



Helping People and
the Planet Thrive



SOWING CHANGE FOR WOMEN AND THE WORLD

A global movement of women restoring landscapes and forging a powerful collective voice for climate action

CARE-WWF Alliance Concept | Fall 2022



Complex Challenges

The world is experiencing daunting, interrelated crises in the face of climate change resulting in ecosystem disruption and biodiversity loss—and worsening poverty and inequality. Marginalized communities in developing countries disproportionately bear the impacts of climate change, with increasingly severe weather and drought that directly affects livelihoods and food security.

Recent UN studies confirm that women and girls feel these climate impacts the most. They experience loss of livelihoods, food insecurity, and displacement. Many rely on agriculture as the primary source of income, so climate-related soil degradation and disrupted rainfall patterns threaten their economic and social stability. Recovery after a climate disaster is tougher for women who often have children to care for and feed, and who also face obstacles in gaining right to land, financial services, social capital, and technology.

At the same time, these studies indicate that women are highly motivated to make a difference around climate change. When women are involved in natural resource management and can access leadership positions, they often manage disputes over resources more successfully than men, improving climate change policies and conservation outcomes.

Through *Sowing Change*, the CARE-WWF Alliance brings together the organization's respective development and conservation strengths to create value that is more than the sum of their parts. *The initiative taps the power of women's leadership and knowledge to advance landscape restoration and respond to climate challenges while incubating thousands of their own small businesses, thereby creating a greener economy.*

Vision

Sowing Change is a bold livelihood-to-leadership initiative that focuses on women- and community-led solutions to climate change challenges—making use of CARE and WWF's powerful synergy.

This work begins with the development of women-owned nurseries of native and climate-resilient trees, plants, and crop varieties recognized for their ability to protect and restore biodiversity—and ecosystems. This results in better water sourcing, resilience, and flood prevention.

So, from a cluster of seeds in the hands of women who grow food in some of the world's most climate-challenged communities, the initiative supports a growing global climate movement with women at the front—a movement powerful enough to restore local ecosystems, create climate-resilient communities, and improve sustainable food sources across the world.

The CARE-WWF Alliance team will engage local and regional partners to establish nurseries in communities vulnerable to climate change and restore critical, degraded ecosystems. These nurseries will link to larger-scale restoration efforts, supplying native trees, crops, and plants and ensuring demand for the nurseries' products.

As young entrepreneurs expand their capacities through skills building, learning exchanges, and leadership development through the program,

these women will also lead and facilitate community decision-making on local climate resilience projects, with support from a small grants program. Women who are drawn to leadership and advocacy will have the opportunity to network with others to elevate their voices, accelerating nature-based solutions and the climate justice movement in their communities, regionally, and globally.

Outcomes

Within five years, women changemakers will lead climate-adapted nurseries, support their communities in developing and implementing local nature-based and climate solutions, contribute to the restoration of critical landscapes, and connect with regional advocacy networks.

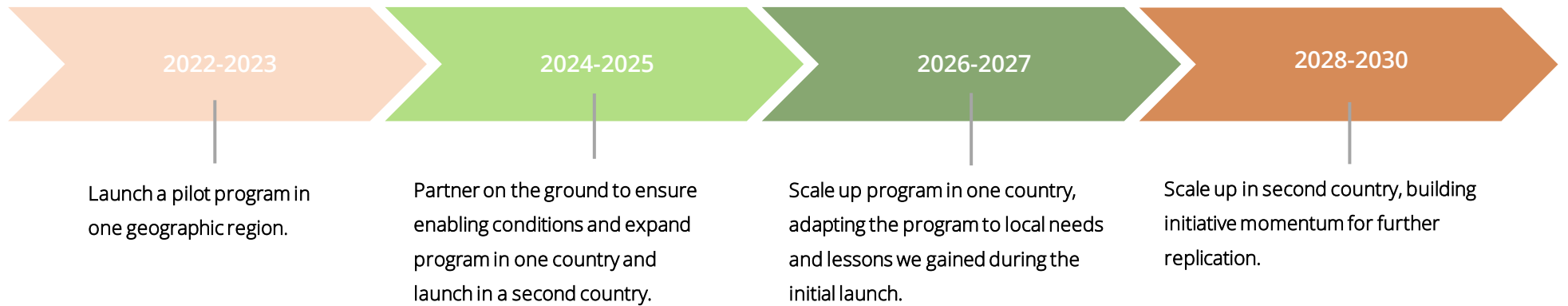
As we replicate and expand this approach across many regions and countries, we will see the world's largest network of women climate leaders amplifying their existing skills and knowledge to solve climate issues in local communities and across the globe.



Farmer in Ecuador tends to her corn crop.

© WWF-Ecuador

Timeline Overview: *Sowing Change Initiative*



Geography

Sowing Change will create regional impact with pilots in two to three countries that share landscapes and challenges. The initiative will strengthen the capacities of, and co-create with, local implementing partners that bring local expertise and trusted relationships with communities.

There is opportunity, commitment, and capacity across CARE, WWF, and our local teams and partners in the Amazon (Peru, Ecuador and Colombia) and in East/southern Africa (Kenya, Zimbabwe and Zambia) to pilot this new initiative.

Request

Help Sow the Change

While achieving regional impact will require \$30 million for three countries to implement the initial pilot in one region, *Sowing Change* seeks an initial seed investment of \$500,000.

This or other levels of support will target the following:

- Start-up
- Landscape restoration and seed sovereignty
- Women's access to skills, and resources
- Community and ecosystem climate resilience



Join Us

We hope you will consider a philanthropic investment to make a difference for women, their families, the lands and waters they rely on for economic and social well-being, and the world.

We welcome a conversation with you about supporting some or all of this pilot initiative as we also anticipate expanding to nearly all regions across the shared global footprint of CARE and WWF.

Imagine the power and possibility of a growing movement, led by thousands of individual women across a vast landscape, restoring the planet, creating a nature-based solution, and becoming a powerful collective voice for climate action. Now, imagine that replicated again and again and...

It all begins with just a single seed. *Will you join us?*

For more information, contact Cheryl Margoluis, Executive Director, CARE-WWF Alliance at Cheryl.Margoluis@wwfus.org or Cheryl.Margoluis@CARE.org.



ABOUT THE CARE-WWF ALLIANCE

To forge sustainable change, our work must improve human well-being while securing ecosystems and livelihoods on which people depend.

The CARE-WWF Alliance has more than a decade of experience working at the intersection of development and conservation globally and in communities. The joint presence of WWF and CARE offices in more than 40 countries opens the way for an initiative with global reach and significance. Together, CARE and WWF have what it takes to tackle the complexities of challenges like the climate crisis and create impact at scale, strengthening both community-level and larger ecosystem resilience.

CARE brings more than 75 years of experience working closely with communities around the world—with a special focus on building women's agency—to foster innovative, sustainable, locally-led solutions that we can scale and replicate; and experience building coalitions and movements that advocate for systemic changes to address the complex causes of poverty and gender inequality.

WWF has worked on the ground across the globe for more than 60 years, partnering with communities, organizations, businesses, and governments to develop and deliver impactful solutions that protect people and nature. WWF collaborates with Indigenous peoples and local communities to conserve the natural resources they depend on. WWF also transforms markets and policies to build sustainability and protect and restore species and their habitats. Our work with diverse partners ensures that decision-making reflects the value of nature from a local to a global scale.

The range of expertise and depth of experience our global organizations meet at an understanding that prioritizes community-led initiatives—and this will power the success of *Sowing Change*.

Imagine the Power and Possibility

Operational and Programmatic Independence. WWF does not operate as an agent or representative for any other party or entity, including those who financially support WWF's work. WWF does not accept funding or other support from any source that could compromise its independence. All of WWF's actions, undertakings, and positions are determined by WWF alone.



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