATION



PEOPLE AND
CULTURE



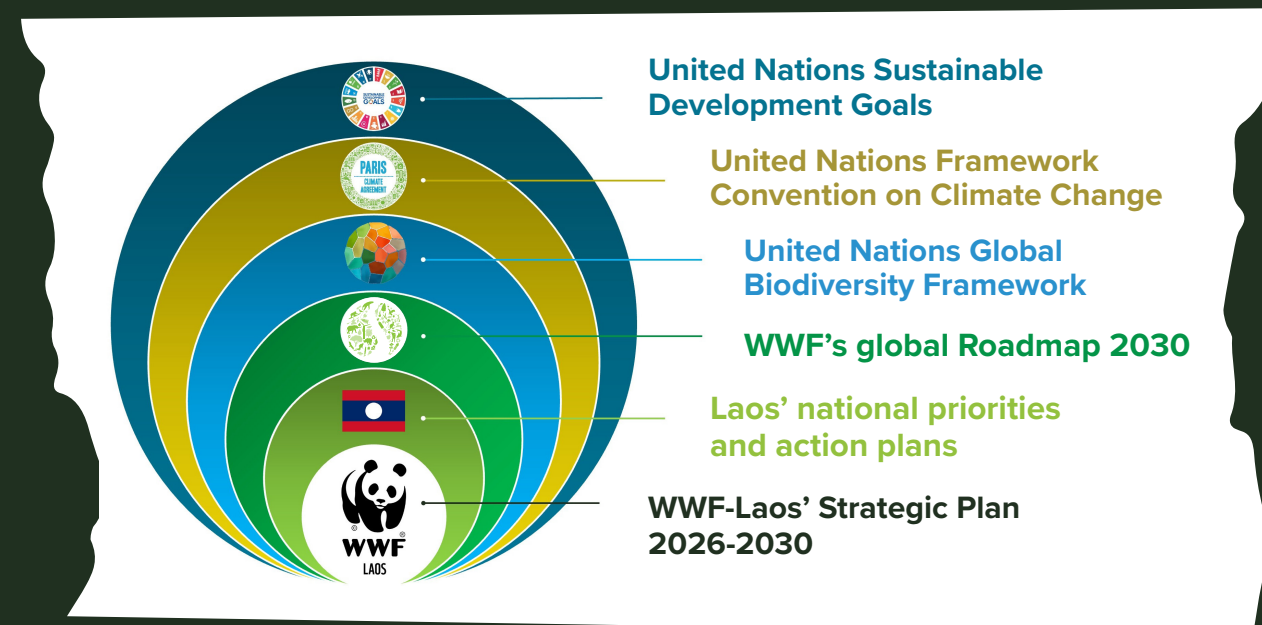
RESOURCE
ACQUISITION



SAFEGUARDING



ALIGNMENT



For more detailed information about our 5-year strategy [click here](#)

OUR PARTNERSHIP APPROACH

Collaboration will remain at the heart of how we work, partnering with government agencies, communities, civil society, the private sector, and international organizations to achieve shared conservation goals. Together, we aim to strengthen the management and protection of biodiversity, restore ecosystems, and promote sustainable livelihoods that benefit both people and nature.

By joining forces, we can build a greener, more resilient, and nature-positive future for Laos.

ABOUT US

2001

WWF-Laos formally established

8

Offices across Laos, with the head office in Vientiane Capital

75

Staff, working with partners to deliver effective conservation



Part of WWF's Southeast Asia sub-regional office; supported by WWF International and WWF offices worldwide

CONTACT US



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