

Wildlife Conservation Finance:
Investing in People and Planet

world wildlife day



03
march
2025

Investing in wildlife is not an aspiration, it is a necessity! It is our collective responsibility towards a resilient future for both people and the planet. From the highland steppe to the coral reefs, wild animals and plants hold intrinsic value as part of the intricate web of life on Earth, sustaining ecosystems, regulating natural processes and supporting biodiversity. Wildlife provides essential services that support human livelihoods and the achievement of our Sustainable Development Goals (SDGs). Forests alone contain 60,000 different tree species, 80 per cent of the world's amphibian species, and 75 per cent of the world's bird species¹, while providing over 1.6 billion people with natural capital in the form of food (SDG 2: Zero Hunger), medicine (SDG 3: Good Health and Well-being), income (SDG 8: Decent Work and Economic Growth) and more.