

# WWF-MONGOLIA STRATEGIC PLAN

**SUMMARY** **FY 2026-2030**



# WHO WE ARE

Over the past 30 years, WWF-Mongolia has implemented five consecutive 5-year conservation strategic programmes. Building on the achievements and lessons learned from the previous plan, the sixth 5-year Strategic Plan (FY26–30) has been developed using WWF's Office Strategic Plan Development guide and tools like Open Standards for Conservation planning and WWF Project and Programme Standards. Through this plan, WWF-Mongolia aims to deliver its conservation ambitions, directly contributing to the WWF 2030 Roadmap —particularly in promoting thriving biodiversity, supporting locally led conservation, mobilizing finance, reducing emissions, and enhancing resilience to climate change.

# THE GEOGRAPHIC SCOPE

WWF-Mongolia's Conservation Programme for FY26–30 will focus on three priority areas. These include two WWF global priority places - the Altai-Sayan Montane Forests (ASER) and the Amur-Heilong Ecoregional Complex (AHEC) - which have been identified by the Global Programme Framework (GPF) as two of the 35 key priority places within the WWF network. Additionally, the programme will cover the Gobi Desert of Central Asia, designated as a national priority area. Together, these three programme areas encompass approximately 99 million hectares or over 63% of the total territory of Mongolia.



# CONSERVATION FOCUS

WWF-Mongolia's conservation focus for 2030 includes three priority ecosystems and two species groups:

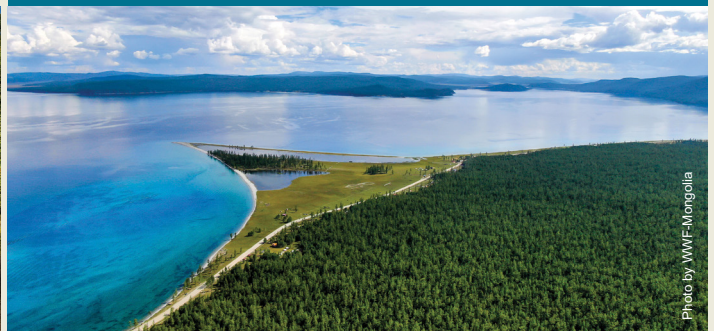
## FORESTS

boreal, riparian, climate-vulnerable patch forests



## FRESHWATER

rivers, lakes, flyways, salmonids, sturgeon, peatlands



## GRASSLAND STEPPE

Mongolian gazelle, argali, great bustard



## WILD CATS

snow leopard, Eurasian lynx, Pallas's cat



## GOBI'S MIGRATORY SPECIES

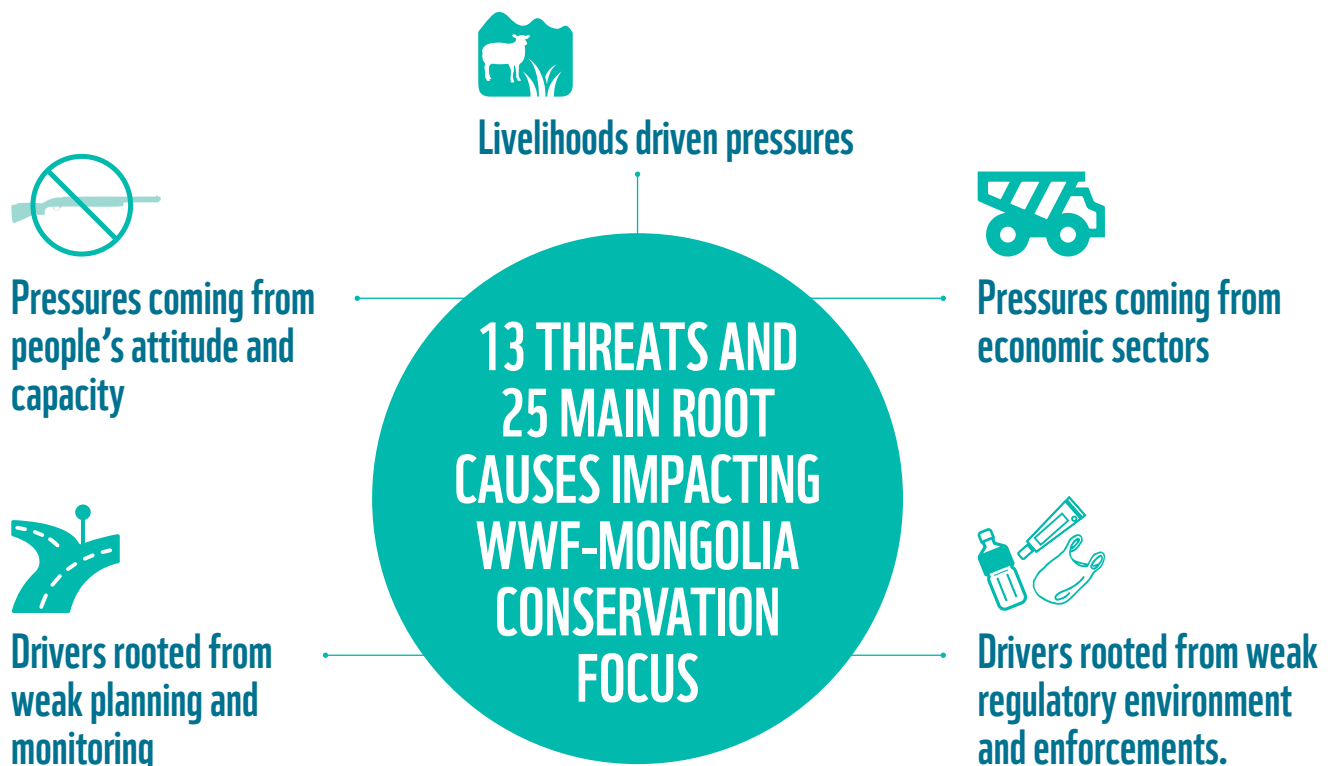
"Gobi's Great Six": wild camel, Gobi bear, takhi horse, khulan, Mongolian saiga, goitered gazelle



## KEY THREATS

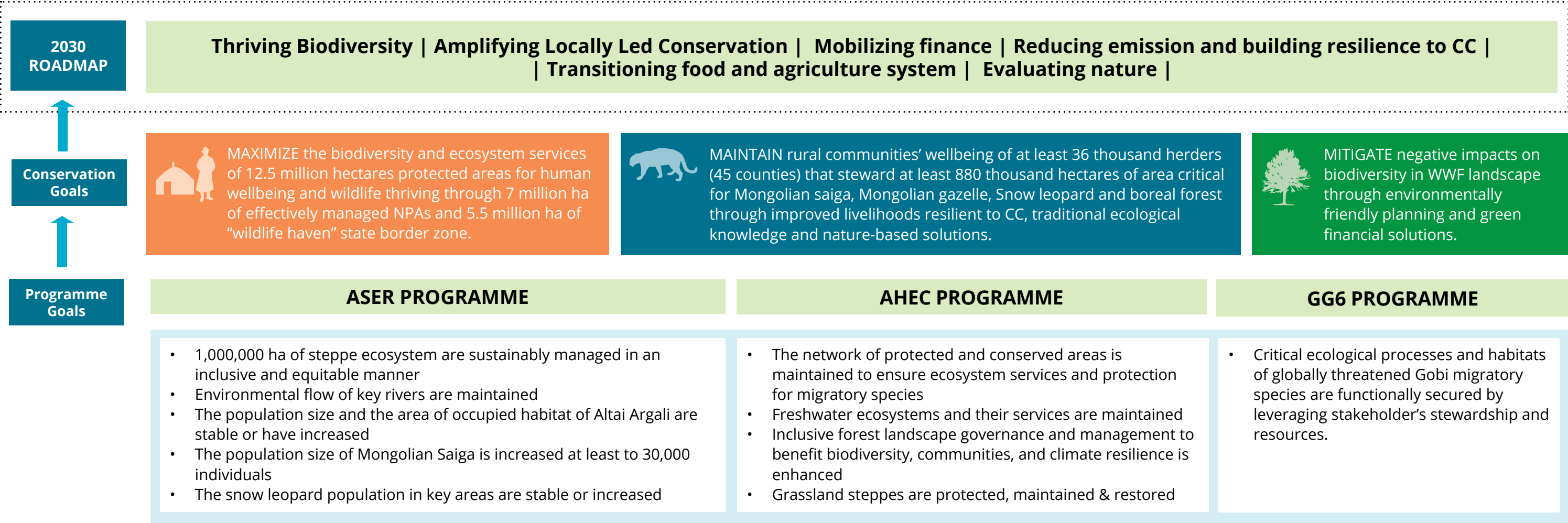
Local communities have co-existed with their natural surroundings for thousands of years, but in recent decades global development has changed people's values and economic situation, opening the national economy to the global markets and leading to communities switching from subsistence use of the local resources to their commercial. This causes the unsustainable use of natural resources, especially as alternative livelihood options are not readily available. In order to channel WWF-Mongolia's conservation

efforts for long lasting impact, WWF identified 13 direct threats that adversely affect WWF Mongolia's conservation focuses. These threats are rooted from 25 main drivers that could be clustered into five major groups namely 1) Livelihoods driven pressures, 2) Pressures coming from people's attitude and capacity, 3) Pressures coming from economic sectors, 4) Drivers rooted from weak planning and monitoring and 5) Drivers rooted from weak regulatory environment and enforcements.





# WWF-MONGOLIA'S CONSERVATION THEORY OF CHANGE

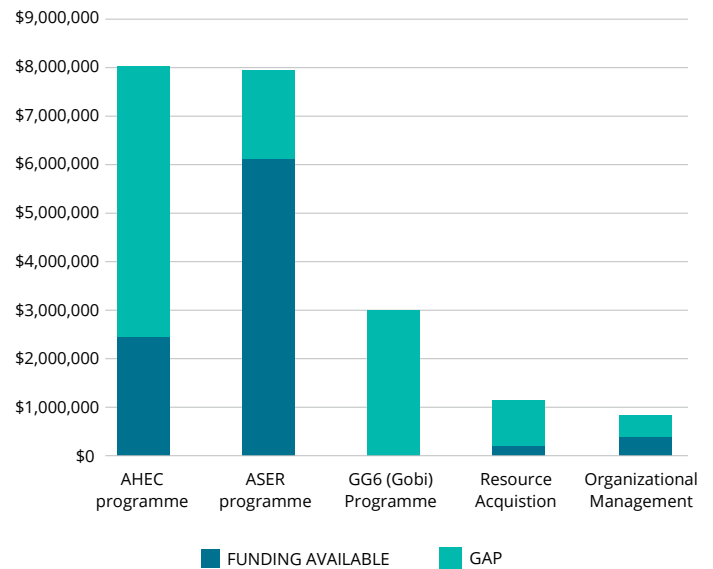


# RESOURCE MOBILIZATION

Over the next five years, WWF-Mongolia aims to expand its conservation ambition in both geographic scope and goals, making a more substantial contribution to the WWF 2030 Roadmap. In alignment with this ambition, WWF-Mongolia has set its resource acquisition goal as follows: “WWF-Mongolia will ensure at least 11% annual growth from the FY25 baseline to secure real growth in conservation that outpaces inflation through a rigorously implemented resource acquisition strategy and will have mobilized at least USD 21 million by 2030.”

To realize this objective, WWF-Mongolia will need to proactively secure an additional USD 11.7 million over the period.

WWF Mongolia Resource Acquisition Overview  
(as of October 2025)



## ORGANISATIONAL MANAGEMENT

WWF-Mongolia's Organizational Management Goal is to remain a well-recognized conservation organization with robust financial and operational management, led by self-motivated, capable staff and supported by three pillars:



### Well-recognized:

achieved through leadership development, talent management, communication, and stakeholder engagement.



### Robust financial and operational management:

ensured through organizational alignment, accountability, and strong financial and project management.



### Capable staff:

empowered through leadership development, performance and capacity building, and talent management.

## STAKEHOLDER ENGAGEMENT AND PARTNERSHIPS

WWF-Mongolia works closely with a diverse range of partners—including government ministries, universities, research institutions, INGOs, NGOs, local authorities, private sector organizations, community groups, local communities and children's eco-clubs. These collaborations are crucial for driving meaningful conservation outcomes and ensuring the effective implementation of WWF-Mongolia's programmes.



# PLANNING, MONITORING, EVALUATION, AND LEARNING PLAN & RISK MANAGEMENT

WWF-Mongolia implements a comprehensive Planning, Monitoring, Evaluation, and Learning (PMEL) framework to track progress, measure impact, and foster learning across all landscapes, in alignment with Roadmap 2030. Verified data from surveys, reports, field visits, and government and partner databases are consolidated and submitted to the Panda Impact system, enabling adaptive management and continuous improvement.

To ensure the consistent application of environmental and social safeguards, WWF-Mongolia do screen all programmes and projects using a standardized tool to identify and categorize potential risks.

Environmental and Social Mitigation Frameworks (ESMFs) are developed and implemented based on mitigation hierarchy (avoid, minimize, mitigate), stakeholder engagement procedures, and clearly defined roles and responsibilities through a Responsible, Accountable, Consulted, Informed (RACI) matrix.

In parallel, WWF-Mongolia regularly conducts strategic risk analyses across the Goals, Programmes, Resource Acquisition, and Organizational Management components of the OSP. Identified risks have been assessed and managed through a structured process, resulting in an Office Risk Register that is regularly monitored, updated, and used to guide proactive mitigation measures.



**WWF-MONGOLIA'S VISION: MONGOLIA AS  
A SAFE HOME FOR WILDLIFE AND A PLACE  
WHERE PRESENT AND FUTURE GENERATIONS  
ENJOY A HIGH QUALITY OF LIFE, LIVING IN  
HARMONY WITH NATURE.**



Working to sustain the natural  
world for the benefit of people  
and wildlife.

together possible.

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