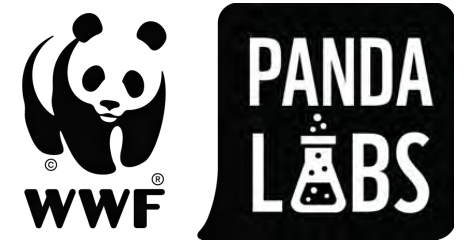**WE ARE**

PREPARED TO TAKE RISKS, TO INNOVATE, AND TO EMBRACE EMERGING TECHNOLOGIES AND NEW BUSINESS MODELS TO BEND THE CURVE ON SOME OF THE GREATEST ENVIRONMENTAL CHALLENGES HUMANITY HAS EVER FACED.

WWF PANDA LABS

HUMAN-CENTERED SOLUTIONS
UNUSUAL ALLIES
EMERGING TECHNOLOGIES

PANDA LABS - GLOBAL COMMUNITY, LOCAL ACTION

WHO WE ARE

Panda Labs is a Community of global **decentralised innovation labs**, that **experiments** with **human-centered** approaches, technologies, new partnerships and finance, to solve complex and urgent environmental problems. Panda Labs leverages WWF's network and **co-creates** with local communities and partners to incubate and scale validated solutions.

OUR VENTURES

Impactio is a project curation and funding platform. It leverages collaborative power to surface high-impact projects and unlock funding at scale for Sustainable Development Goals.

Through Panda Labs, WWF co-founded OpenSC. It is a digital venture to transform global food supply chains, reducing environmental impact and human rights abuses.

HOW WE WORK

We follow our unique Methodology, the Panda Labs "Cycle," to co-create innovations to top priority conservation problems:

- We **CREATE** ecosystems to connect influential allies with shared goals, to share knowledge and ideas.

- We facilitate low-cost design thinking processes to rapidly ideate, **EXPERIMENT**, test and prototype new solutions.

- We accelerate and **SCALE** new, validated solutions and business models.

Problem
1. CREATE
Solution
3. SCALE
2. EXPERIMENT
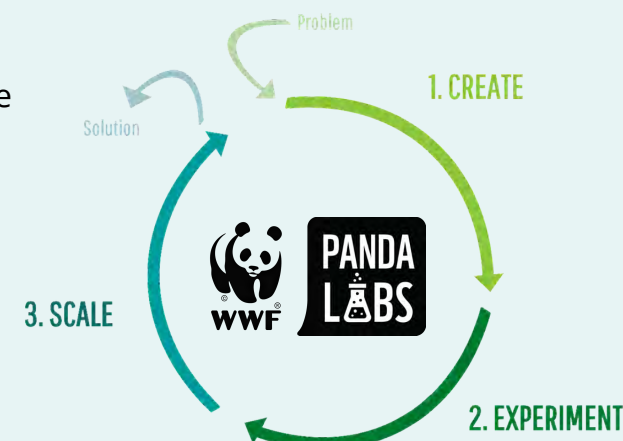
GLOBAL MOONSHOT CHALLENGE

In 2020, Panda Labs is scaling across new global offices and regions, to collectively address our global Moonshot Challenge:

How might we... enable impact at the community level to be valued, validated and verified, and value to be transferred with minimal intermediaries to the benefit of people on the frontlines of nature conservation?

PANDA LABS COMMUNITY
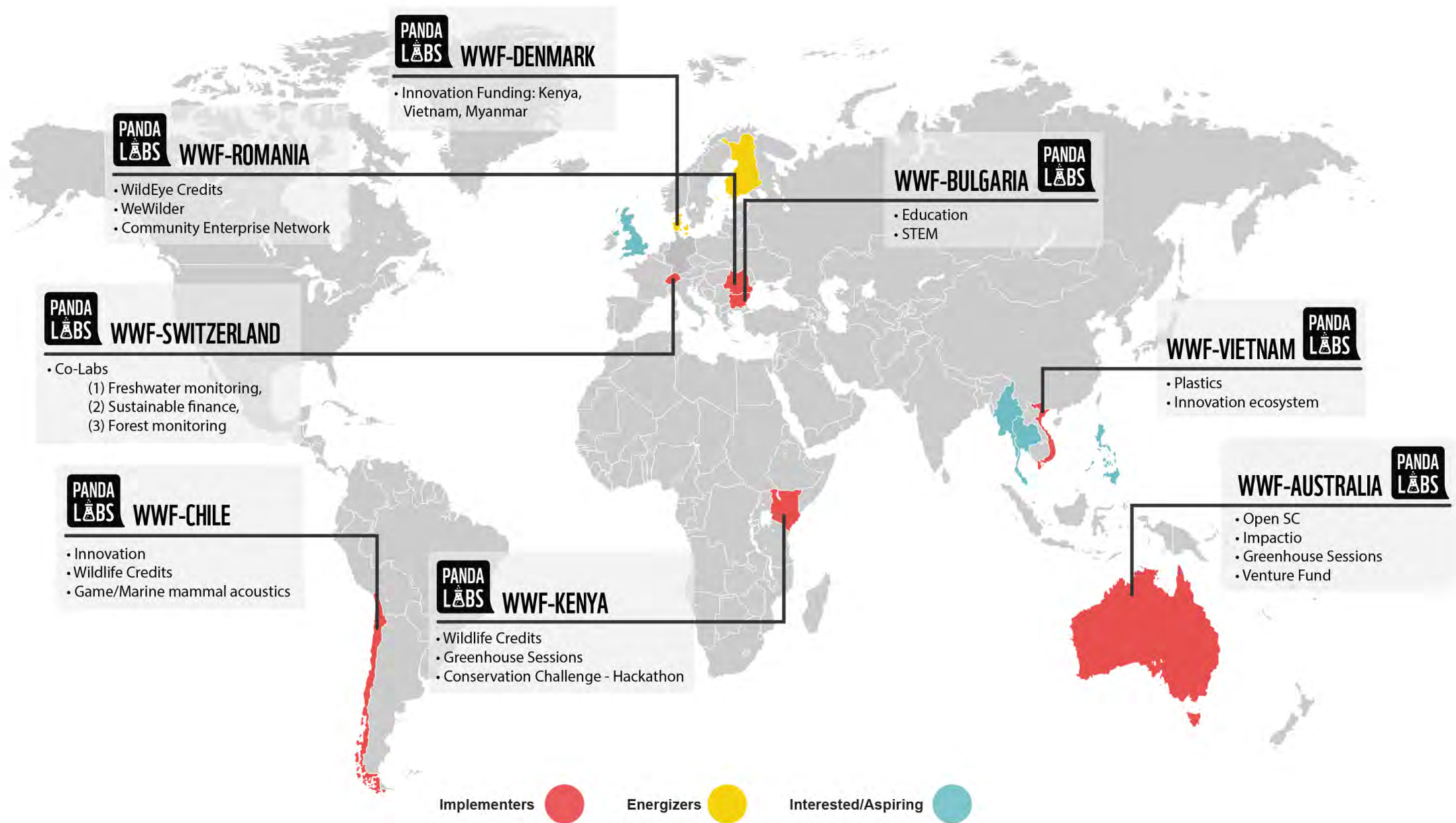
WWF **PANDA LABS**

OUR VISION

To empower people to solve complex and urgent global social and environmental problems, through innovative solutions, partnerships and finance for impact.

What is a Panda Lab?

- Panda Labs are teams within WWF that follow the Panda Labs approach to co-create solutions with partners, to address challenges relevant to their local WWF strategy.
- Local WWF offices support or host a local Panda Lab.
- Each Panda Lab is part of a global Panda Labs Community.

PANDA LABS WWF-DENMARK
- Innovation Funding: Kenya, Vietnam, Myanmar

PANDA LABS WWF-ROMANIA
- WildEye Credits
- WeWilder
- Community Enterprise Network

WWF-BULGARIA PANDA LABS
- Education
- STEM

PANDA LABS WWF-SWITZERLAND
- Co-Labs
   (1) Freshwater monitoring,
   (2) Sustainable finance,
   (3) Forest monitoring

WWF-VIETNAM PANDA LABS
- Plastics
- Innovation ecosystem

PANDA LABS WWF-CHILE
- Innovation
- Wildlife Credits
- Game/Marine mammal acoustics

WWF-AUSTRALIA PANDA LABS
- Open SC
- Impactio
- Greenhouse Sessions
- Venture Fund

PANDA LABS WWF-KENYA
- Wildlife Credits
- Greenhouse Sessions
- Conservation Challenge - Hackathon

Implementers ●   **Energizers** ●   **Interested/Aspiring** ●

7 WWF offices implementing Panda Labs.

15 Active teams working on emerging tech solutions in plastics reduction, payments as ecosystem services, wildlife monitoring, fishery tracking, sustainable agriculture, community enterprise development, and more.

25+ Design sprints and co-creation sessions bringing together professionals and subject matter experts.

30+ Innovation partners including BCG, Agora, UN Habitat, ETH Zurich, Impact Hub, Amani Institute, Grameen Creative Lab, MakeSense.

500+ Participants globally at hackathons and Greenhouse Sessions.

25+ Prototypes in testing. Early data sets are being monitored by our very own M&E system pilot.

15+ Local communities co-designing solutions with each of our Panda Labs teams.

$4m US 4 million dollars raised for venture development.

CASE STUDIES FROM AROUND THE WORLD

ROMANIA: INCENTIVIZATION

We aim to unlock an additional benefits stream that will help to incentivize and enable local people to tolerate and protect local important species. Donations and investments attracted by proof of conservation impacts will form a seed fund to grow a community-wide enterprise network.

WE WILDER, our rural campus in the Armenis region and part of our pioneering bison rewilding site engaging 2,500 locals, will serve as a reference point in a European landscape where the interests of nature and development are interdependent, and where donors and investors can visualize progress and impacts towards conservation goals.

DENMARK: CATALYZING

During the inception year in 2018, WWF Denmark explored and engaged the innovation ecosystem within and outside the global WWF network. Through this exploratory and iterative approach to design its innovation ecosystem, WWF Denmark built a solid foundation for their innovation programme. This resulted in WWF Denmark taking a leading role in growing Panda Labs across the WWF Network and incubating locally anchored innovation programmes and projects in collaboration with partner offices – first in Kenya in 2018, and then expanding to Vietnam and Myanmar in 2019.

CHILE: ECOSYSTEM BUILDING

Within the Panda Labs Moonshot Challenge, and the national shift of social demands in Chile in 2019, this opens up the opportunity to innovate from an organizational perspective to implement and support social development through greater participation and ownership in conservation projects. The local team developed six workshops with different topics related to Chile's strategic planning and alignment, with 20+ diverse participants per workshop. Guafo Comunidades are the potential communities identified, with a focus on sustainable development of indigenous communities and marine conservation objectives (whales and dolphins).

"IN WWF CHILE WE HAVE BEEN PURSUING INNOVATION FOR THE LAST 10 YEARS, HAVING EXCELLENT SUCCESSES LIKE OUR APPROACH TO ENERGY OR EVEN INTERNAL TOOLS LIKE OUR INTRANET. BUT STILL WE COULD NEVER MOVE INNOVATION TO THE WHOLE ORGANIZATION, EVEN IF WE TRIED TO CHANGE OUR CULTURE, IT WAS HARD FOR TEAM MEMBERS TO. WITH THE SUPPORT OF JUAN WE DID TWO THINGS, WRITE A CHAPTER FOR THE NEW STRATEGIC PLAN 2030 AND SUPPORT OUR PROGRAMS TO FIND INNOVATIVE SOLUTION TO THEIR PROBLEMS, BY HELPING THEM IMPLEMENT DESIGN THINKING, ESPECIALLY THE PHASE OF "EMPATHY". SIX MONTHS IS A SHORT TIME TO CHANGE THE CULTURE OF AN ORGANIZATION, BUT WE ARE STARTING TO SEE THE FIRST RESULTS, LIKE APPLYING THIS METHODOLOGY TO CREATE OUR STRATEGY ON GREEN FINANCE."

RICARDO BOSSHARD
DIRECTOR WWF CHILE

CASE STUDIES FROM AROUND THE WORLD

AUSTRALIA: SCALING

WWF-Australia partnered with BCG Digital Ventures (BCG DV) WWF to create OpenSC, a scalable solution which enables verification of sustainability and human rights claims in supply chains through blockchain enabled traceability. The venture is a profit-for-purpose model with BCG DV and WWF investing all profits back into social impact. OpenSC raised USD$ 4 million venture capital, in its initial round.
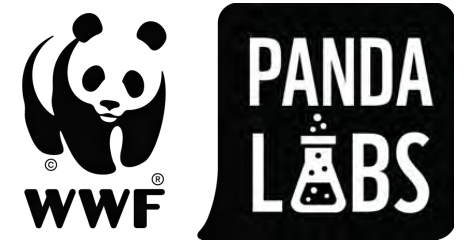
KENYA: CO-CREATION

The Panda Labs team in Kenya has facilitated two rounds of innovation processes. After piloting support to four initial prototypes in its first year, in 2019, the team facilitated a Moonshot Hackathon to address unsustainable agriculture practices in the Lake Naivasha ecosystem. 4 winning teams were selected to receive support, including: funds to develop and test prototypes, facilitation of community-based co-creation and empathy work, business development support and mentorship through a local partner, "Metta", as well as exploration of possible acceleration linkages for start-ups. Through these partnerships, we expect that innovative solutions will collectively open up opportunities for collaboration with farmers towards promoting environmental conservation through interventions to promote sustainable farming methods, market linkages for sustainably produced crops, and farmer information (including early warning systems), with sustainable development aims to protect the environment while, and through, improving the lives of local farmers.

"THE NUMBER OF HOURS SPENT IN CONVERSATION WITH THE LOCAL PEOPLE ARE AN IMMENSELY USEFUL MAGNIFYING GLASS ON THE PROBLEMS WE ARE TRULY FACING IN KEEPING OUR ECOSYSTEMS THRIVING. HUMANS ARE THE CENTERPIECE OF UNDOING THE BAD HABITS THAT GOVERN THE SOCIETIES IN CHARGE OF NATURE."

OANA MONDOC
WWF ROMANIA

WILDLIFE CREDITS: CASE STUDY - PANDA LABS GLOBAL VALIDATION COORDINATION ROLE

What is the "Wildlife Credits" Model?

"Wildlife Credits" are a conservation performance payment model intended to channel "rewards" (incentives) to community stakeholders at the frontlines of conservation, in exchange for successful achievement of conservation goals. The Wildlife Credits model aims to enable community-driven, financially-sustainable conservation, that has significant potential to scale across the WWF network.

"WE HAVEN'T SAT AT THE SAME TABLE FOR A COUPLE OF YEARS; IF IT WEREN'T FOR THE CONVICTION AND PERSEVERANCE OF THE PANDA LABS GUYS. AND NOW WE'RE ABOUT TO BUILD SOMETHING AS A TEAM."

INFORMAL LEADERS OF A DIVIDED HUNTERS GROUP*

*Quote from Informal Leaders of a divided hunters group. In Bison Hillock landscape Romania (where the WildEye / wildlife credits pilot is working with hunters' groups to engage in behavior change towards conservation activities).

Panda Labs: Global Validation Role

As of Spring 2020, Panda Labs is coordinating a first round global validation of Wildlife Credits type models, in four unique landscapes. The Panda Labs "Wildlife Credits global validation" is intended to test and validate key components of possible Wildlife Credits models, as a possible mechanism for sustainable, equitable, community-led conservation.

The aim of this initial validation is to facilitate a series of experiments in partnership with local WWF teams around the world, in order to quickly and cheaply identify "what works" and "what doesn't" in different contexts facing different geographic, environmental, community ethnographic, economic and political conditions. Initial validation activities will focus on work being done in four countries -- Chile, Kenya, Namibia and Romania -- in order to meaningfully involve communities in local conservation efforts. Wildlife Credits validation activities will build on existing work being done by local WWF teams on the ground, as well as incorporate lessons learned and best practices from other relevant experiences in the WWF network, and beyond. Lessons and insights gained from the first round of experiments that we are coordinating under the Panda Labs "Wildlife Credits global validation" will be shared with the wider WWF network, and will be used to guide further project iterations, expansions, scaling and replication.

Why Panda Labs?

Panda Labs is uniquely placed in the WWF network as a global team focused on building innovation capacity across the WWF network, and facilitating low cost design thinking processes to quickly and cheaply experiment, test, validate and scale co-created solutions to top-priority conservation problems with a human-focus. We are committed to exploring new ideas, partnerships and funding models, to "dare greatly" with the aim of developing innovative solutions necessary to keep pace with the changing nature of the world and its complex social and environmental problems, and leverage new opportunities for funding and partnerships.

The Panda Labs team includes a global, centralized coordination structure, supporting local innovation activities at National WWF offices around the world. As such, we are able to play an important role as a catalyzer of local and global innovations in the WWF network, and to coordinate validations of potential solutions, leveraging our local and global structures, and using our existing knowledge and network to facilitate experiments around the world, and share results with our global community.

"WWF PANDA LABS AND OUR INNOVATION PARTNERSHIPS CONTINUE TO POSITION WWF STAFF AS GLOBAL LEADERS IN INNOVATION FOR SOCIAL AND ENVIRONMENTAL IMPACT. THE SCALING OF WWF'S SOLUTIONS HAS BEEN A STRONG FOCUS OF THE PAST DECADE - IN A WORLD WITH GROWING NEGATIVE ENVIRONMENTAL AND SOCIAL IMPACTS. WHILST THE TRADITIONAL ROLE THAT NOT-FOR-PROFITS PLAY IS BEING DISRUPTED, THERE IS A GROWING ABUNDANCE OF IMPACT INVESTING CAPITAL THAT IS AVAILABLE TO HELP SCALE NEW, INNOVATIVE WWF DRIVEN SOLUTIONS. WWF PANDA LABS HELPS ALL WWF OFFICES TO LEVERAGE THESE GLOBAL TRENDS FOR THE BENEFIT OF PEOPLE AND NATURE."

DERMOT O'GORMAN
WWF AUSTRALIA CHIEF EXECUTIVE OFFICER

Pandalabs.do

IMPACT REPORT 2020