



**WORLD  
LAND  
TRUST**

Saving land  
Saving species

# CREDIBLE NATURE-BASED SOLUTIONS FOR A TOUGHER SUSTAINABILITY LANDSCAPE

**In an era of increasing scrutiny, credibility is built through permanence, local expertise, and long-term stewardship.**

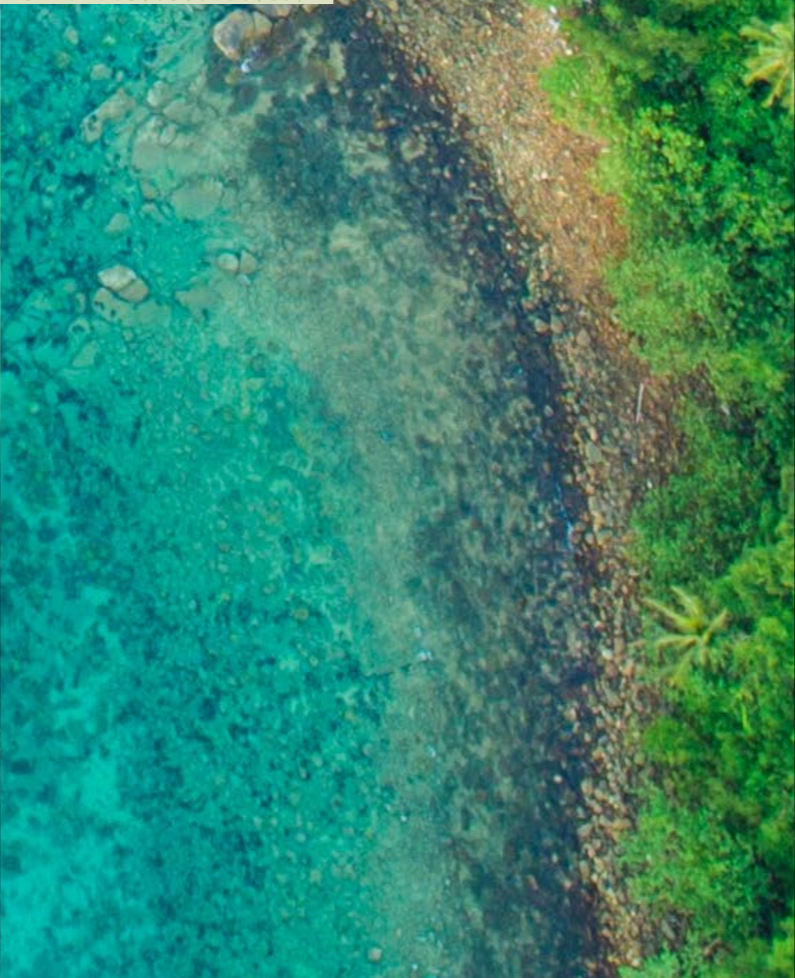
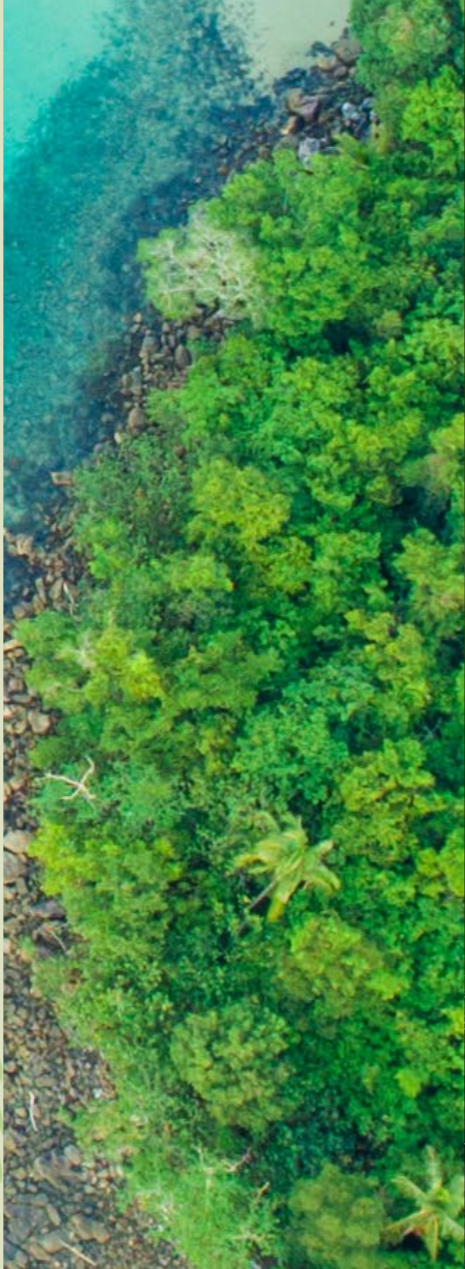
World Land Trust (WLT) provides partnerships designed to endure – grounded in strong governance, transparency, and defensible outcomes.



# ABOUT US

WLT is a leading international conservation charity that protects some of the world's most biodiverse and threatened ecosystems. Since 1989, we have worked at the forefront of global land protection, developing a model built around permanence, credibility, and trusted local delivery.

We work exclusively with in-country partners who understand the communities and landscapes they serve. Our approach prioritises permanent protection, long-term stewardship, community benefits, and measurable outcomes.



# OUR IMPACT

**1,340,393** HA  
PERMANENTLY PROTECTED  
(3,321,183 acres)



**12,914,911** HA  
CONNECTED THROUGH  
WLT-FUNDED CORRIDORS  
(31,913,440 acres)



**3,362,691**  
TREES PLANTED  
AND MAINTAINED  
through long-term  
restoration programmes



**54**  
TRUSTED  
LOCAL  
PARTNERS  
in 30 countries



# OUR APPROACH

**We deliver lasting conservation, guided by five core principles:**

## LAND FIRST

We protect land to secure whole ecosystems and the benefits they bring to wildlife, climate, and local communities.

## WHERE IT MATTERS MOST

We prioritise biodiversity hotspots – regions rich in wildlife yet highly threatened – where protection delivers the greatest long-term impact.

## LOCALLY LED

We work with trusted, in-country experts who bring deep knowledge of their landscapes, species, and communities, ensuring durable and place-based outcomes.

## PERMANENT PROTECTION

We help secure land for long-term conservation, supported by strong governance and stewardship.

## TANGIBLE RESULTS

We track real-world outcomes – from acres saved to species protected and carbon stored – enabling you to demonstrate impact that is clear and defensible.

Our work aligns with the UN Sustainable Development Goals (SDGs), offering a globally recognised framework that supports institutional reporting, risk assessment and impact disclosure.

# DELIVERY MECHANISMS

Our delivery models are aligned to different organisational risk profiles, geographies, and time horizons, with governance and reporting built-in. Whether your priority is climate, biodiversity, restoration, or community stewardship, these mechanisms provide credible ways to support long-term conservation.



## BUY AN ACRE

Safeguarding the world's most threatened habitats through permanent land protection.



## PLANT A TREE

Restoring degraded landscapes through carefully managed, long-term forest recovery.



## ACTION FUND

Providing urgent support where land, species or habitats face immediate threats.



## KEEPERS OF THE WILD

Employing and equipping local rangers to safeguard protected areas.



## CARBON BALANCED

Enabling immediate, high-integrity climate action grounded in permanent land protection and underpinned by rigorous methodologies and scientific evidence.

# BESPOKE OPPORTUNITIES

**Nature is increasingly recognised as a material business risk, affecting supply chains, land use, and long-term resilience. Organisations are being asked to demonstrate how their sustainability actions respond to these risks in a credible and durable way.**

WLT's conservation priorities are guided by ecological need and long-term impact. We focus on securing permanent protection in the landscapes most critical for biodiversity and climate resilience, working through trusted local partners. We then align organisations with projects that meet their geography, risk profile, and sustainability commitments, ensuring support strengthens both conservation outcomes and corporate strategy without compromising scientific integrity.

Every partnership is grounded in clear governance, long-term stewardship, and measurable outcomes.



WLT supports Asociación Ecológica de San Marcos de Ocotepeque's (AESMO's) collaborative conservation model in Honduras, where rangers and communities work together to protect threatened cloud forests.

# LONG-TERM IMPACT, UNDERPINNED BY RIGOUR

## Our partnerships:



### Deliver credible outcomes

Our land-first approach protects whole ecosystems, delivering permanent climate and biodiversity benefits that remain robust as science and standards evolve.



### Robust due diligence and governance

WLT undertakes extensive due diligence to ensure funds are directed to trusted, locally led partners with the expertise to deliver lasting outcomes.



### Clear accountability and transparency

Our approach emphasises measurable outcomes, clear governance, and transparent reporting, enabling funders to support conservation with confidence.



### Reduce reputational and greenwashing risk

We focus on conservative, defensible impact claims, avoiding short-term fixes or exaggerated outcomes that may not stand up to future scrutiny.



### Permanent, landscape-scale impact

We prioritise interventions that secure land protection for the long term, supporting ecosystem resilience, connectivity, and community stewardship.



### Reporting without over-complexity

Our projects are designed for long-term stewardship and clear reporting, helping sustainability teams meet internal, regulatory and assurance requirements without adding unnecessary burden.

## Built for credibility that lasts.

# WHAT LONG-TERM, DEFENSIBLE PARTNERSHIP LOOKS LIKE IN PRACTICE



As a purpose-led consumer brand operating in a highly scrutinised sector, Kit & Kin sought environmental action that was credible, long-term, and aligned with its B Corp commitments.

Since 2017, the company has supported permanent land protection through WLT's Buy an Acre programme, helping safeguard more than 4,990 acres (2,019 ha) of a diverse range of threatened habitats across South America and Africa. It has also provided women and girls in Caribbean Guatemala with improved education and healthcare.

By backing conservation priorities determined by ecological need, rather than short-term campaigns, Kit & Kin demonstrates environmental leadership grounded in permanence, transparency, and measurable outcomes.

**"Driving positive change has been core to our business since day one, and we're so proud to work with WLT to help us achieve this."**

**Christopher Money,**  
Co-founder and Managing Director, Kit & Kin



As a global research firm with significant business travel and office energy use, Euromonitor sought a credible way to address unavoidable emissions while strengthening formal sustainability reporting.

Since 2012, the company has partnered with WLT through Carbon Balanced, mitigating more than 10,000 tonnes of carbon dioxide while supporting permanent land protection under long-term governance. The partnership provides defensible impact data that complements internal emissions reduction efforts and strengthens disclosure confidence year after year.

Alongside reporting, the relationship delivers tangible, place-based outcomes that reinforce consistent environmental governance across Euromonitor's global operations.

# WHY FUNDERS BACK PERMANENT LAND PROTECTION



The Ecological Restoration Fund's (ERF's) multi-year support of WLT reflects confidence in a conservation model built on ecological prioritisation, local expertise, and long-term stewardship.

Their funding has enabled reserve expansion and corridor creation across critical ecosystems in Ecuador, Uganda, Guatemala, Tanzania, and Nepal – delivering landscape-scale outcomes that extend beyond short-term grant cycles and strengthen biodiversity resilience over time.

“We are happy to work with WLT, whose vital conservation efforts with local partners makes a lasting impact on biodiversity around the world, while greatly benefitting local communities.”

Lenke Bálint, Executive Director at ERF



**“The money that is given to World Land Trust, in my estimation, has more effect on the wild world than almost anything I can think of.”**

**Sir David Attenborough, WLT Patron**

**To explore how permanent land protection can strengthen your climate and nature strategy, we'd be pleased to talk.**

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