



The Lion's Share 2022 Annual Report¹



¹ Please Note that this is a temporary version still undergoing final revisions, including for the Annex

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Executive Summary

Biodiversity, including wildlife and healthy ecosystems, underpins the well-being, safety, and resilience of all societies. Yet one million species are at risk of extinction in the coming decades largely due to human activity. As UNDP's 2022 Human Development Report states, we are currently living in a world where layers of uncertainty are stacking up. Successive shocks following the COVID-19 pandemic have increased poverty, jeopardizing decades of progress on human development. Climate and ecological disasters, including record-breaking temperatures, fires and storms, all represent factors that are interacting to unsettle our lives in unprecedented ways. At the same time, we must take this as an opportunity to challenge conventional notions of "progress," so that "development" no longer comes at the expense of people and planet.

In December 2022, the United Nations agreed on an historic package of measures to address the accelerated loss of biodiversity and restore natural ecosystems. The Global Biodiversity Framework (GBF) was adopted with the aim to protect 30 % of the world's ecosystems by 2030, thus giving hope to the future of our natural world and the billions of species and people that rely on healthy, stable ecosystems. In anticipation of the adoption of the GBF and recognizing the scale and pace of interventions and investments needed to meet the Framework's goals and broader Sustainable Development and linked climate goals, The Lion's Share took stock of how to best leverage and build on its experiences and lessons learnt to maximize impact going forward. The outcomes of this stock-take will be described in more detail in the cumulative 2018-2022 Lion's Share report.

This Report will outline the ways in which, in 2022, The Lion's Share continued to operate thanks to the recognition that business has a material stake in the health and sustainability of our natural environment. During this time, The Lion's Share Fund continued taking a people and planet approach to all our programming, impacting on XXX number of communities, etc. . The

goal remained to protect, restore nature and safeguard ecosystem services while ensuring survival of species and ecosystems as well as support livelihoods.

During 2022, The Lion's Share continued supporting the Leuser Ecosystem Programme as well as the nine projects building community resilience in response to the impacts of COVID-19. This included support to wildlife ranger teams, including the first women's ranger team in Sumatra, who have cumulatively patrolled and protected nearly 19,000 km² of rainforest since 2020. This land area is roughly equivalent to the size of Slovenia, the small European country with a land area of around 20,273 km², and of El Salvador, the Central American country which has a land area of about 21,041 km², both therefore only slightly larger than this patrolled and protected rainforest area.

Moreover, during the year 2022, The Lion's Share communications efforts led to an increase of over 20% followers across social media channels compared to the previous year, and over 50% compared to the previous two years. This has been one of the highlights of our success in driving awareness of the importance of healthy, sustainable ecosystems among businesses and individuals. <https://www.un.org/sustainabledevelopment/oceans/>

Challenges: Conserving and Restoring Nature

Currently, over 1 million plant and animal species face extinction, highlighting the severity of biodiversity collapse and its implications on human wellbeing and planetary health. A healthy planet – for example - the abundance of insects, particularly pollinators, is crucial for food production and agricultural sustainability. Without them, growing food at scale becomes a significant challenge. In other words, accelerated biodiversity loss threatens – amongst other things – food security. Biodiversity loss also hinders the potential for new medical discoveries, threatens traditional medicinal practices and affects economic sustainability. Additionally,

record temperatures, fires, and storms in recent years serve as alarming reminders of the ongoing climate crisis and other planetary-level changes associated with the Anthropocene. For instance, of the 50 million km² of the Earth's land that is currently being mined, about 8% overlaps with protected areas, 7% with key biodiversity areas and 16% with the remaining areas free of industrial activities and other human pressures. The next wave of renewable energy growth could affect 30% of protected areas and key biodiversity areas and compromise 60% of the remaining areas free of industrial activities and other human pressures.

For all the above reasons, in 2022, a key focus of The Lion's Share has been on shifting the attention to human-nature relationships and transformative capacities to allow for a more integrated approach to addressing planetary pressures and inequality. Specifically, our programming has supported Indigenous communities, which offer valuable indicators and insights into these relationships and can inform more holistic assessments of human development progress (UNDP Human Development Report 2022).

Results: Conserving and Restoring Nature

Overall, in 2022, The Lion's Share Fund has worked with over 40 public and private partners at the country and regional level to protect vulnerable ecosystems and species threatened by the climate crisis, biodiversity loss, deforestation and other human activities with interconnected impacts on ecosystems, food security and human health and wellbeing. The Lion's Share's interventions have directly or indirectly supported several Sustainable Development Goals (SDGs), through activities which included:

- Training of 1,000 farmers in sustainable agriculture techniques including horticulture, beekeeping, and agro-forestry across Zambia, South Africa, Uganda, and Indonesia (SDG 2 – Zero Hunger)
- Creating the first women's ranger team in Indonesia and supporting women's groups in Mongolia (SDG 5 – Gender Equality)
- Providing new, sustainable livelihood opportunities for communities across 6 countries. In Mongolia, 7 communities are now investing a portion of new income streams to

conserve 119,487 hectares of snow leopard habitat (SDG 8 – decent work and economic growth)

- Securing over 17,000 ha of land for sustainable forest management and restoration, increasing the connectivity of 2.6 million ha¹ of rainforest in Sumatra, Indonesia (SDG 13 – Climate Action and SDG 15 – Life on Land)
- Building the capacity of local communities and governments to combat illegal wildlife trade (SDG 16 – Peace and Security)
- Engaging the private sector and other stakeholders to contribute to conservation and restoration efforts (SDG 17 – Partnerships for Change)

Leuser Ecosystem

In 2022, The Lion's Share continued to support its flagship programme in the Leuser Ecosystem, Indonesia – the last remaining forest where elephants, rhinos, tigers and orangutans roam together in the wild. Covering more than 2.6 million hectares, the Leuser rainforest is one of the most biodiverse environments left on Earth.

The Lion's Share supported a coalition of six organizations in Eastern Leuser, a critical landscape holding the largest remaining tract of lowland forest in the whole of Sumatra and home to many rare and endangered species. The Leuser is also a critical source site for tigers, with the area home to breeding females which have the potential to re-populate the larger landscape. In addition to its importance for wildlife, the Leuser is invaluable to its people. The ecosystem supports 17 major watersheds which provide clean water for 5 million people.

The Fund's impact included empowering women, developing alternative livelihoods, restoring forests and protecting endangered species. The Lion's Share continued supporting the first women's ranger team in Sumatra, thus continuing to challenge stereotypes and elevate women

as leaders in their communities. Additionally, The Lion's Share supported a women's restoration group providing critical income to local families and restoring degraded forests.

In addition to the women ranger team, to combat poaching and ecosystem degradation, The Lion's Share supported capacity building of local officials to investigate and prosecute wildlife/trafficking cases, removal of illegal snares, rescue operations to prevent the trafficking of orangutan, and monitoring habitat disturbances to better understand drivers of forest loss.

Activities supported by The Lion's Share have directly benefited over 3,000 people across 24 communities in the Leuser through the development of alternative livelihoods (such as honey and patchouli harvesting), training farmers on the use organic fertilizers and pesticides to increase crop production and introducing sustainable agroforestry.

Overall, The Lion's Share work in the Leuser Ecosystem, in partnership with the Global Environment Facility, complemented UNDP's wider work in Indonesia, supporting local authorities to avoid production of more than 19 tons of mercury as of June 2022 and ensuring that 44 mining groups with 1,161 miners (of which 28% are women) received the support to produce mercury-free gold, amongst other key work.

Tiger Awards

Since 2020, The Lion's Share has partnered with the World Wildlife Fund (WWF), IUCN-Integrated Tiger Habitat Conservation Programme, Global Tiger Forum and Conservation Assured Tiger Standards in support of TX2 and Conservation Excellence Awards. The awards celebrate the efforts of protected area managers to accelerate tiger recovery and manage populations across tiger range countries. These awards also helped raise the profile of

protected tiger landscapes. TX2 and Conservation Excellence Award recipients utilize the award funding for landscape management needs and ongoing tiger recovery efforts.

In January 2022, Bardia National Park in Nepal, and Sathyamangalam Tiger Reserve in India, won TX2 Award. Bardia National Park increased from less than 20 tigers in 2009 to almost 90 in 2018 – an astounding achievement given it is situated in one of the most densely populated regions of the world. Sathya Mangalam Tiger Reserve was home to only 25 tigers in 2011 but today there are an estimated 80 individuals.

The 2022 Conservation Award was presented to the transboundary Khata corridor where a network of 74 community forests covering 202 km² have secured safe passage for tigers between Bardia National Park in Nepal and Katarniaghat Wildlife Sanctuary in India.

Partnerships

The Lion's Share recognizes the private sector's pivotal role in accelerating the transformation towards [*the future we want*](#) – both on the supply side, in terms of aligning their own operations and investments with the SDGs, as well as on the demand side in terms of their broader impact on consumer behaviour and choice, and wider ecosystem of influence.

Despite the vast financial uncertainty which resulted from the repercussions of the COVID-19 pandemic, which continued to reverberate into the year 2022, The Lion's Share strategic partners continued to show great commitment to saving wildlife.

A prime example of this is leading French jewellery and horology *Maison Cartier*, who to complement its corporate sustainability commitments and initiatives, in 2020 created *Cartier for Nature* with the mission to “help protect biodiversity and healthy ecosystems for present and future generations”. As a partner of The Lion's Share Fund, *Cartier for Nature*, in the year

2022 continued scaling up its diverse philanthropic actions in fields paralleling our own work, namely in the spaces of human development, ecosystem restoration and preservation as well as women's empowerment. Similarly, to The Lion's Share, its approach is grounded in scientific data and driven by the impact of its actions and its portfolio spans a wide range of geographic areas, biomes and approaches across continents.

In the African continent, *Cartier for Nature's* partners include ORDA Ethiopia, which works with local communities to protect and restore so-called Sacred Forests; which can be found around Ethiopian Orthodox Churches and are among the country's last remaining primary forests. Another one of their partner organizations is the South Africa-based Peace Parks Foundation, which works on reducing human-wildlife conflict by promoting sustainable herding practices that help regenerate rangelands, deter predators and other wildlife, and improve livestock health.

In Asia, *Cartier for Nature* supports China Green Foundation in monitoring and conserving snow leopards, their prey and their mountain habitat in the Three Rivers National Park, in Qinghai province. They also work with Planet Indonesia, an organization based in Kalimantan which focuses on empowering local communities to gain recognition of their rights to steward and sustainably manage their natural resources.

Overall, *Cartier for Nature* collaborates with local authorities and communities to create room for nature, recover and bring back lost iconic species with the goal of creating a more diverse, vibrant landscape where wildlife and human activity can coexist and thrive side by side.

Celebrating Farwiza Farhan

In September 2022, Farwiza Farhan – forest conservationist & Chairperson of Forest, Nature and Environment Aceh Foundation (HAKA), one of The Lion’s Share’s partners in the Leuser Ecosystem working to empower local communities and engage them in protecting landscape while restoring their rights and relationship to the land – was featured on the TIME100 cover of Time magazine. Farwiza released an interview where she declared that we must “include women in environmental protection as a way to restore the balance of nature” and lead to a change in the entire conservation sector which must take into account the importance of including women and traditional (indigenous) wisdom in conservation. In early 2023, Farwiza was awarded ***TIME 100 Impact Award Honoree Award*** - along with Graça Machel, Idris and Sabrina Elna and Jeff Katzenberg.

On behalf of The Lion’s Share – and the wider UNDP family – we extend our Congratulations to Farwiza, and express a genuine thank you for continuing to shed light on such critical issues affecting our precious Leuser Ecosystem.

Honoring our Champions



Gustavo Fonseca

The year 2022 saw the passing of a true champion of the global environment, renowned tropical scientist, long-standing Director of Programs of The Global Environment Facility and member of The Lion's Share Steering Committee: Gustavo Fonseca.

Gustavo joined the Global Environment Facility (GEF) Secretariat in 2007, playing a pivotal role in steering global environmental policy dialogues and providing strong leadership. Gustavo spent his career staring down the planet's biggest environmental challenges with optimism and pragmatism, dedicating his lifetime to wildlife management & the recognition of protected and conserved areas such as the Amazon Regional Protected Areas program and the Mata Atlantica Biosphere Reserve. He had a profound understanding of global and national realities and underlying complexities and believed in an inclusive approach to conservation. He was committed to working across sectors and silos for lasting change, and under his leadership the GEF dramatically scaled up its financial support for countries' efforts to address biodiversity loss, climate change, and pollution together and in partnership with the private sector. Consistently engaging with civil society, indigenous peoples and local communities, Gustavo truly worked to bring about long-term transformations on a global scale.

“I have been fortunate to build a career at the intersection of science, policy, and action, and I believe strongly in the value of strong partnerships across these areas,” he said in an interview. “You can’t have effective action without informed policy, and you can’t have informed policy without solid science. It’s that simple.”

Reaching across disciplines was essential to Gustavo’s approach, earning him wide respect and trust. A leading figure in the world of conservation for more than 30 years, Gustavo was a true friend and mentor and will be greatly missed for his unwavering commitment to conservation & sustainable development, a cause which he cared so deeply about.

The year 2022 was also marked by the sudden passing of another Lion’s Share Champion and international cricket legend, Shane Warne. Shane was deeply passionate about global environmental issues and believed that brands and consumers could come together to make a powerful change against the current biodiversity crisis. The Lion’s Share team remains forever grateful for Shane’s eagerness in wanting to rewrite the future of our Earth and are forever grateful to him for having supported The Lion’s Share mission of building a movement for nature with passion and dedication.

Global Reach

In 2022, The Lion’s Share, continued engaging in a series of events and social media activations, including for World Water [Day](#) (March 22nd, 2022; [World Wildlife Day](#) (March 3rd, 2022); [Earth Day](#) (April 22nd, 2022) and [International Women’s Day](#) (March 8th, 2022).

Across social media channels, TLS increased follower growth by over 56%, totalling 16,000 TLS advocates. TLS garnered 1.9M impressions, indicating the total number of times our content has appeared on people’s screens across key social media platforms. This was a 289% increase from the previous 12 months, demonstrating success in driving awareness of the initiative.

Stories from the Field

The Lion's Share continued to capture stories from the field and produced multimedia pieces highlighting themes including safeguarding food, water, livelihoods and jobs, in relation to climate, health and human security to enable people to rise out of poverty and inequality. The aim of this was to spread awareness and allow people to gain a better understanding of issues on the ground including the need to safeguard vulnerable ecosystems, develop alternative livelihoods, restore forests and conserve some of the most biodiverse environments left on Earth.

In 2022, our social media presence continued to grow and saw a significant uptick in engagement. At the end of 2022, two particularly successful multimedia stories that were published and amplified reached a combined view count of over 10K views. These stories were:

- **[Uganda: The Queen, The Crown and Conservation](#)**: The Enjojo Wildlife Foundation was one of the nine grant recipients from the 'COVID-19 Response: Resilience in Wildlife Communities' initiative. Beekeeping provided sustainable livelihoods for communities affected by COVID-19 and helped conservation of wildlife in Uganda's Queen Elizabeth National Park.
- ***Like Water for Tigers***: In the remote Himalayan kingdom of Bhutan - where hidden tigers roam – TLS protected tigers and supported sustainable livelihoods for people sharing landscapes with wildlife. In this landscape, we successfully protected tigers by increasing local food security.

Both *Uganda: The Queen, The Crown and Conservation* as well as *Like Water for Tigers* were promoted throughout various channels, with an emphasis on Twitter and Instagram, and received further engagement from key UN global challenges on Twitter, including GEF, UNDP,

UNDP Climate and were picked up by UN global news outlets, including UN.org and UN News Center. This global and wide engagement lead to an increase of 680% in impressions compared to stories published in the previous six months.

The Lion's Share contribution to the Bhutan programme represents a tangible, deliberate and proactive step taken by UNDP to advance integrated solutions and service offerings to Country Offices (CO), specifically in the Asia Pacific. In fact, in June 2022 the UNDP-International Centre for Integrated Mountain Development (ICIMOD) partnership was signed covering the eight countries of the **Hindu-Kush Himalayan Mountain region** (Afghanistan, Bangladesh, Bhutan, China, India, Myanmar, Nepal and Pakistan). The overarching goal being of improving climate change adaptation, community resilience, food security, livelihood improvement, and ecosystem restoration.

On World Tourism Day (September 27th, 2022), The Lion's Share promoted another multimedia piece called, "*A new vision: A journey into the heart of Ecuador's Amazon rainforest is redefining sustainable tourism*". This story, published under UNDP's Ecosystems & Biodiversity website dives into the efforts of local indigenous communities in the Amazon rainforest to redefine and foster sustainable development through eco-conscious tourism. In fact, in recognition of COVID-19's world-altering effects, The Lion's Share, and the Global Environment Facility's Small Grants Programme (SGP), implemented by UNDP and assisted by the Ministry of Environment, Water and Ecological Transition made a call for proposals to support communities dependent on wildlife-based tourism. Fundación Pachamama was one of the nine successful recipients of grants from the *Covid-19 Response: Resilience in Wildlife Communities* which have been working to build resilience in communities in wildlife-rich areas and support the continued protection of threatened wildlife in their remaining strongholds despite pandemic hardships.

As a Grant recipient, Fundación Pachamama has supported six communities in the area around the Kapawi Ecolodge, perched in one of Ecuador's easternmost provinces, abutting the Peruvian border. With the grant, Fundación Pachamama and Kapawi Ecolodge offered technical assistance, field visits and training in sustainable home-gardening and alternative production methods to bolster food security and create alternative sources of income. Activities included fish farming with native species, improving home gardens, developing vanilla production, and promoting marketplace connectivity. This is an example of The Lion's Share commitment to support sustainable tourism's recovery as well as a seized opportunity to rethink how we do tourism while preserving nature and biodiversity and supporting livelihoods.

Social Media Activations

In May 2022, a New Yorker article titled, *"Should Leopards be paid for their spots?"* by Rebecca Mead featured an interview with Caroline Good Markides, former research fellow in the Department of Zoology at Oxford University's Wildlife Conservation Research Unit, who first coined the 'The Lion's Share' concept in recognition of the role that private sector could play to help protect endangered species. The article helped re-energize global interest and awareness of the nature/biodiversity crisis, including from National Geographic explorers and the public. Through the amplification of the article, The Lion's Share Instagram account realized an increase of 224% in following accounts and saw an increase of 150% in accounts engaged with compared to the previous 30 days.

On World Lion Day (August 10th, 2022), we also started the so-called "Youth Photographers Spotlight" series on our Instagram social media account, where each week, over the course of a month, we highlighted youth wildlife/ nature photographers. The first post featured a photograph by youth photographer Valentin Pacaut. The image represented a beautiful lion - scientifically known as 'Panthera Leo' - and included scientific information about this species,

including a ‘fun fact’ to honour, celebrate and promote awareness while contributing to supporting young artists’ work on wildlife and nature.

Throughout 2022, UNDP fostered its partnership with the European Space Agency (ESA), and for months The Lion’s Share has been in contact with colleagues from ESA to allow Astro Samantha (Samantha Cristoforetti) to fly over some of the sites in which The Lion’s Share had ongoing projects as the Astronaut orbited earth during her Mission Minerva. Videos and photographs were taken by the Astronaut, and amplified on Twitter accounts, namely of the rich Jaguar territory in South America. We are thankful for Astro Samantha's work and for having the opportunity to highlight on our channels the beauties of our Earth in such an engaging way.

Jaguar Parade NYC

In early 2020, The Lion’s Share Fund joined WWF, Wildlife Conservation Society, Panthera, United Nations Environment Programme (UNEP) and UNDP in planning the Jaguar Parade Campaign. Jaguar Parade is an open-air art exhibition of decorated jaguar statues. It is also a highly visible art installation with a purpose: to raise funds and awareness about the urgent need to conserve jaguars and their habitats. This is an example of UNDP coming together with partners, outside of UNDP, to effectively tackle the challenges we face on Nature, Climate and Energy. This is only one of the examples showcasing the partnership between UNDP and UNEP to deliver on several global, regional and country level workstreams, in this case, specifically improving internal systems for joint advocacy, policy, and programming.

In September 2022, from the streets of São Paulo where jaguars enchanted millions of people, dozens of jaguar statues were placed across New York City’s streets and parks, the world’s attention being drawn to the importance of biodiversity conservation. Live paintings and

sculptures were displayed in venues such as Central Park, Metlife Building, The Oculus, Liberty Park, Bus Terminal, and other iconic locations across the city, as well as live paintings in Central Park and Times Square. Placing jaguar statues in key public places brought the environmental cause to the forefront of the public's attention, reaching millions of people in a unique way.

In addition, by participating in the 77th United Nations General Assembly, Jaguar Parade has reached the maximum in terms of visibility and relevance, exceeding all expectations. By the end of the exhibition period, the statues were then auctioned at the Explorers' Club in NYC on October 22nd, 2022, with 100% of net proceeds going to jaguar conservation efforts. The official numbers of Jaguar Parade NYC 2022 include: \$100,491 raised through 12 art pieces auctioned in Brazil and 11 auctioned in the U.S. with an estimated audience of 12 million people in Brazil and 7 million people in the U.S. (*based on Average monthly visitors to exhibition venues*). São Paulo and NYC welcomed the Jaguar Parade with open arms and directly contributed to protecting jaguar habitats and ecosystems, and keeping alive the roars of these key species, which underpins other facets of human health and sustainable development.

Building Momentum for Global Biodiversity

The above snapshot of The Lion's Share's efforts in 2022 align with UNDP's commitment to recognizing the true value of nature and supporting people, communities, governments and business to play their part in protecting and restoring our natural environment upon which all lives and livelihoods depend. Other relevant highlights of UNDP's work include:

- Support the [UN Biodiversity Summit 2022](#), which saw over 50 side events, 5 report launches and co-hosted the [Business & Biodiversity Finance Days](#). During this time, UNDP in partnership with UNEP, the UN Biodiversity Convention and other partners (including governments), launched the so-called "[Accelerator Partnership](#)" with the goal of accelerating country-led implementation of the [Kunming-Montreal Global](#)

[Biodiversity Framework](#) by facilitating access to financial and technical support, promoting dialogue, outreach and knowledge exchange, and develop institutional capacity tailored to different levels and national needs.

- Following COP15, UNDP launched the '[UNDP Nature Pledge](#)', together with the UN Environment Programme (UNEP) and other partners: a commitment for elevated support to over 140 countries with the 2030 targets (also known as 30x30) ranging from the restoration of 30% of degraded lands and waters both marine and fresh, and the protection of 30% of land and water as protected and conserved areas including indigenous and community conserved areas (ICCAs) to a \$200 billion annual increase in finance for nature and reduction of harmful government subsidies by \$500 billion per year, and to the creation of sustainable food production and consumption systems including reduction of pesticides, and curbing pollution and waste management. The targets integrate the notion of equity including gender equality and the need for empowering local communities: all goals in line with The Lion's Share objectives.
- Support to the United Nations General Assembly (UNGA)'s vote on the right to a clean, healthy and sustainable environment (passed on July 28th 2022), and advocacy and campaigns such as the *Equator Prize* initiative, the *Nature for Life* event and the *Dear World Leaders* campaign, and conducted a 58-country, 50,000-participant mass national consultation on the environment in support of the Stockholm+50 international meeting. https://www.ilo.org/global/about-the-ilo/newsroom/news/WCMS_857164/lang--en/index.htm

Looking to the Future

As observed in UNDP's 2022 Human Development Report, 2022 saw a perfect storm of compounding social, economic and environmental challenges. Yet, in the face of so many challenges, we ended 2022 with hope and optimism in our ability as a global community – as humanity – to meet our planetary challenges with solutions capable of leaving no one behind

Following the United Nations General Assembly (UNGA)'s vote the right to a clean, healthy and sustainable environment, the results of COP27 with a hard-fought compromise and landmark decision on loss and damage and the 2030 targets of UNDP's new Nature Pledge, at the end of

2022, The Lion's Share, together with its many partners and experts, conducted an extensive review of the key lessons learnt and opportunities to catalyze greater support for nature going forward.

Taking inspiration from The Lion's Share goal of protecting the most at-risk ecosystems and species through an innovative public-private partnership, and learning from all the above, 2022 resulted in the origination of a new 'Nature Facility', also housed in the MPTFO as a tripartite relationship with UNDP, UNCDF and UNESCO. The Nature Facility will aim to address the drivers of the risks to biodiversity strongholds and the people and communities that rely on these ecosystems and their services for their livelihoods, health, security, and economic development. More details of the Nature Facility will be shared in a separate report next year.

Finally, we want to take the opportunity to extend our sincerest appreciation to our partners that have supported TLS' mission over the past 4 years. **Thank you for putting nature on the balance sheet and stepping up to make a real difference for people and nature.**

Annex A – Nature: A new Pledge to support implementation and impact at scale

- Considering the historic Kunming-Montreal Global Biodiversity Framework agreed, we will activate the **UNDP Nature Pledge** officially announced by the Administrator during the Biodiversity COP15. Leveraging US\$3.2-billion nature portfolio and significant UNDP country programmes, we will rapidly accelerate and scale support to 140 plus countries to change the trajectory of biodiversity loss, by bringing three essential systemic shifts – a Global Narrative Shift; an Economic and Finance System Shift and a Policy and Practice Shift.
- With a new injection of close to US\$200 million by the end of 2023, we will establish a strong Nature Pledge implementation structure including expanded technical and operational support capacity, with strong risk management and communication capacity. The pledge will leverage and strengthen our existing partnership with the Global Environment Facility as well as key bilateral partners including Germany, Sweden, UK, Canada, Japan and Norway, to name a few.
- From substantive expertise on climate change, support to the COP27 Presidency led by the Egypt Country Office, strategic presence through the Pavilion, amplifying peoples’ voices with Dear World Leaders, outreach with the UNDP Broadcast Hour, and hosting over 80 events, UNDP continued to advocate for ambition, acceleration, and inclusivity. We will build on the outcomes of the conference and our presence at COP27 to scale-up our support to countries in 2023.
- UNDP will advance its sustainable cooling, zero waste and plastics offer by strengthening the partnerships with Global Environment Facility, Green Climate Fund, MLF for the

Implementation of the Montreal Protocol, bilateral donors and philanthropies to support developing countries and municipalities in improving the governance of the solid waste management toward zero waste vision and circular economy.

Annex B: Indicator Based Performance Assessment

The Lion's Share - Indicator Based Performance Assessment (Temporary Version)

OUTCOME 1: Global Lion's Share movement accelerates business and consumer behavioral change.								
Indicator #	Indicator Description	Baseline	2018	2019	2020	2021	2022	2022 Narrative Progress
1.1	Level of financing mobilized for TLS Fund.	0	USD 1,390,000 in 2018	USD 1,527,872 in 2019	USD 1,549,737 in 2020	USD 1,459,714 in 2021	USD 629,918	The COVID 19 crisis coupled with a lack of resources continued to hinder outreach to brands. Additionally, UNDP due diligence process related to smaller brands contributing smaller funds also limited TLS ability to bring on new brands.
1.2	Number of new financial contributors that joined The Lion's Share Fund.	0	2	3	3	0	0	TLS pivoted towards a business plan of a larger number of smaller brands rather than only focusing on major brands was a key element of the 2021 business plan. However, a limited ability to bring on smaller brands due to UNDP's due diligence process hindered TLSs ability to increase partners.

1.3	Number of social media followers across multiple Lion's Share channels.	0	150	5,000	10,542	13,092 (IG) + 1,858 (Twitter) = 14,950	14,300 (IG) + 1,968 (Twitter) = 16,268 Total across active SM platforms	The Lion's Share social media strategy in 2022 continued to be guided by the "tone of voice" created as part of the TLS 2.0 project. This tone was positive, bold, of unflinching leadership, and confidence. The main social media platforms continue to be Instagram and Twitter, where the combined numbers of followers currently total 16,268 followers.
1.4	Number of media mentions (articles, interviews and other forms of media coverage).	0	Approx. 520	Approx. 2000	Approx. 2000			

OUTCOME 2: Wildlife-friendly land and seascapes and recovery of wildlife populations that reverse biodiversity loss.

2.1	Number of hectares of land that have been rehabilitated to support healthy ecosystems.	0	0	360 ha	1,735 ha	24,866 ha	17,921ha	In 2022, 17,921 ha of land was secured for rehabilitation and sustainable forest management.
2.2	Hectares of land purchased or secured through concessions and sustainably managed for conservation.	0	0	360 ha	3,796 ha	5,800 ha	TBC	Results from projects to be updated.
2.3	Number of investments to expand or strengthen protected areas.	0	0	3	13	10	TBC	Results from projects to be updated.

2.4	Number of investments where communities and/or beneficiaries received support for alternative livelihoods (e.g. wildlife based/compatible livelihoods).	0	1	0	10	10	TBC	Results from projects to be updated.
2.5	Number of Innovative sustainable financing mechanisms established to secure conservation oriented land and seascapes management systems in wildlife	0	0	0	0	1	0	In 2022, no new sustainable financing mechanisms were established.

	corridors or strongholds.							
2.6	New technologies and systems applied for human-wildlife conflict management, anti-poaching and anti-trafficking.	0	0	1	4	3	TBC	Results from projects to be updated.

OUTCOME 3: Greater compassion for all animals (domestic or abandoned), wildlife and nature catalyzed, promoting human well-being and a more empathetic and tolerant society.

3.1	Number of domestic animal welfare projects/ initiatives supported and strengthened (including those linked to wildlife)	0	0	0	3	3	2	In 2022, The Lion's Share continued its existing support to global animal welfare through its projects in Bhutan and Bolivia.
3.2	Number of thematic conservation communications campaigns launched to deepen affinity for nature and people.	0	0	0	3	3	3	In 2022, The Lion's Share worked with partners on the Jaguar NYC Parade to showcase the need for conservation in Latin America through an open-air art exhibit in New York. TLS also collaborated with the European Space Agency to showcase spatial images of projects. Finally, TLS published numerous blogs to highlight voices from the field and positive community impact on conservation.