



# ANNUAL REPORT 2025



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# FACES OF CONSERVATION

*"I can't imagine what my life would be like without nature. The best part about being a volunteer is when I come home. I feel such satisfaction from what I've contributed during the day, and I want to keep doing it."*

**Christina Liveri**  
WWF Volunteer

*"Through our initiatives, we motivated the Municipality to carry out cleaning of nearly all the island's beaches in preparation for the tourist season — an outcome that would not have occurred otherwise. Additionally, through the 'Adopt a Beach' program, we raised community awareness and mobilized other local organizations and groups to participate."*

**Peri Bletsou**  
Technical High School of Karpathos

*"We are gaining knowledge and experience from WWF skilled trainers and together with our colleagues, we will pass it on to the next generations."*

**Nikos Dafolias**  
Secretary of the Association of Volunteer Forest Protection & Rescue Forces, Evia Greece

*"It's not just about participating in activities. It's about being with people who share the same vision as I do for this planet. For me, every tree I plant is not just a tree, it's hope. For all of us."*

**Adrianos Oursou**  
WWF Volunteer

*"When the devastating fire swept through Dadia-Lefkimi- Soufli Forest National Park, the equipment we received from the program became our lifeline. Without this support, we would have been powerless spectators to a disaster."*

**Demetres Manos**  
President of Hellenic Rescue Team, Evros Northern Greece

*"The equipment we received through the program was crucial in helping us overcome the wildfires on Rhodes. With this support, we were able to protect ourselves and safeguard the natural wealth of our region."*

**Michalis Kapetanakis**  
President of Salakos Volunteer Disaster Response Team, Rhodes Island Greece

*"Through WWF Greece, we met people who can talk to you about fish and the sea — people who can share knowledge you might not have. We ourselves learned about invasive fish species that we had never encountered before, simply because they never used to appear in our nets."*

**Lia Kountouraki**  
Fisherwoman, Kythnos island, Greece

*"Congratulations on your 'Guardians of the Forest' program!"*

*I would like to translate it into English as part of the material for our e-twinning Environmental Education project, which we are preparing together with other European schools. We also look forward to welcoming you to the first training session for European colleagues, which will take place at our school in June 2025.*

*Our European students will all become "Guardians of the Forest!"*

**Marianthi Giannakopoulou**  
Educator at Athens College



# INTRODUCTION

We are living in a time when nature—our life support system—can no longer be taken for granted. The climate crisis is intensifying, biodiversity is declining at an alarming rate, and political and economic priorities often leave nature and those who defend it at the margins. Greece is no exception. The past year has seen growing external pressures and challenges: unchecked development, ongoing threats to species and protected areas, devastating wildfires, and an escalating erosion of environmental safeguards. In our open letter to the Greek Prime Minister on World Environment Day 2025, we joined other organizations in sounding the alarm—because we know that bold action can no longer be delayed.

Yet even amidst the challenges, there are also reasons for hope. And it is precisely during such difficult times that progress becomes even more meaningful.

This report highlights tangible wins and progress—evidence that committed, collaborative work can actually make a difference. On the beach of Sekania, a record number of sea turtle nests reflects years of dedicated habitat protection and collaboration between NGOs, park authorities and the local community. After years of research and persistent advocacy work, Greece finally introduced its first national compensation scheme for small-scale fishers - a milestone toward balancing marine species protection with coastal livelihoods. In the field of environmental democracy, our legislative proposal on enhancing public participation in decision making, was introduced to the Hellenic Parliament. With WWF's guidance, three major food suppliers in Greece are implementing targeted strategies to reduce food waste in their operations. Over 4,000 volunteers have “adopted” 447 beaches in four countries and removed more than 400,000

## This report highlights tangible wins and progress—evidence that committed, collaborative work can actually make a difference.

items of marine litter. 850 forest firefighting volunteers received training to strengthen their wildfire response capabilities. In the marine protected area of Gyaros, our collaborative efforts are producing measurable gains in fish abundance and diversity, biodiversity, while the long awaited presidential decree for the long-term protection of the site, has finally proceeded to the public consultation phase. Working together with many other NGOs through the Greek Wildlife Alliance, we have amplified our impact in delivering significant conservation results across Greece. A similar coalition amongst NGOs has already triggered significant developments towards achieving the ambitious 30x30 target of MPAs.

These ‘wins’, however, did not come easily. Many were hard-earned, requiring years of persistence, policy pressure, scientific guidance, and public mobilization. We often find ourselves balancing between urgent conservation needs, under-resourced institutions, public skepticism, and the inertia and indifference of outdated systems. But it is this very difficulty that makes our shared journey worthwhile. After all, conservation is not just about victories—it is about building trust, nurturing collaboration, learning from failure, and standing firm in our values when it would be easier to step back.

This report is a testament to the strength of that commitment and the power of collaboration. From advocating for the legal designation of protected areas, to supporting local forest firefighting teams, and engaging youth to become guardians of the natural world—our work is anchored in deep partnerships. We are proud to walk alongside citizens, NGOs, educators, scientists, volunteers, fishers, public servants, donors and supporters who remind us that change is not only necessary—it is possible. Every step forward—whether it's a legislative milestone, a species recovery, or a citizen-led activity—is a victory for people and nature and a testament to what we can accomplish together.

### LETTER TO PRIME MINISTER

On the 2025 World Environment Day (June 5th), WWF Greece and twelve other environmental organizations published an open letter to the Prime Minister, warning that Greece is trending toward environmental collapse—from unchecked development and pollution to relentless wildfires and irresponsible tourism. We stressed the urgent need for alignment with European environmental obligations, comprehensive spatial planning, full activation of the Natura 2000 network, abandoning hydrocarbon extraction in protected areas, and major investments in wildfire prevention. The letter underscores nature's intrinsic value and calls for bold political action now. It was published in the most prestigious and influential political newspapers in the country (“Kathimerini”), reaching a wide audience.



**Nature is our life support system. It provides us with water and food security, mitigates disaster risks, it's the best defense against climate change and is linked to so many crucial elements of our livelihoods and wellbeing. Moreover, nature holds an intrinsic value that should not be overlooked.**

Greece is home to 18% of Europe's fauna: 23,130 animal species have been recorded in the country's terrestrial and freshwater ecosystems and another 3,500 in the marine environment. In reality, the number of animal species is estimated at 50,000. The conservation of species and their habitats has been a long-standing priority for WWF Greece and features prominently in our 2023-2030 strategy. We have recently joined forces with ten established environmental NGOs in Greece, under an ambitious alliance for wildlife that brings together our conservation experience and knowledge, with the aim of protecting a number of iconic species of Greece.

Area-based conservation for places and species, coupled with targeted policy work, is our main approach for reversing the rapid biodiversity loss of the last decades, focusing on increasing the management effectiveness and overall surface cover of protected areas; addressing human induced pressures and threats to iconic species; restoring ecological corridors and flows in ecosystems and filling gaps in knowledge important for conservation.

# SAFEGUARDING NATURAL ECOSYSTEMS

Safeguarding natural ecosystems has been at the core of WWF's conservation work since 1961.

## Biodiversity highlights 2025

### Species

- The wolf returns to the Peloponnese: The first confirmed recolonization of wolves to the Peloponnese in almost a century, an encouraging sign of ecosystem recovery
- *Caretta caretta* success: A record year for *Caretta caretta* nesting - 1,201 nests in Sekania, more than half of the total nests in Zakynthos, marking a major win for long-term conservation efforts.
- *Sperm whales*: Zero strandings of sperm whales have been reported in the Greek west coasts since 2022 - mitigation efforts are showing results.

### Restoration

- Landscapes: 150+ hectares of fire affected areas restored through our targeted reforestation and habitat recovery efforts.
- Seascapes: 300 hectares of Posidonia meadows passively restored, helping protect one of the Mediterranean's most vital marine ecosystems.
- Secure future restoration: 700 kg of seeds from 15 native species collected – enhance production of thousands of new plants to support future forest regeneration.
- WeSeaYou.gr - Launch of Greece's first open-access digital platform to track national progress on marine protection commitments, enhancing transparency, public engagement, and accountability.

### Policy highlights

- Coexistence breakthrough: Greece introduced its first national compensation scheme for small-scale fishers - a milestone toward balancing marine species protection with coastal livelihoods.
- Restoration leadership: WWF Greece's post-fire restoration prioritization methodology was officially adopted by the General Directorate of Forests and Forest Environment.
- After continued pressure from WWF Greece, the Presidential Decree for the Gyaros Marine Protected Area has finally entered public consultation—a key step toward legal protection.

Protected areas secure the inherent conservation value of a specific area that is unique and irreplaceable in supporting the overall ecosystem services of nature. In Greece, protected areas (PAs) cover roughly 28% of its terrestrial and 20% of its marine environment, while the government has committed to reach 30% by 2030. However, these existing areas are in their majority not properly protected and all are neither sufficiently managed nor financed. Thus, our efforts are mainly focused on improving the PA legal framework and their management effectiveness, as well as promoting environmental stewardship.

Society's acknowledgement and recognition of nature's role in human wellbeing is slowly emerging. And while this is positive as a trend, building a people-nature relationship in which individuals and groups will be actively embracing conservation, will clearly require more effort. Within this context, WWF Greece also focuses on promoting inclusiveness in management and capacity building of state actors in PA management.

Our 2022-2030 strategy also highlights the importance of human-wildlife coexistence. Our work focuses on achieving an enabling environment that ensures the coexistence of wildlife and people as part of a social consensus, to reduce conflicts and their consequences. Building on our experience on this topic, we will help to shape and promote solutions together with civil society and specific business sectors.



# PROTECTED AREAS

## Our vision

Greece is enriched with an effectively and inclusively managed, ecologically representative and well-connected network of protected areas providing benefits for society, the economy and climate stability.

## WE WORK TOWARDS:

- Substantial increase of the areas that are formally protected with conservation measures and zoning of activities established through presidential decrees and management plans (also a desired outcome of the next session “Species”).
- Measurable improvement of management effectiveness of PAs/MPAs where WWF is working (improved METT or equivalent score).
- Measurable contribution of WWF Greece to the expansion and resilience of the protected areas network.

## Our action during 2025

WWF Greece closely and continuously monitors environmental protection developments from a policy perspective, remaining alert and proactive. We advocate for a stronger legal framework for protected areas, intervene to halt environmental violations and illegalities, such as those at Marathonisi in Zakynthos, and respond decisively to

critical incidents, like the Agia Zoni II tanker shipwreck in Saronikos Bay. In May 2025, our criminal litigation, initiated in 2017, led to a landmark court ruling that officially recognized the oil spill, caused by the Agia Zoni II shipwreck, as an environmental crime.

Together with other NGOs, we documented manage-

ment gaps in the Greek Marine Protected Areas (MPAs) and outlined a blueprint for effective, sustainable governance. We are committed to ensuring the meaningful expansion and resilience of the protected areas system. To this end, we have proposed a roadmap to the strict protection of 10% of MPAs. We have also

maintained strong political pressure to uphold Greece's ambitious commitment that “By 2030, 30% of Greece's marine areas are effectively conserved and managed” ([Target 30X30](#)). We took action together with other environmental NGOs with open letters to the Prime Minister and the Minister of Environment, and published

reports and policy briefs that address significant issues to support the 30x30 Target.

To enhance management effectiveness, we share best practices and lessons learned from our work in Gyaros on surveillance and guarding, as well as on participatory processes in Marine Protected Areas (MPAs). Our

ongoing capacity-building efforts aimed at increasing effectiveness of Greece's protected areas system and deepening the knowledge in biodiversity conservation. So far, we have engaged 503 individuals from various civil society groups and 863 representatives from environmental authorities.





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## Outdoor photographic exhibition for nature

Ahead of European Natura Day (May 21), we held an outdoor photographic exhibition along the National Garden fence, in Athen's city center. The display featured 41 stunning images by leading Greek photographers celebrating the beauty of Natura 2000 sites. It highlighted biodiversity conservation and harmony between people and nature, under the LIFEIP 4 NATURA project.

# weseayou

Together with Greenpeace, and Vouliwatch we launched [WeSeaYou](#), Greece's first open-access digital platform for tracking the country's progress on marine protection commitments. WeSeaYou monitors 21 government marine pledges made at the 9th. Our Ocean Conference and EU Marine Protected Areas requirements. Initial findings show that many commitments are only starting or have not begun, underscoring the need for accelerated action to meet the 30x30 marine protection target.



## Marine Protected areas in Greece

Together with Greenpeace we hosted a high-level symposium in Athens, in December 2024, to discuss Marine Protected Areas and support the EU's 30x30 target, i.e. to protect 30% of Greece's marine waters by 2030. The event, backed by the European Parliament Office, brought together governmental officials, conservation NGOs, and scientists to discuss expanding and effectively managing MPAs. Key journalists from both national and international media covered the event, which highlighted new plans for Aegean/Ionian MPA and identified significant gaps in governance and resources.



## PROTECT GYAROS MPA: Efforts to strengthen and demonstrate its value

Although there are still some important regulatory gaps to be addressed, we are proud to observe encouraging signs of improved management effectiveness. A recent assessment proves that Gyaros MPA is **making a measurable positive change** in biodiversity, fish stocks, governance, awareness and engagement of local communities. We celebrate these tangible results which fuel our commitment to this vital work.

During the past year, we have successfully pushed NECCA to assume full operational responsibility for the innovative remote surveillance system and have installed 15 *Posidonia*-friendly moorings. The local Management Unit responsible for its operation has still limited capacity, but NECCA continues at the national level to strengthen its workforce by assigning additional responsibilities to wardening staff, enhancing their ability to effectively monitor protected areas. NECCA is also moving forward with the procurement of essential equipment and technical tools (e.g. vessels, vehicles, radars).

Building upon [Gyaros Story](#), we are developing a comprehensive plan for sustainable, low-impact visitation to the MPA that ensures its unique environmental and historical values. The growing interest of schools and educators from neighboring islands and the research interest from academic institutions demonstrate an increasing sense of awareness, connection, and ownership as a result of our work.

Lastly, to support the improvement of the national protected areas network, our team compiled a decade's worth of lessons from the Gyaros MPA. We published **the first digital Best Practice Guide** on MPA guarding with new technologies, while a second guide on participatory management is in development. Both will support capacity-building efforts to enhance resilience and effectiveness of Greece's protected areas and promote broader replication of successful approaches.

## MANAGE SEKANIA BEACH: Protect *Caretta caretta*

The significant rise in the number of *Caretta* nests highlights the effectiveness of WWF's management strategies in the area. **1,201 nests**, accounting for over 50% of all nests in the National Marine Park of Zakynthos (data from Management Unit and ARCHELON). From wardening, to raise awarenesses and fire-protection to vegetation management, we are putting our efforts into the site's protection for the long-term conservation of the species and its habitat.

During the 2024 nesting season we diligently implemented **2,160 hours** of monitoring at Sekania, filled 435 protocols on hatchlings main predators, the yellow-legged gulls and ghost crabs, and geolocated over 421 crab burrows along the beach.

Nine surveillance cameras were installed to support monitoring and communication, that generated over 2,520 hours of footage. These also supported fire prevention patrols, leading to 522 logged violations or other alerts by mid-October. To efficiently use this volume of information, we began the building of an AI model. We also carried out anti-erosion interventions, restoring 25 small drainage channels on the Sekania slopes, while routine maintenance of two field kiosks and related equipment was completed.

Community engagement played a key role, with 43 volunteers—including local officials and media—joining a major beach cleanup that removed over **410 kg of litter**. Awareness efforts were further amplified through national and international media and shared widely via the WWF global network.

Innovation remained a priority, with the pilot development of a “**smart**” buoy for the protected marine area, though further adjustments are needed before full rollout.



# ICONIC SPECIES

## Our vision

For wildlife and humans to thrive, collective action and coalitions are a necessity. WWF Greece developed the Greek Wildlife Alliance initiative, a partnership between ten environmental Greek NGOs. We are joining forces, combining our knowledge and sharing our experience to achieve more on nature conservation and deliver greater impact. The aspiration of our partnership goes beyond achieving the important results during the project. We aim to bring a long-lasting impact in how the Greek conservation community works together, in order to bring about change.

### WE WORK TOWARDS:

- Improved stewardship and inclusion in decision making for nature conservation.
- Moving from human - wild-life conflict to co-existence.
- Minimizing human induced pressures to iconic species.
- Enriching our knowledge through applied conservation research.

## Our action during 2025

Species' conservation lies at the heart of WWF Greece's mission. This year, through the Alliance of Greek Wildlife, we strengthened our collective efforts to safeguard iconic species across the country, ensuring their protection in a rapidly changing environment.

One of the year's most pressing challenges was wolf conservation: In December 2024, despite our [strong opposition](#), the species legal protection under the Bern Convention and EU legislation was downgraded – a concerning setback for this keystone species. Nevertheless, we remain strongly committed to protecting **Wolves** in critical areas, such as Mount Parnitha, with targeted conservation actions.

In this same area, we are working for sustainable **Red Deer** populations, recognizing their role in maintaining ecosystem integrity. Together with the Geography Department of the University of the Aegean, the Forest Research Institute of Thessaloniki and CALLIS-

TO, we have mapped potential ecological corridors to facilitate Red Deer to expand from Parnitha to Kithaironas and Gerania Mountains. With targeted conservation measures we aim to make these corridors fully functional, secure their long-term protection and support the species' natural recolonization of the surrounding mountains.

In the Hellenic Trench, in partnership with the Tethys Research Institute, we monitored **Sperm Whales**, a flagship species for understanding long-term marine ecosystem dynamics. Initial data revealed twelve sightings of four different cetacean species confirming the areas significance. Their habitat, however, may overlap with areas under significant pressure from human activities, including oil and gas exploitation zones. Our collaboration is focused on gathering baseline data to track changes in distribution, habitat conditions, and movement patterns. In addition, we plan to prioritize mitigation measures to protect this vulnerable species in the area, as Hel-

lenic Trench has been designated for future protection as a national marine park.

Together with ARCHELON we supported citizen scientists and volunteers to monitor **Caretta caretta** nesting sites nationwide and document beach conditions and threats. Their efforts will directly support local authorities and advance Greece's National Action Plan for the species, in line with EU biodiversity commitments.

Additionally, we expanded stakeholder participation in conservation, engaging farmers, livestock breeders, hunters, cavers, scientists, and citizens in nature-related decisions. We are proud to have supported 12 early-career conservationists through the second cycle of our scholarship program. Finally, our in-depth review identified critical gaps in Greece's regulatory and enforcement system for tackling illegal wildlife trade, an issue we are committed to addressing.





**Greek  
Wildlife Alliance**

**Working through the Greek Wildlife Alliance,  
we amplified our impact by supporting our partners  
in delivering significant conservation results  
across Greece**

- **Society for the Protection of Biodiversity in Thrace (SPBT)** continues its efforts to safeguard vultures and raptors in Thrace. To protect these iconic birds, still recovering from the 2023 disastrous wildfires of Evros, SPBT is combating illegal poison baits and successfully halted the installation of five out of six potentially harmful wind farms.
- **MEDASSET** tackled bycatch and marine litter, two key threats to *Caretta caretta*, focusing its work on key hotspots in Zakynthos.
- **ANIMA** documented the impacts of climate change and water scarcity on wildlife species, and provided useful insights on animal diseases, leading to better diagnosis and treatment globally.
- **CALLISTO** recorded 1,367 wolves in Greece and provided scientific data on wolf-dog hybridization. Promoting coexistence, they built a network of 25 livestock breeders in Central Greece and responded to 14 wolf habituation incidents through their Wolf Emergency Team. Together with six other NGOs, they also launched the Large Carnivore Watch Initiative.
- **The Hellenic Ornithological Society (HOS)** completed a national census of Eleonora's falcon, identifying over 13,000 breeding pairs on more than 1,000 islands and islets, and assessing vital freshwater resources in key habitats.
- **The Hellenic Institute of Speleological Research (HISR)** advances cave conservation and bat protection by documenting rare cave-dwelling gastropods and mobilizing the caving community to contribute real-time data.
- **iSea** engaged 4,000+ citizens via iNaturalist and curated data for 500+ species while also stepping up efforts against the illegal trade of sharks and rays.
- **The Society for the Protection of Prespa (SPP)** is leading the participatory design of a river rehabilitation plan to safeguard nine endemic fish species in the Agios Germanos River. In 2025, it secured a Memorandum of Cooperation—an important step in institutionalizing stakeholder collaboration for Prespa's wetland and water management.



# RESTORATION

## Our vision

The United Nations General Assembly has declared 2021–2030 as the United Nations Decade on Ecosystem Restoration. Addressing the critical need to reverse habitat degradation, the EC proposed a Nature Restoration Law that sets explicit restoration targets for nature in Europe. In this promising external environment, we aspire to contribute by implementing restoration pilot projects that can be scaled, as well as by identifying key habitats in need for restoration.

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## WE WORK TOWARDS:

- 15% of areas important for biodiversity and ecosystem services benefit from restoration measures that encompass both ecological and social dimensions.
- In response to the EU restoration policy, Greece has sound restoration supportive policies, plans, strategies and institutional arrangements.
- Specific actions taken to improve ecological connectivity (in no. of areas).

## Our action during 2025

We are proud to share the tangible results of our restoration efforts, that this year were marked by two major milestones. Following the 2023 fire, a novel restoration plan for Evros guided the rehabilitation of 115 hectares in the Melia area, where 60,000 native plants were planted in collaboration with SPBT. In Sounio National Park, we planted another 7,500 native plants and finalized a long-term plan to restore 40 hectares with 30,000 plants.

A key achievement was the official adoption of our post-fire restoration prioritization methodology by the General Directorate of Forests and Forest Environment. This tool now guides national restoration activities following the 2024 fire season. We continued collaborating with the forest service and volunteers to secure quality planting material and collected 700 kg of seeds from 15 different native species. These efforts have al-

ready led to the production of tens of thousands of new plants, mostly grown at the Patras Forest nursery, which we actively support.

We also led efforts to passively restore 300 hectares of valuable Posidonia meadows through eco-mooring systems. Initial steps included developing tools to assess boating pressure in the Cyclades, and advanced national advocacy for installation of nature-friendly marine infrastructure.

On the policy front, the formal adoption of EU Nature Restoration Law marks a significant milestone achieved through coordinated NGOs mobilization and advocacy, including WWF's. This transformative legislation paves the way for strategic national restoration plans aimed at restoring vital natural ecosystems.



# HUMAN-WILDLIFE COEXISTENCE

## Our vision

An enabling environment that ensures human - wildlife coexistence as a **social consensus** has been created through co-design and implementation of intersectoral and equitable solutions for addressing human-wildlife conflict impacts on wildlife, social dynamics and livelihoods.

### WE WORK TOWARDS:

- An enabling environment for the reduction of collision of sperm whales. (Shipping companies and unions agreement, NAVTEX issued measures for avoiding collision, other policies in place and awareness increased).
- Collision of sperm whales in the Hellenic Trench is reduced.
- A compensation system for fishers to reduce bycatch and deliberate killing of marine megafauna.

## Our action during 2025

Our collective long-standing efforts to reduce conflicts between small scale fishers and marine wildlife are now bearing fruit. This year brought a major milestone for coexistence: The launch of Greece's first national compensation system for small scale fishers. This breakthrough marks a first meaningful step in safeguarding the livelihoods of small-scale coastal fishers—who are essential for the resilience of island and coastal communities—while supporting the long-term conservation of marine biodiversity.

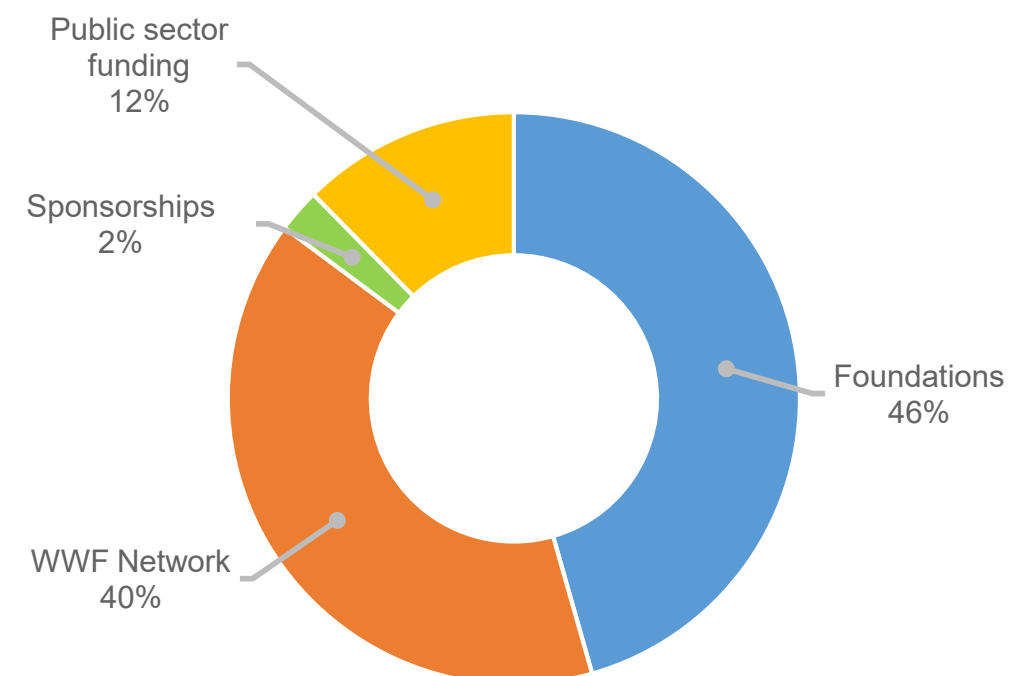
To reduce ship strikes on whales and other cetaceans, together with Ocean Care, IFAW and the Pelagos Cetacean Research Institute we worked to secure a strong commitment of several Greek and foreign shipping companies to implement our proposed mitigation measures. Through systematic engagement efforts and a dedicated event held in Athens, we successfully raised awareness across the broader national shipping community. We also received formal backing from the Hellenic Chamber of Shipping.

In parallel, we made substantial progress in our dialogue with major international shipping actors, namely COSCO, Carnival Inc., and Ulusoy Seaways. Notably, several subsidiaries have committed to adopting mitigation measures. Encouragingly, since the first commitments were secured in 2022, no sperm whale strandings have been reported along Greece's western coasts, suggesting that these protective actions are beginning to have a real positive impact on the species.

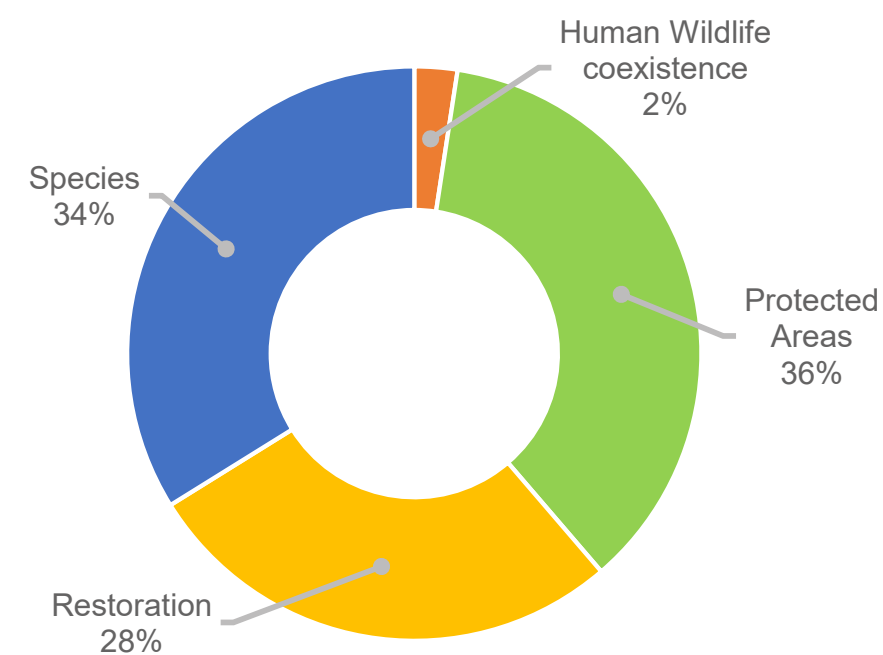


# FINANCIALS

## Safeguarding Nature, direct funding distribution



## Safeguarding Nature, distribution of expenses (1.607 m)





# PURSUING CLIMATE STABILITY

Building a climate resilient future is a matter of survival, for humans and nature.

As the severity of the climate crisis escalates, exacerbating wildfires, droughts and broken extreme weather records negatively impacting both humans and natural ecosystems, mitigation becomes a matter of increasing urgency.

Science has set the bar high: in order to limit warming to 1.50C, the aim is zero greenhouse gas emissions as soon as possible, and definitely before 2050 (WWF's global climate neutrality target year is 2040). Since 2019, Greece has improved its policy on climate change, with major milestones being the adoption of the national climate law in 2022 (which WWF advocated for with a robust legal proposal), the commitment for lignite phase-out by 2028, the significant increase in the potential of renewable energy and the active support of the European climate targets for 2030.

However, this progress is far from being aligned with achieving climate neutrality, as at the same time our country is leading in Europe in investments for the expansion of fossil gas infrastructure and actively supports hydrocarbon exploration and exploitation in the Ionian Sea, Crete and Epirus. Under the pretext of the energy crisis, the Greek government is pushing for a deeper dependence on fossil gas, while also prolonging the operation of old and highly polluting lignite plants. Hence, Greece is destined for decades of commitment to economically harmful forms of energy and infrastructure that will have little or no benefit to society. It is among our key priorities to pursue the climate stability of Greece and to ensure climate democracy and a resilient economy and society, by proposing ambitious policies and nature - based solutions, developing policy and legal interventions - both proactively and reactively - and advocating for a just transition for all.

## Climate highlights 2025

- Update of the National Energy and Climate Plan (NECP): 100,000 people reached through WWF's campaign – one in three public comments submitted echoed WWF's climate policy recommendations.
- Oil and gas: Support Crete and Kavala movements against hydrocarbons
- Environmental democracy: Our legislative proposal on enhancing Public Participation was introduced to the Hellenic Parliament
- The Aarhus Committee upheld our complaint, condemning Greece's approval of harmful projects without public consultation — a win for transparency and compliance.
- Local resilience through NbS:  
Traditional stone check dams in Ios (Mavroudi) and Paros (Kavouropotamos) have reduced flood and drought risks and supported stream biodiversity recovery.
- In Thessaly, our NBS work is set to cover 1,148 ha of agricultural land, supporting a more sustainable agricultural model
- 307 people were trained in NbS through WWF's webinars



# CLIMATE CRISIS MITIGATION

## Our vision

By 2030, total greenhouse gas emissions are reduced by at least 65% through the socially just and environmentally sustainable transition of power and other key economic sectors to carbon neutrality. To achieve this, we focus on the following priorities: increasing the deployment of energy efficiency and properly sited RES solutions, halting all plans for oil and gas exploration and drilling in Greek seas, ending the use of coal, developing 1.5-aligned pathways for the land-transport and shipping sector and advancing energy efficiency in buildings.

Climate resilience cannot be achieved without the active participation of civil society in decision-making combined with the development of a nature-positive economy that prioritizes nature related risk reduction, equity and justice, climate resilience will utterly fail. We raise our voice for climate democracy, where participatory and just solutions are implemented, ensuring that society and economy are adapted to the climate crisis by 2030.



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## WE WORK TOWARDS:

- 100% renewables in the electricity generation, supported by storage.
- Improving the energy efficiency of existing buildings and advocating for an ambitious target on energy efficient buildings (in the framework of NECP).
- Ensuring the official commitment of the Greek government for the inclusion of the land transport and/or shipping sector in the Emissions Trading System.
- Halting new oil and gas extraction plans with focus on critical marine areas.
- Raising the flag of unequal vulnerability due to climate change and effectively addressing the issue under the national legal framework.
- Safeguarding sound environmental governance and environmental **rights**: access to information, access to public participation and access to justice by developing, submitting and mobilizing the implementation of policy proposals to the government.
- Incorporating green budgeting in Greece's national budget.

## Our action during 2025

We are proud that our efforts, together with our partners, to expand environmental democracy in Greece led to two major achievements. First, in October 2024, our legislative proposal to promote effective public participation in environmental decision-making was officially introduced to the Hellenic Parliament. This proposal was supported by 12

Civil Society Organizations, including the General Confederation of Greek Workers and the Hellenic League for Human Rights. Second, our joint complaint regarding public participation in the preparatory process for plans with environmental impact, was upheld by the Aarhus Convention Compliance Committee. The Committee strongly denounced the granting of derogations with respect to the emissions of lignite-fired power plants without public consultation.

Joining forces with other organisations and citizens, we contributed valuable policy input to the update of the National Energy and Climate Plan (NECP). We are proud that about one-third of the comments submitted on the official consultation website aligned with our policy requests while our communications campaign reached over 100,000 social media accounts, generating 1,307 clicks. The European Commission's final assessment of the updated Greek NECP concurred with many of our comments, particularly on fossil-fuel subsidies and energy poverty.

Despite the unfavorable political context, marked by new tenders for hydrocarbon concession, we continued pushing for a fossil-fuel phase-out. A significant victory is that our complaint concerning the impact of hydrocarbon exploration and exploitation on the marine environment, submitted jointly with ClientEarth and Greenpeace, is now under review by the European Commission. We have also actively supported citizens' movements opposing hydrocarbons in Crete and Kavala.



# NATURE BASED SOLUTIONS

## Our vision

Nature can play a game-changing role in tackling the inevitable negative impacts of climate change on humans. However, this role is only recently starting to be understood by stakeholders; it is becoming recognized by governments and slowly being included in key global agreements. By utilizing solutions that are linked to nature, we can effectively address the climate and biodiversity crisis in the long run.

## WE WORK TOWARDS:

- Promoting and showcasing Nature based Solutions (NbS) in Greece.
- Nature based Solutions (NbS) are adopted by local communities.

## Our action during 2025

This year marks a pivotal moment for nature-based solutions (NbS) in Greece, with important steps forward in flood, drought and fire risk management.

For the first time, natural water retention measures were included in all national Flood Risk Management Plans, reducing reliance on grey infrastructure. In parallel, our restoration efforts in Thessaly received EU-wide recognition, featured in WWF EU's Rivers2Restore report. The report showcases 11 key projects with the potential to restore 2,200 km of rivers and directly support the EU Biodiversity Strategy and Nature Restoration Law. Meanwhile, in October 2024, we legally challenged the River Basin Management Plans for Thessaly and Western Greece for approving the environmentally damaging Acheloos river diversion.

## Collective resilience efforts deliver tangible local results.

In Ios, we built 50 traditional stone check dams along the Mavroudi stream, following an island-wide assessment and recommendations on reducing flood and drought risks. In Paros, preliminary data from 34 check dams in the Kavouropotamos stream continue to prove biodiversity recovery. In Thessaly, our NbS intervention is expected to cover 1,148 ha of agricultural area, promoting a more sustainable model of agricultural production.

## Forest fire prevention advances significantly.

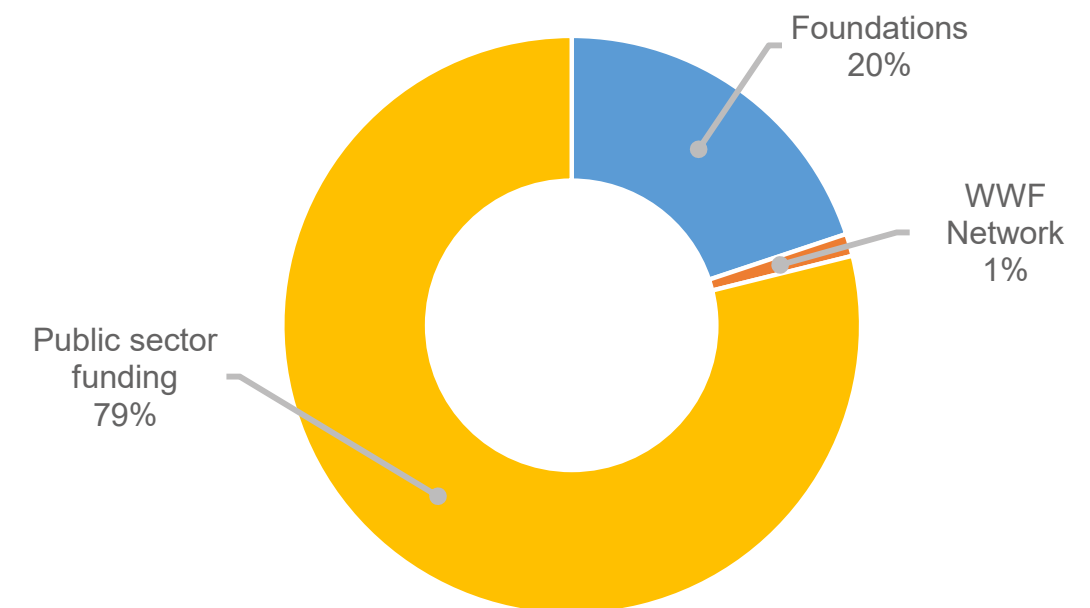
In the municipalities of Chalkida and Soufli, we developed science-based fire risk management plans with the Agricultural University of Athens. In the Lelantine Plain, we prepared the ground for prescribed burning, set for implementation in 2025. A joint report with the National Observatory of Athens and the Institute of Mediterranean Forest Ecosystems is helping assess the 2024 fire season and inform future planning.

To support the broader use of NbS, WWF Greece published practical guidance in Greek, with clear definitions, examples and field-based applications. Through national webinars and workshops, 307 people were trained in the NbS framework, building a growing network of informed practitioners and decision-makers in Greece and across the EU. We also initiated discussions with insurance companies, exploring pathways for the integration of NbS into private sector strategies.

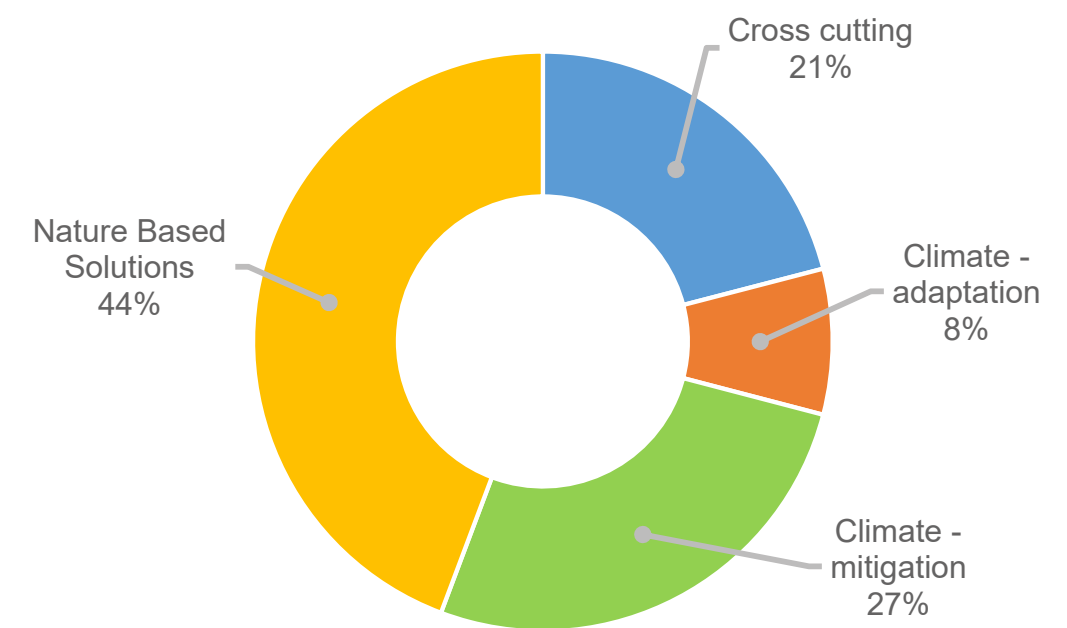


# FINANCIALS

Climate stability, direct funding distribution



Climate stability, distribution of expenses (0.321 m)





# SUBSTANTIAL REDUCTION OF GREECE'S ECOLOGICAL FOOTPRINT

Why reducing ecological footprint is important to ensure a sustainable future.

The way we live, and our daily choices on how we produce and what we consume, shapes our environmental footprint and directly affects the future we create for the generations yet to come.

We need to understand that the impact of our choices on the land, water and atmosphere, i.e. the natural resources needed to provide our products, and the waste generated today has a long-lasting effect on the planet and now is the time to accelerate our transition to a sustainable way of living. If current trends continue, we will need 2.8 planets to meet our needs.



## Footprint Highlights 2025

- With WWF's guidance, three major food suppliers in Greece are implementing targeted strategies to reduce food waste in their operations. This marks a first step towards systemic change in the country's food sector.
- Scaling our impact across the Mediterranean: Over 4,000 volunteers have "adopted" 447 beaches in four countries and removed more 400,000 items of marine litter.
- Driving change from within the sector: 25 committed fishers are leading by example, inspiring peers and pushing the fisheries sector toward a more sustainable, future-oriented mindset.



# FOOD

## Our vision

The food system has entered the climate and nature debate as a major driver for resources exploitation and depletion, biodiversity loss and pollution. Our focus is on implementing holistic approaches through mainstreaming national regulations on sustainable food cycle, reducing meat consumption and achieving low levels of food waste in order to halve Greece's food footprint by 2030.

## Our action during 2025

Our team is driving real progress on Greece's sustainable food agenda, delivering measurable impact across multiple fronts. We are proud to have completed two rigorous food waste measurement case studies in the secondary sector. These informed the development of a practical guide that helps stakeholders detect, quantify, and reduce waste early in the food value chain.

This essential tool supports evidence-based decision-making and helps with the faster scaling of solutions.

Recognizing that households account for nearly 50% of food waste, we partnered with a major food retailer to support the "Pause for Good", a national awareness campaign that encourages everyday behavior changes and promotes best practices among consumers. By working with private sector partners, we are strengthening and creating opportunities to address food waste where it matters most.

We also actively participated in a voluntary pact led by the food retail sector, catalyzing high-level, multi-stakeholder discussions to shape a more systemic approach to reducing food waste. These dialogues have laid the foundation for policy advocacy that prioritizes prevention and embeds waste reduction into corporate sustainability strategies.

## WE WORK TOWARDS:

- Measuring food waste in the primary sector, food service and retail.
- Developing policies, raising awareness through various channels with friendly tools and promoting best practices (50% of food waste comes from households).
- Halving meat consumption.
- Developing and mainstreaming a new legislative framework for sustainable food supply, production, consumption both, at European and national level.

Together, these efforts bring us closer to our 2030 goal of halving Greece's food footprint and making sustainability both impactful and lasting.





# WASTE

## Our vision

Legally binding agreements that set the rules for waste management and address the full life cycle of plastic, while enabling the business sector and society to move towards the elimination of plastic and waste leakage. This is a particularly ambitious vision, considering that Greece presently holds one of the worst positions in the European ranking, regarding adoption of a circular economy model and regulated waste management.

## WE WORK TOWARDS:

- Closing of 30 uncontrolled waste disposal sites in Greece.
- Developing and advocating for a green National Waste Management Plan (NWMP).
- Greek government supporting a legally binding treaty on plastics.
- 85% reduction of marine litter found on beaches (threshold 130 items/100m of coast).

## Our action during 2025

This year, WWF Greece made significant progress towards establishing a legally binding framework for waste and plastic management to eliminate plastics' leakage. While Greece still ranks low in Europe for waste management and circular economy performance, we remain focused on driving the shift toward a sustainable future. In July 2024, we released a [groundbreaking report](#) on sustainable municipal waste management, reframing the national narrative and demonstrating that waste incineration is not a sustainable solution. This evidence-based intervention has initiated critical conversations among policymakers and stakeholders.

Building our year-long engagement in Messinia, we engaged with the local community and listened deeply to their needs to create an action plan for sustainable waste management in the region. We held workshops with 12 citizen groups and local authorities from five regions across Greece, building community ownership and collaboration for sustainable waste solutions. This work has set the stage for long-term coastal and marine litter prevention. Additionally, we developed a toolkit for hotels to reduce single-use plastics and held an online workshop with over 50 hotels to share best practices for reducing single-use plastics.

The Mediterranean citizen science program, [Adopt a beach](#), continues to grow in Greece, Türkiye, Tunisia and Italy. More than 4,000 volunteers organized in 390 groups have "adopted" 447 beaches and collected over 440,000 items of marine litter.

On the policy front, WWF's advocacy contributed to a major milestone: Greece, along with most UN member states, now supports a legally binding global agreement to fight plastic pollution. Locally, two of our proposals, setting an intermediate target and allowing handlers to procure return vending machines, were successfully included in a Joint Ministerial Decision, strengthening the national waste policy.



### KAPOU GOPA campaign

This year we launched the "Butt off!" campaign, with the support of Athina I. Martinos Foundation, to tackle cigarette butt pollution on beaches. The campaign features a video and multiplatform materials aiming to raise awareness among citizens, businesses, and institutions about proper cigarette-butt disposal. Cigarette filters, are single-use plastics and the most common waste in Greek coastal cleanups, with around 50 butts found per 100 m.



# FISHERIES

## Our vision

Healthy fisheries are the key to sustainable food security for all Mediterranean communities, including the ones in N. Cyclades in Greece. Climate change consequences, such as the intrusion of invasive species and high water temperature, as well as human pressures (overfishing, accidental catches, inadequate fisheries management and regulations) have led to a real fisheries crisis. Thus fishers are facing severe income loss while the health of marine ecosystems is deteriorating.

We are pursuing sustainable fisheries with the active involvement of the fishing communities that will benefit both humans and nature: helping to conserve fishery resources and thus helping to secure fishers' livelihoods, with emphasis on small-scale fisheries in N. Cyclades.

## Our action during 2025

We continue supporting the sustainability of small-scale fisheries in the Northern Cyclades and Southern Evia. Starting in 2017 with two areas, our efforts have expanded to four, aiming to increase the number of fishers implementing sustainable practices across the region. Our participatory approach ensures fishing communities have a voice in decision-making.

This year, we strengthened the skills of 20 fishers, through expert-led training on sustainable fishing, mitigation of invasive species, and fisheries management. Together we are co-developing sustainable fishing practices. Community engagement remains central: 55 fishers reviewed and endorsed five proposed sustainable practices while 25 fishers are voluntarily

implementing them. To deepen knowledge, seven fishers from pilot sites joined a knowledge-exchange visit to Cyprus, connecting with Cypriot peers on selective gear, marine mammal interaction, "paper parks", and sector organization.

Collaboration with scientists was essential for fish stock assessments that guide future management. This year's data collection effort surpassed all previous years: 199 samplings identified 102 species and recorded 5,000

fish. Geospatial data from vessel tracking devices confirmed no fishing activity in the three voluntary No-Take Zones.

Owing to a number of reasons including climate change, Mediterranean fisheries are impacted by the spread of invasive species. To help mitigate this, we actively promote their consumption. In Andros, a live cooking event with three chefs engaged over 300 people, encouraging sustainable dietary choices. To better understand

public attitudes, we conducted a nationwide survey on invasive species and sustainable seafood consumption with 1,000 participants. The results revealed key knowledge gaps: 50% of the participants had never heard of invasive species, only 10% are willing to introduce them to their diets despite their nutritional value and 60% are unfamiliar with the concept of responsible seafood consumption. These findings shape our upcoming awareness campaign.

We also updated the WWF Fish Guide, helping consumers make responsible seafood choices.

On the policy front, we drafted a legislative proposal with input from over 15 fisheries-related stakeholders pursuing formal recognition of co-management as a fisheries management tool in Greece. The proposal will be submitted to the Ministry of Rural Development and Food for adoption supported by targeted advocacy efforts.

## WE WORK TOWARDS:

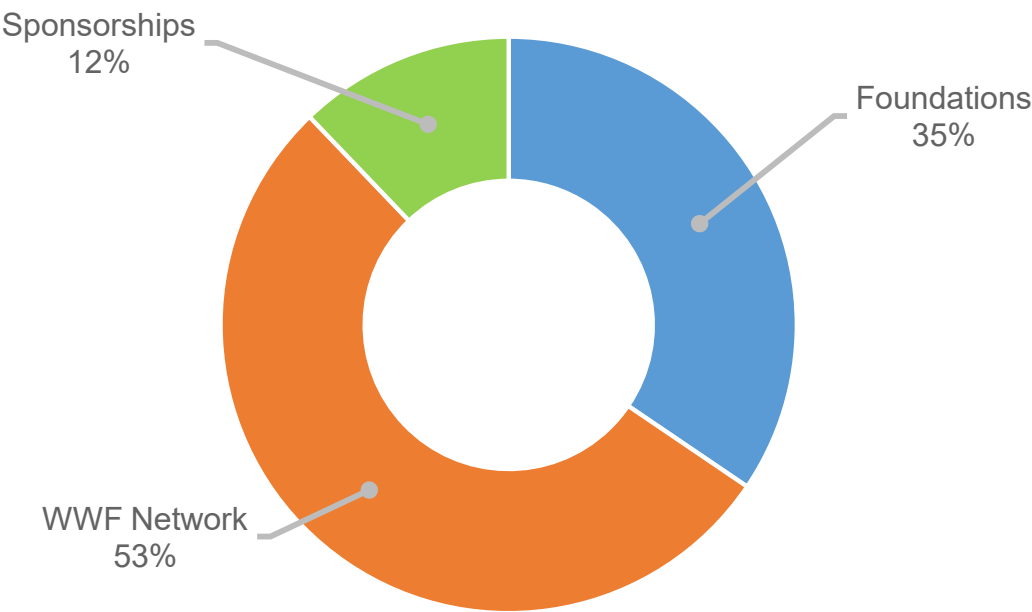
- Promoting a legal framework where participatory processes are explicitly foreseen in decision making on sustainable fisheries management.
- Fishers' capacity is improved, regarding implementing sustainable fishing practices, alternative fishing activities and market access approaches.



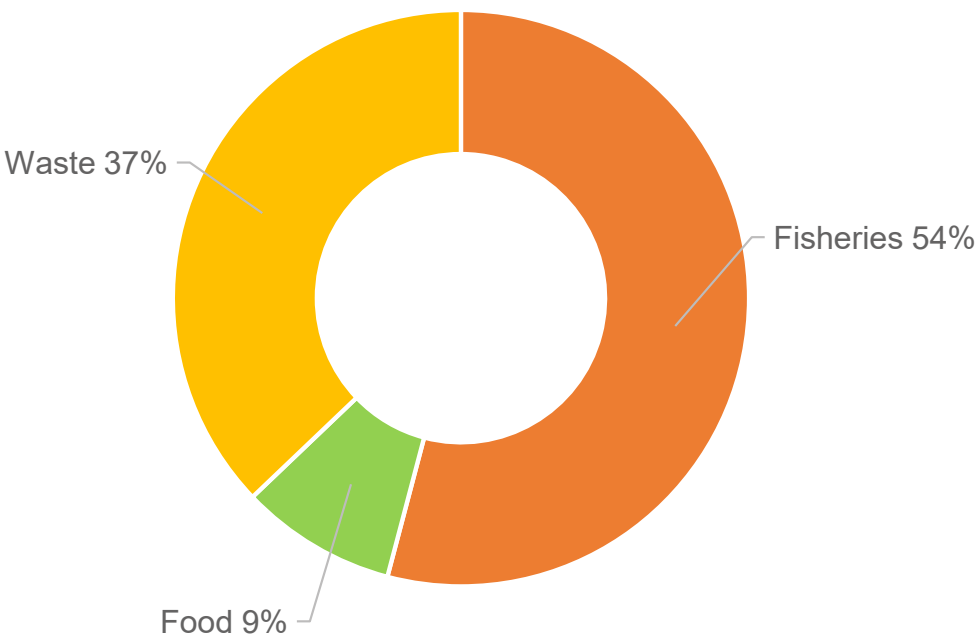


# FINANCIALS

Footprint reduction, direct funding distribution



Footprint reduction, distribution of expenses (0.556 m)





# TOGETHER POSSIBLE

Collective action can bring long lasting change - our joined voices are louder than each and every one of us separately

**The magnitude and severity of global environmental challenges simply means that none of us -no matter how big or strong - can bring the necessary lasting impact alone.**

WWF Greece has always strived to be an agent of collaboration and collective action: to build alliances within and beyond the boundaries of civil society space, to support the efforts of other NGOs and to empower smaller NGOs and citizen movements to develop effective interventions.

The past years have seen our organization taking even bolder steps towards this direction:

Supporting the efforts of smaller organizations, systematically providing guidance and empowerment to grassroots citizen initiatives, leveraging funds to support the broader environmental NGO ecosystem and building inclusive initiatives, are today not only part of our working culture but explicit strategic targets to be pursued. Amongst all our partners and col-

laborators, our growing constituency of individual supporters and donors, deserve special mention. Complementing the investment of our funding partners, they are the ones who secure our independence and programmatic flexibility and provide us with much needed support, trust and continuous encouragement.

## Engagement highlights 2025

- 200 pupils from 8 local schools in Arcadia became citizen scientists, gaining hands-on experience and shifting how they understand and value reforestation and post fire forest recovery in their region.
- Over 500 students actively contributed to habitat restoration and environmental greening through WWF's education programs—turning learning into real-world impact.
- 35 forest volunteer teams were properly equipped and prepared to support wildfire prevention efforts ahead of the upcoming fire season.
- 600 forest firefighting volunteers and citizen groups received training to strengthen their wildfire response capabilities.
- 860 WWF volunteers participated in conservation, restoration, and awareness actions across Greece this year.

**We are thankful to our individual supporters, donors, partners and allies for:**

- Securing an income of almost €1.6M from Individual Donors.
- Engaging over 20,000 people in our forest fires campaign and raising more than €60K
- Over 85% of our programme funding was secured through more than 25 funding partnerships.
- 12 new funding agreements concluded during the past year
- Two major international corporate partnerships aired in Greece (Vodafone, Lidl)
- Over €1.5M leveraged for other NGOs and voluntary groups.

Photo by form PxHere



# TOGETHER WITH YOUTH

## Our vision

By 2030, Greek youth are more aware of sustainability issues and are taking the necessary steps to reduce their environmental footprint, by changing their behavior to protect the environment and becoming ambassadors of sustainability.

### WE WORK TOWARDS:

Increasing the number of youth teams that engage to protect the environment and become ambassadors of sustainability.

## Our action during 2025

We are proud of our continued and enhanced collaboration with the two major youth organisations in Greece. We work together with the Greek Guiding Association to commit all sides to joint action for sustainability and form an inspired eco-task group (Amadryades) to support greening and mobilization of their teams' practices through a 3-year MoU.



We continued to support the Scouts of Greece towards their SDG related actions and providing their teams with opportunities for voluntary actions.

We have shifted our education work from theory to action, addressing the limits of the indoors, traditional and non-engaging Greek education system, digital nature deficit and youth climate anxiety. More specifically, we gave children and youth the opportunity to connect with nature, prepare for and adapt to natural disasters, and become amateur scientists through hands-on actions that reduce their ecological footprint. We are excited to engage 500 pupils in citizen science conservation actions, such as Adopt a Beach and Guardians of the forest, and more than 1,000

pupils in environmental education initiatives on forest fires, sustainable diets and climate change, while empowering more than 500 teachers through train-the trainers seminars on education for sustainability. Our educational materials have more than 16,000 web views, reflecting strong interest and widespread use. We are proud that our resources on forest fire prevention and plastic pollution active citizenship have been incorporated into the new schoolbooks, helping to "green" the national curriculum. Also, the newly established "Active Citizenship" initiative inspired by WWF's education work highlights problem-solving design thinking methods, bringing ideas to action, habitat restoration education, and voluntary actions.



# TOGETHER WITH CITIZEN GROUPS

## Our vision

By 2030, at least 150 active citizen groups who share the vision and values of WWF Greece have been empowered in order to retain and amplify their impact on protecting biodiversity, achieving climate stability and reducing footprint.

### WE WORK TOWARDS:

- Increasing the number of active citizens groups which have been empowered in order to retain and amplify their impact.
- Providing support and training to 150 firefighting volunteer groups.

## Our action during 2025

We are proud to have supported 600 members from public authorities' volunteer forest firefighting teams and citizen groups across five regions in Greece, empowering them with online workshops on wildfire prevention. By building awareness based on each area's unique needs and characteris-

tics, we are helping local communities, homes, and authorities prepare for future disasters—creating stronger, more resilient societies.

Additionally, 250 firefighting hand crew volunteers, from 18 teams across the country, built capacity on the ground on techniques to hold the fire line while staying safe. Through this open, interactive learning environment volunteers can discuss challenges and deepen their understanding of wildfire behavior, fire line construction, and safety practices. This collaborative approach ensures they are well-prepared and confident when facing the complexities of wildfire management. We are proud that 35 forest volunteer

teams are empowered towards the upcoming fire season, thanks to advanced, EU standards equipment tailored to their safety and efficiency. By securing top-season gear—lightweight fiberglass equipment, weather instruments, and self-protection gear—each team is now equipped to operate under challenging conditions.

By supporting volunteers with tailored training, gear, and knowledge, we are aiming to build a nationwide network of prepared citizens—ready to act swiftly and safely. This investment in community capacity and resilience represents a vital step forward in safeguarding people and nature from the growing threat of wildfires.

## "NO MORE HEROES"

The “No More Heroes” campaign highlights the challenges faced by Greece's volunteer firefighters, emphasizing the need for practical support over symbolic praise. Often called “heroes,” these volunteers lack superpowers—what they need is high-quality equipment, specialized training, and institutional support. The campaign showcases the tangible impact of WWF Greece's, through the eyes of the volunteer groups themselves, and calls for systemic change to better prepare and protect those on the front lines of wildfire response.



# TOGETHER WITH OUR VOLUNTEERS

## Our vision

By 2030, a community of 100+ dedicated volunteers of WWF Greece has been created. Through their action, volunteers are acting as ambassadors of sustainability and contributing to the impact of the organization's programme.

## WE WORK TOWARDS:

- Developing engaging activities in order to steadily increase the number of WWF volunteers' team.
- Enhancing the environmental awareness/training/education of our volunteers.



© Chrysa Charitatu

## Our action during 2025

Active citizens, volunteer local groups, forest firefighting volunteers, WWF supporters and employees of corporate partners, joined forces with us. For a second consecutive year, we managed to increase unique volunteers' participation to hands-on activities by 50% (from 240 to 358), reaching a total number of 860 participants. Volunteers trained last year, were fully engaged on the ground in 20 activities. Together we collected seeds for future reforestation, planted new trees and monitored their growth and maintenance.

Additionally, we concluded the planting of 30,000 trees in Sounio National Park, restoring an area that was ravaged by fire twice. Maintaining the plants that will manage to survive will be our aim with volunteers in the coming year. Through the "Collecting seeds for a living forest" project, tens of thousands of trees will become part of the future reforestations, supporting the ambitious National Reforestation Plan that is necessary to tackle the climate crisis.

Our engagement with volunteers formed a strong, well-connected community, acting as a WWF ambassador. Through social events, volunteers got the opportunity to mingle with each other and the WWF team share their insights and provide valuable feedback that will fuel future changes to improve their experience. Finally, to provide opportunities for our volunteers to increase their environmental awareness and support team building, discussions with experts, as well as social events, are regularly organized.

Having concluded two years of this new strand of work on volunteer mobilization, we also concluded an organized feedback process with the use of structured questionnaires and small focus groups. Activities from the next year onwards, will be fine-tuned according to the feedback received.



# TOGETHER WITH OUR SUPPORTERS

## Our vision

The support, trust and encouragement we receive from society is the cornerstone to our dedicated efforts to tackle environmental challenges, for both nature and people to thrive. For the next few years we are committed to growing the base of our most valuable partners: our individual supporters.



© WWF Greece

## Our action during 2025

During 2025, we increased our individual donors' net income by 80K euros, recording a 8% increase compared to the previous fiscal year (880K Euros in 2025, compared to 800K Euros in 2024).

In response to last summer's devastating fires in the Attica region, we launched an emergency appeal, asking people to support our work for the protection of our forests. With the contribution of five other European WWF offices, we managed to secure 110K euros for the protection of Greek forests. As a follow up campaign, we pushed the Greek Government for answers and transparency by running an online petition supported by more than 13,000 people.

We continued to engage new supporters through innovative, performance driven campaigns during key moments like Christmas, Valentine's Day and Mother's Day. To attract more people, we have started redesigning our animal adoption "product" for an improved experience.

We have been working closely with our face-to-face agency to expand our representatives' team and organize events that maximize our fundraisers' performance. For the second time in a row, we ran a two-month competition for top fundraisers. The winners were awarded a three-day trip to Zakynthos, where they had the opportunity to participate in our annual beach cleaning event.

For the third consecutive year, we hosted our annual event at the Panda Home, welcoming over 100 supporters. This year, we took the opportunity to spotlight the critical issues of plastic waste and recycling, foster-

ing meaningful conversations and raising awareness about sustainable practices.

To better understand our supporters, we conducted two focus groups—one in person and one online—with participants from across Greece. We also continued our annual donor survey, with over 500 participants sharing insights to help us strengthen our relationship with the community.

For the first time, we organized a visit to our project site in Syros for six of our supporters and two members of our face-to-face team. By meeting the local team and witnessing our work firsthand, they gained a deeper understanding of our efforts to protect marine biodiversity in the area—an experience that significantly strengthened their engagement and enthusiasm.

To support our mission to reduce marine plastic pollution in Greece, we launched a compelling new fundraising initiative, calling on the public to join us in protecting our seas and sustaining our critical conservation efforts. The campaign kicked off with a major underwater clean-up in Kythnos Island—an impactful first step made possible through our close collaboration with ENALEIA, a committed partner in marine protection. Our vision is to continue this effort in other critical areas in the country, suffering from marine pollution, and mobilize further support.

To better manage donor donations, relationships and track our fundraising efforts, we partnered with PWC to implement Salesforce, a new CRM platform, to streamline operations, centralize data and measure impact through real-time reporting and insights.



# TOGETHER WITH OUR DONORS, PARTNERS AND ALLIES

## Our vision

Our philanthropic partnerships are critical in supporting our conservation goals. Together we are building a community of partners who share the ambition for the protection of natural ecosystems, climate stability and footprint reduction.

## We are thankful for the support

In recent years, we have secured the financial viability of many of our programmes through partnerships with key national and international foundations. Most prominent among these:

- The A. G. Leventis Foundation and H.W. Foundation provide core support to our programme and operations.
- The Athina I. Martinou Foundation and Audemars-Watkins Foundation support our work on plastic leakage.
- The Telos Foundation and Prince Albert II of Monaco Foundation (the later through the Monk Seal Alliance) support our work for the Gyaros MPA.

- The Oceans 5 initiative supports our work on Marine Protected Areas (Greece's target 30x30).
- The H.W. Foundation supports our Greek Wildlife Alliance.
- The European Climate Foundation supports our work on Energy and Climate Change.
- The Blue Marine Foundation partially funds our work on fisheries.
- The Captain Vasillis and Carmen Konstantakopoulou Foundation supports our work on waste management.
- The Bodossaki Foundation, the Michael N. Stassinopoulos Foundation (MSVF) and Desmos support our work on forest fires.

Developing and strengthening our relationships with these trusted partners remains a central focus of our efforts.

In the aftermath of the catastrophic fires in Evros, particularly in Dadia National Park, several international funders have been engaged through our WWF Network to support rehabilitation efforts. Significant resources have been mobilized and allocated to partner NGOs to secure and advance post-forest fire restoration work.

During this year, we placed strong emphasis on redefining and deepening our engagement with major donors. This work is evolving gradually over time, as it fundamentally relies on building and nurturing meaningful human relationships.



# TOGETHER WITH OUR CORPORATE PARTNERS

## Our vision

The corporate sector has a clear role and responsibility in averting the biodiversity crisis, pursuing climate stability and actively embracing sustainability in the way it does business. Together we aim at changing behaviors and delivering specific results for the protection of nature and climate stability.

## Our action during 2025

At WWF Greece, we recognize that meaningful change requires collaboration. No single organization can achieve the transformation needed by itself. That is why our work is built on strong partnerships with businesses, institutions, governments, and communities, both locally and globally. The selection of our corporate

partners follows strict criteria and adheres to WWF's global partnership standards.

In 2025, we strengthened collaborations with our corporate partners to reduce environmental footprints in key areas like food waste, single-use plastics, and responsible sourcing. These transformational or sponsorship collaborations

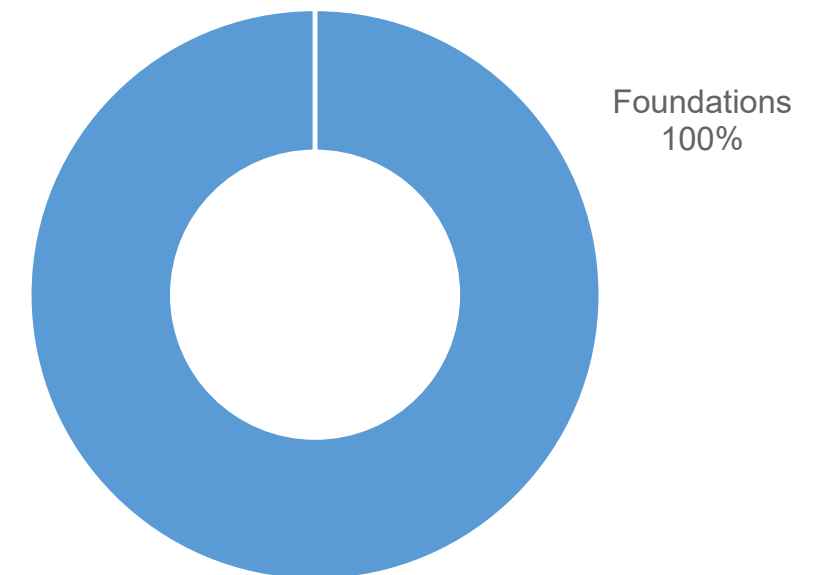
include AB Vasilopoulos, Bolton Group, Procter & Gamble, and IKEA. Additionally, we localized two major international WWF s in Greece: Vodafone, focused on reducing operational impact and raising awareness, and Lidl, promoting responsible sourcing and waste reduction. All partnerships pilot good practices to influence the broader corporate sector.



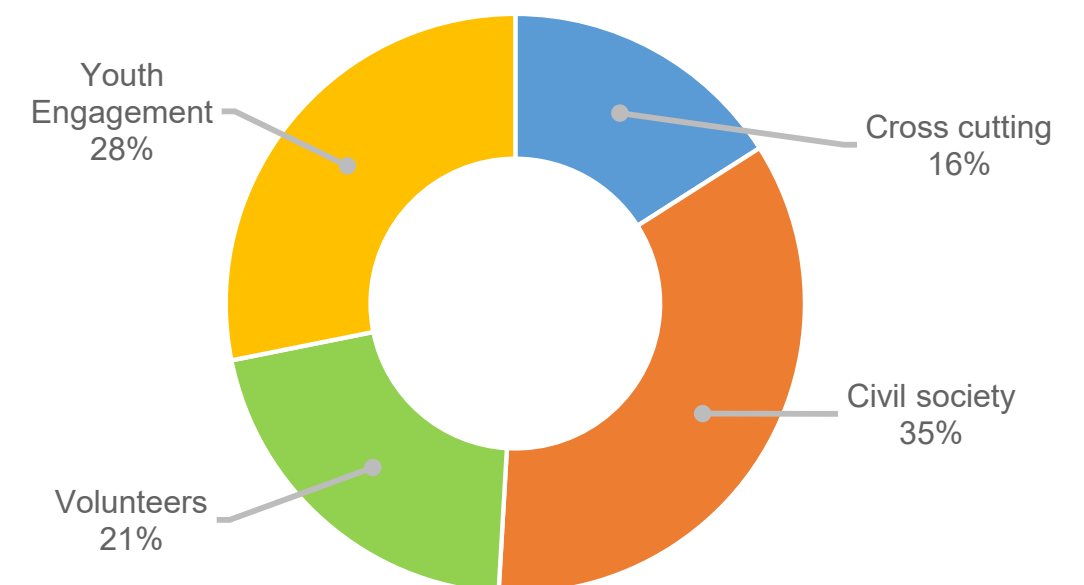


# FINANCIALS

## Mobilizing society, direct funding distribution



## Mobilizing society, distribution of expenses (0.376 m)





# IMPACTFUL AND RESILIENT WWF GREECE

## Our vision

WWF Greece is an impactful, resilient and recognizable civil society organization, a dynamic member of the WWF network, that is continuously learning, innovating and evolving. We operate with transparency and accountability, we aim to minimize our own environmental footprint in how we work and achieve our targets through a dynamic team of committed individuals, within a broader ecosystem of partners and synergies while securing the necessary stability and flexibility needed to fulfill its mission and implement its strategy. Below we present key interventions during the period from July 2024 to June 2025.

## People and culture

We are living through a time of profound transformation – where crises, technologies, and new values are reshaping the way we live and work. As the world changes, so must we. At

WWF Greece, we believe that real impact begins from within – by creating a workplace where purpose and people thrive together.

This year marks the closing of our 3-year People and Culture

strategy, a bold new approach to our internal culture, rooted in care, growth, and shared values. We deepened our efforts, further nurturing the environment, and providing the tools that help our people flourish. **Building a Culture of Growth Through Competency-Based**



© Antonis Koutsoukos / WWF Greece

## Development

We developed a comprehensive competency framework to align skills with our strategic goals. This paves the way for a focused learning and development plan that supports every team member in reaching their full potential.

## Learning, Sharing, and Coming Together

We held our first internal Programme Symposium, fostering collaboration and open dialogue. Staff explored how WWF's four ways of working—listening deeply, collaborating openly, striving for impact, and innovating fearlessly—translate into daily practice.

Digitally, we began migrating to a unified communication platform, simplifying workflows and enhancing technical skills through tailored training.

We also strengthened cross-functional collaboration among middle managers, promoting leadership, strategic alignment, and synergy across teams.

To support our future goals, we co-created a bold new organizational strategy. As we set our sights on the future, we came together to shape an ambitious new organizational strategy supported by targeted learning. Customized seminars on Theory of Change and scaling conservation efforts equipped us to drive impact at scale.

## Strengthening Integrity: Policies That Build Trust and Mitigate Risk

We reinforced transparency and accountability by launching a new grievance mechanism, offering a clear, accessible way for stakeholders to voice concerns.

We also implemented a robust risk management framework, enabling us to proactively address uncertainty and keep our strategic goals on track.

## Prioritizing Health and Safety

We prioritized staff wellbeing through a series of health and safety events, training, and updates. A highlight was our First Aid seminar, where 19 team members earned official certification, boosting our collective ability to care for each other and the communities we serve.



# WALKING THE TALK

As an environmental NGO we have had footprint reduction policies in place for many years. Moving to our new privately owned building, however, gave us the opportunity to enhance these policies and see them within the broader context of 'walking the talk'. In this framework, WWF Greece is committed to emissions' reduction from business air travel, office electricity and fuel consumption by 53% in relation to 2018 emissions from air travel, and 2024 emissions for fuel and electricity.

The path to achieving these targets includes many interventions through which we are reducing energy consumption, optimizing the functionality of our facilities, and promoting more sustainable operations overall. This year, our main steps were:

## Rooftop solar & energy cooperative participation

The photovoltaic panels, installed in 2024, on the rooftop of our building have officially connected to the national grid and began supplying us with renewable energy. In the next phase, we will explore the possibility that a significant portion of our internal energy needs will be met through connection with battery storage.

We continued our participation in the energy community by maintaining our shareholder role in the exemplary energy cooperative Hyperion, a 499kW photovoltaic park in the mountainous region of Corinthia. Through this initiative, we are able to cover part of our electricity needs while contributing to positive social impact for energy-poor households and community structures.

## Installation of Motion Sensors in Common Areas & Creation of Lighting Zones by Floor

Motion sensors have been installed in all appropriate common spaces, including staircases, corridors, and auxiliary rooms. This ensures that lighting is activated only when and where necessary. It is a straightforward yet effective measure that contributes significantly to reducing electricity usage.

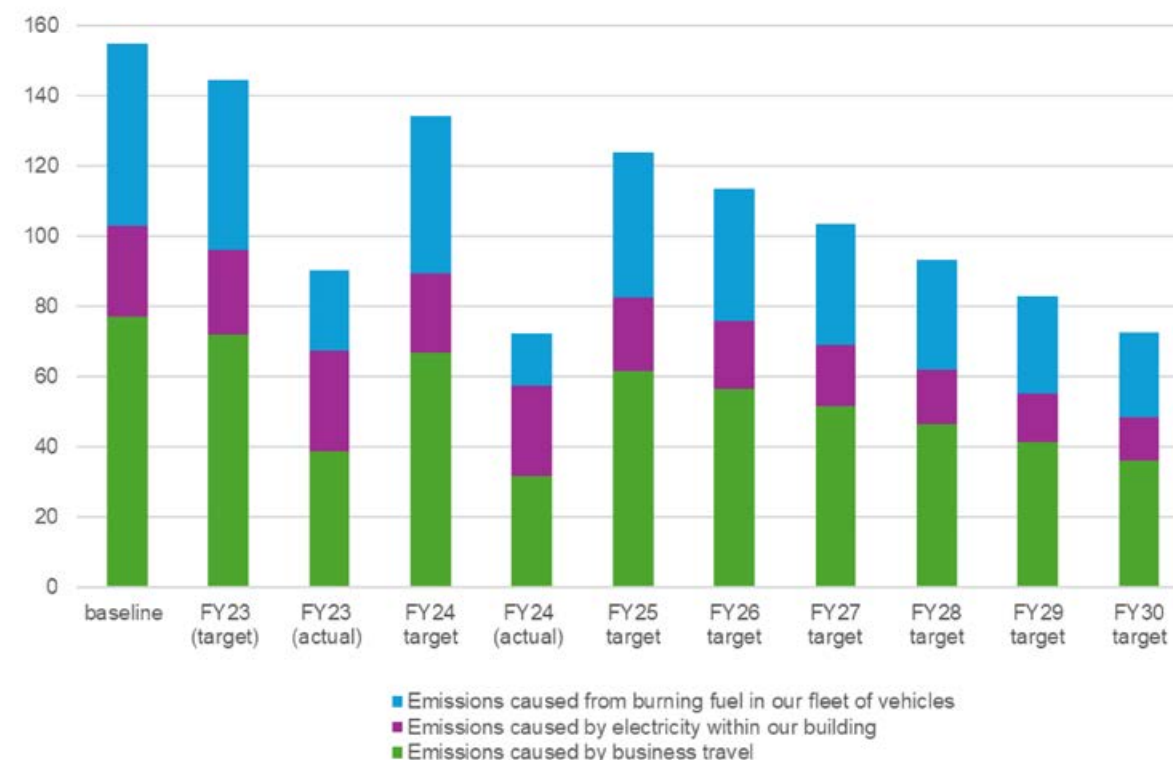
A new lighting zoning system has been introduced across all floors, enabling more targeted management of lighting based on room usage and occupancy. This helps avoid unnecessary energy consumption in areas that are not continuously in use, further supporting our sustainability objectives.

## Business Travel Carbon Budget

In alignment with WWF's global practices, we have implemented a carbon budget framework, which is actively monitored to ensure that emissions from business travel remain within predefined limits.

During the second year of our 8-year plan, we achieved a total emissions reduction of 52.7%, exceeding our annual target. While this represents a strong start, we anticipate that these early savings may be balanced over the remaining years of the plan as travel is strongly related to the nature of our conservation programmes.

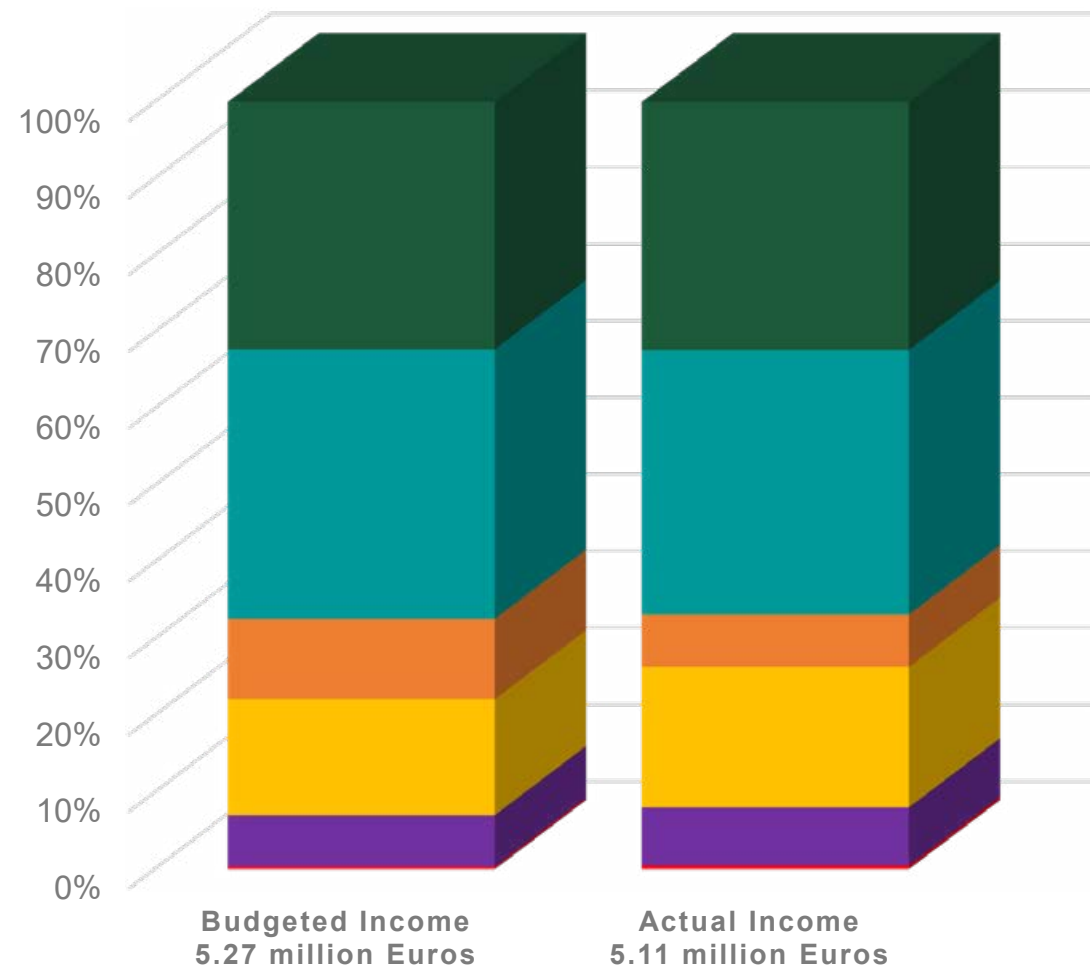
FY 2024 Emissions Report





# OVERALL FINANCIALS

## WWF total income FY 2025



■ Donated income from supporters

■ Donated income from foundations

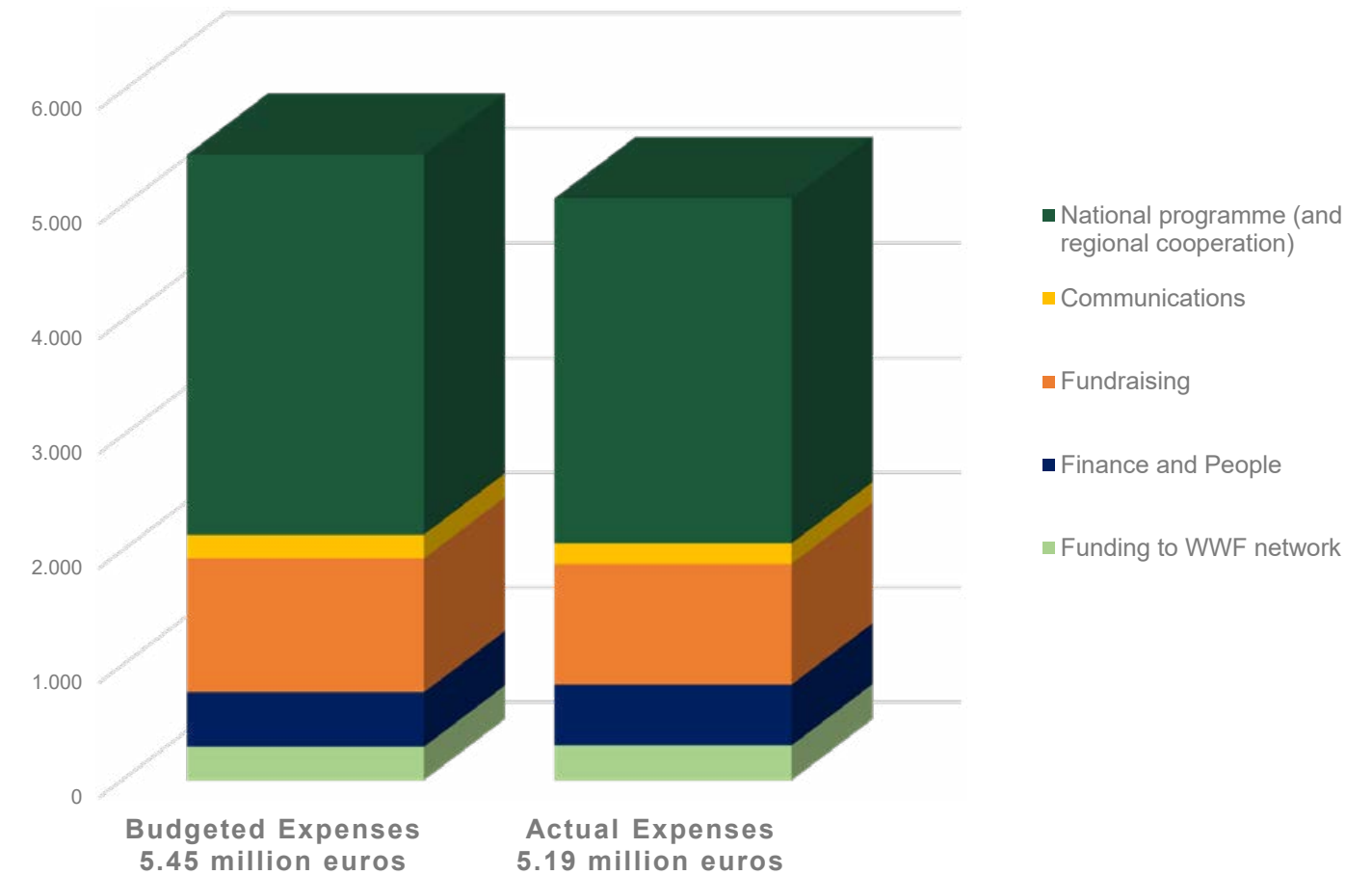
■ Public sector funding

■ WWF network

■ Corporate income

■ Other

## WWF total expenses FY 2025



■ National programme (and regional cooperation)

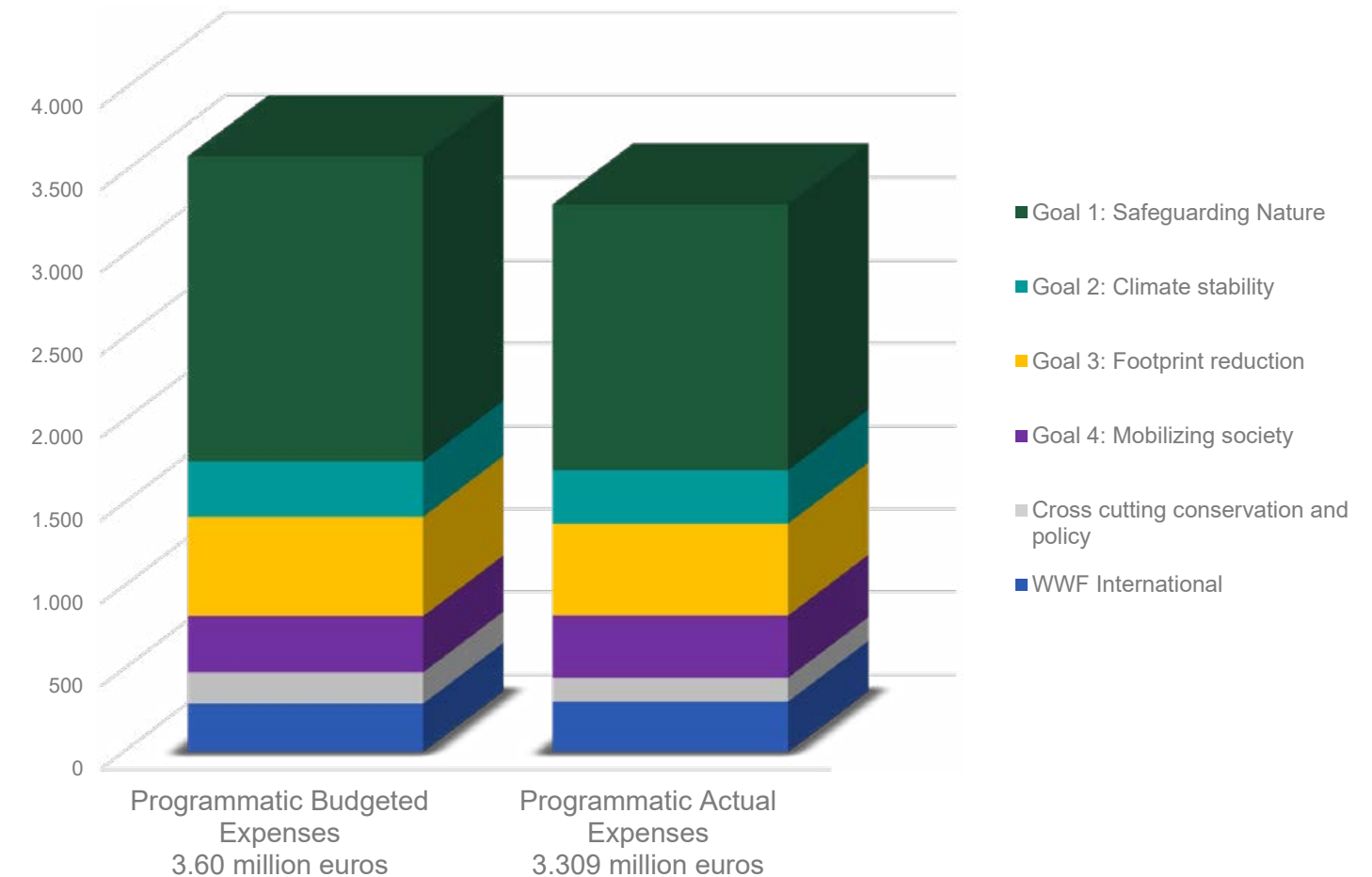
■ Communications

■ Fundraising

■ Finance and People

■ Funding to WWF network

## WWF Programmatic expenses FY 2025



■ Goal 1: Safeguarding Nature

■ Goal 2: Climate stability

■ Goal 3: Footprint reduction

■ Goal 4: Mobilizing society

■ Cross cutting conservation and policy

■ WWF International



# WWF Greece

FY 2025 (01/07/2024 - 30/06/2025) in euros

## Income & expenses statement

DESCRIPTION	LAST YEAR FY 2024	BUDGET FY 2025	ACTUAL FY 2025	BUDGET FY 2026	BUDGET FY2026 vs ACTUAL FY2025
INCOME	5.040	5.273	5.114	5.681	11%
EXPENDITURE	5.046	5.451	5.071	5.627	11%
NET SURPLUS / (DEFICIT)	-6	-177	44	54	
WWF Greece Office Building Depreciation	117	117	118	120	
Final SURPLUS / (DEFICIT)	-124	-294	-74	-66	
Opening Reserves	3.430	3.306	3.306	3.232	
Final result Incl. Depreciation	-124	-294	-74	-66	
Closing Reserves	3.306	3.012	3.232	3.166	

# WWF Greece

FY 2025 (01/07/2024 - 30/06/2025) in euros

## Income & expenses statement

Income					
CODE	DESCRIPTION	LAST YEAR ACTUAL FY 2024	BUDGET FY 2025	ACTUAL FY 2025	BUDGET 2026
40	Donated Income from Supporters	1.470.087	1.550.000	1.584.410	1.700.000
41	Donated Income from Other Individuals	86.925	150.000	68.859	150.000
42	Donated Income from Others (Foundations)	1.828.668	1.852.789	1.764.834	1.795.752
43	Income from WWF Network	709.262	796.289	936.431	1.057.936
44	Income from GAA	518.190	552.797	347.802	494.264
45	Earned Income	16.540	15.000	21.976	15.000
46	Sponsorship Income	144.051	110.989	128.405	208.000
47	Royalties & Licensing Fees	266.241	245.500	261.618	260.000
48	Trading Income	0	0	0	0
49	Capital Additions to Funds	0	0	0	0
	TOTAL INCOME	5.039.965	5.273.364	5.114.334	5.680.952
Expenditure					
CODE	DESCRIPTION	LAST YEAR ACTUAL FY 2024	BUDGET FY 2025	ACTUAL FY 2025	BUDGET 2026
50	Staff Costs	2.150.782	2.350.174	2.264.886	2.419.661
51	Third Party Fees	808.475	757.679	697.258	657.886
52	Conservation Funding to non WWF Entities	336.386	225.927	412.154	224.190
53	Travel, Meetings & Training Costs	161.765	230.166	202.356	296.823
54	Communication & Fundraising Costs	899.490	1.154.548	765.305	1.279.937
55	Unallocated	0	0	0	0
56	Office Running Costs	219.018	180.382	237.012	166.923
57	Field Running Costs	54.811	39.405	51.914	58.400
58	Capital Asset Costs	62.737	145.650	38.771	116.058
59	Cost Allocations & Budget Contingencies	0	0	0	0
599	Discretionary / Contingency	4.091	0	10.372	0
60	Funding to WWF Network	348.802	366.623	390.601	406.783
	TOTAL EXPENDITURES	5.046.356	5.450.553	5.070.630	5.626.662
	NET SURPLUS / (DEFICIT)	-6.391	-177.190	43.704	54.290
8*	WWF Greece Office Building Depreciation	117.338	117.000	117.878	120.000
	Final SURPLUS / (DEFICIT)	-123.729	-294.190	-74.174	-65.710
	Opening balance - 1 July 2024	3.429.801	3.306.072	3.306.072	3.231.899
	Net Surplus / Deficit (to Reserves)	-123.729	-294.190	-74.174	-65.710
	Closing Balance at end of period	3.306.072	3.011.883	3.231.899	3.166.189



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**Why we are here**

To stop the degradation of the planet's natural environment and  
to build a future in which humans live in harmony with nature.

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