

# THE RACE REPORT

**WWF UK**

2025 Transparency Card

**Region**

London

**Number of employees**

250-499

**Sector**

Environment or nature

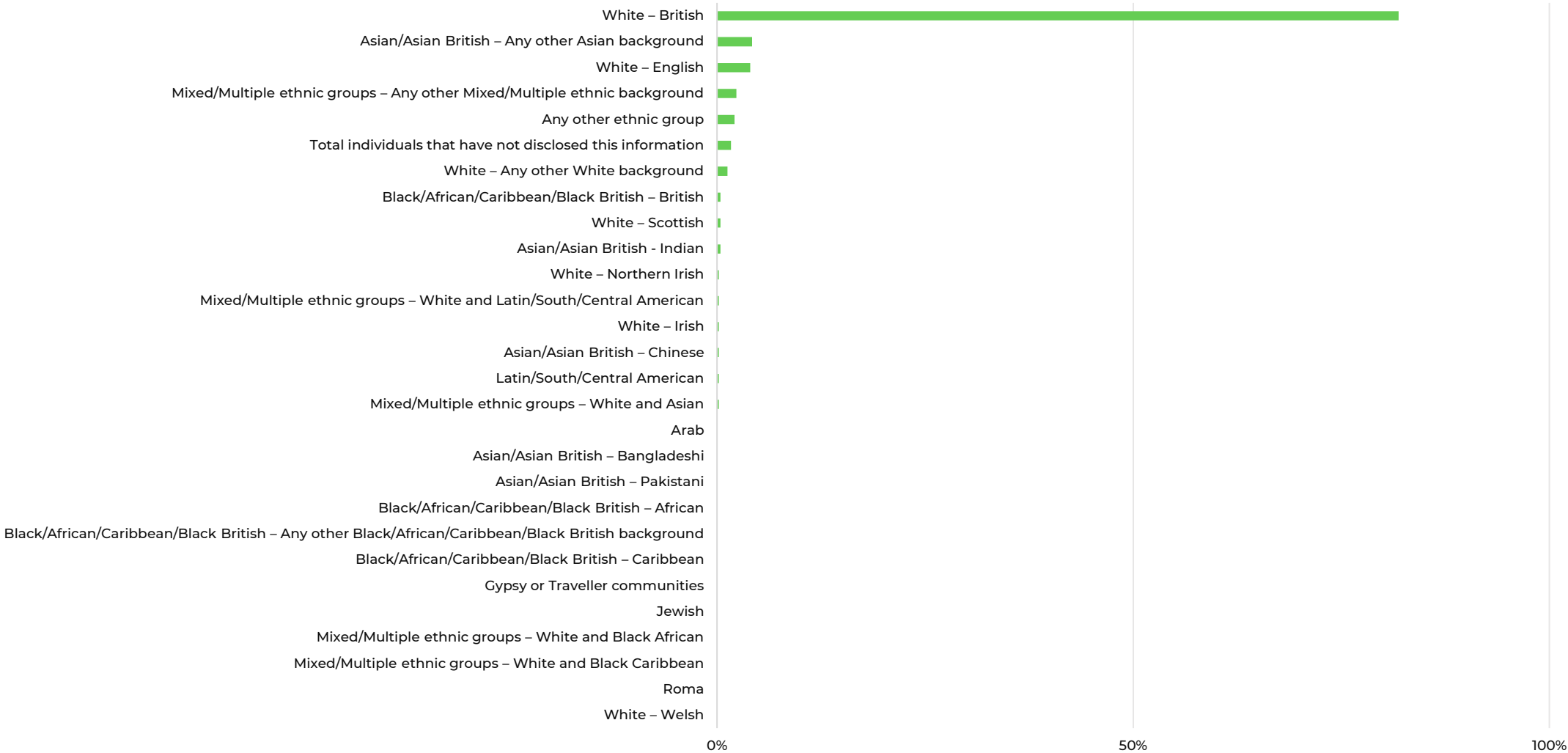
**Main activities**

Activism  
Campaigns and advocacy  
Species-specific conservation work



# DIVERSITY DATA

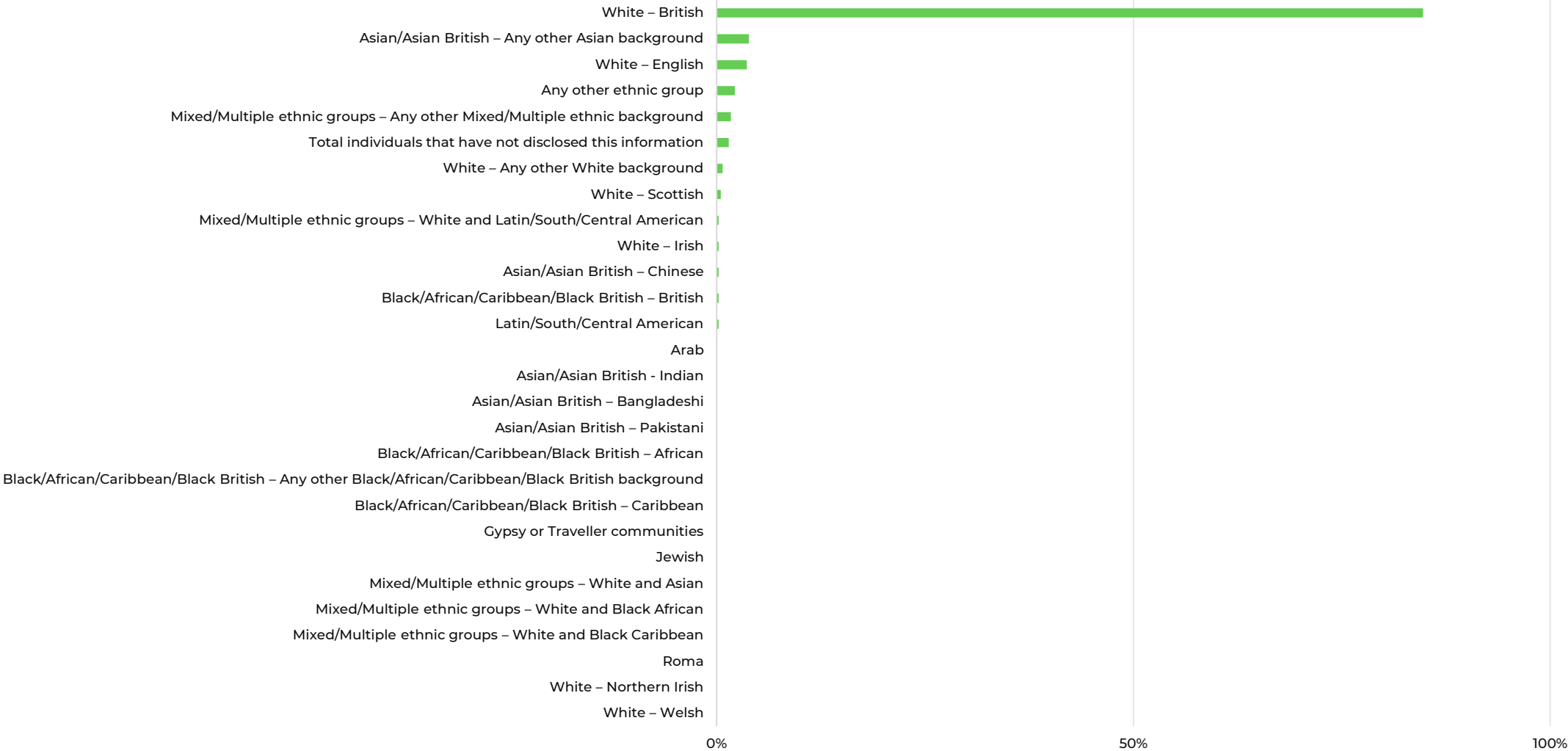
## Overall staff (headcount): race and ethnicity



OVERALL STAFF

DIVERSITY DATA

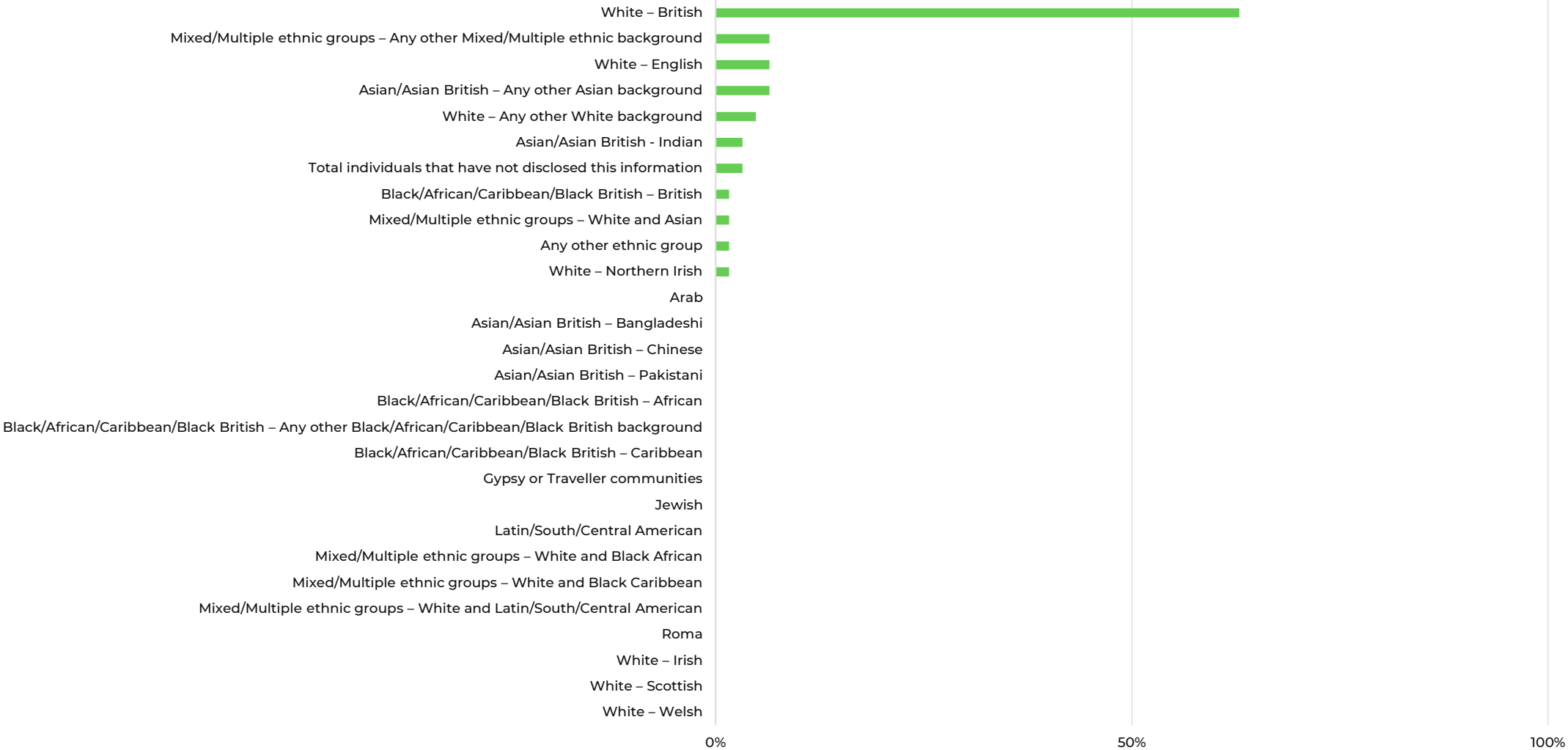
Permanent staff (headcount): race and ethnicity



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# DIVERSITY DATA

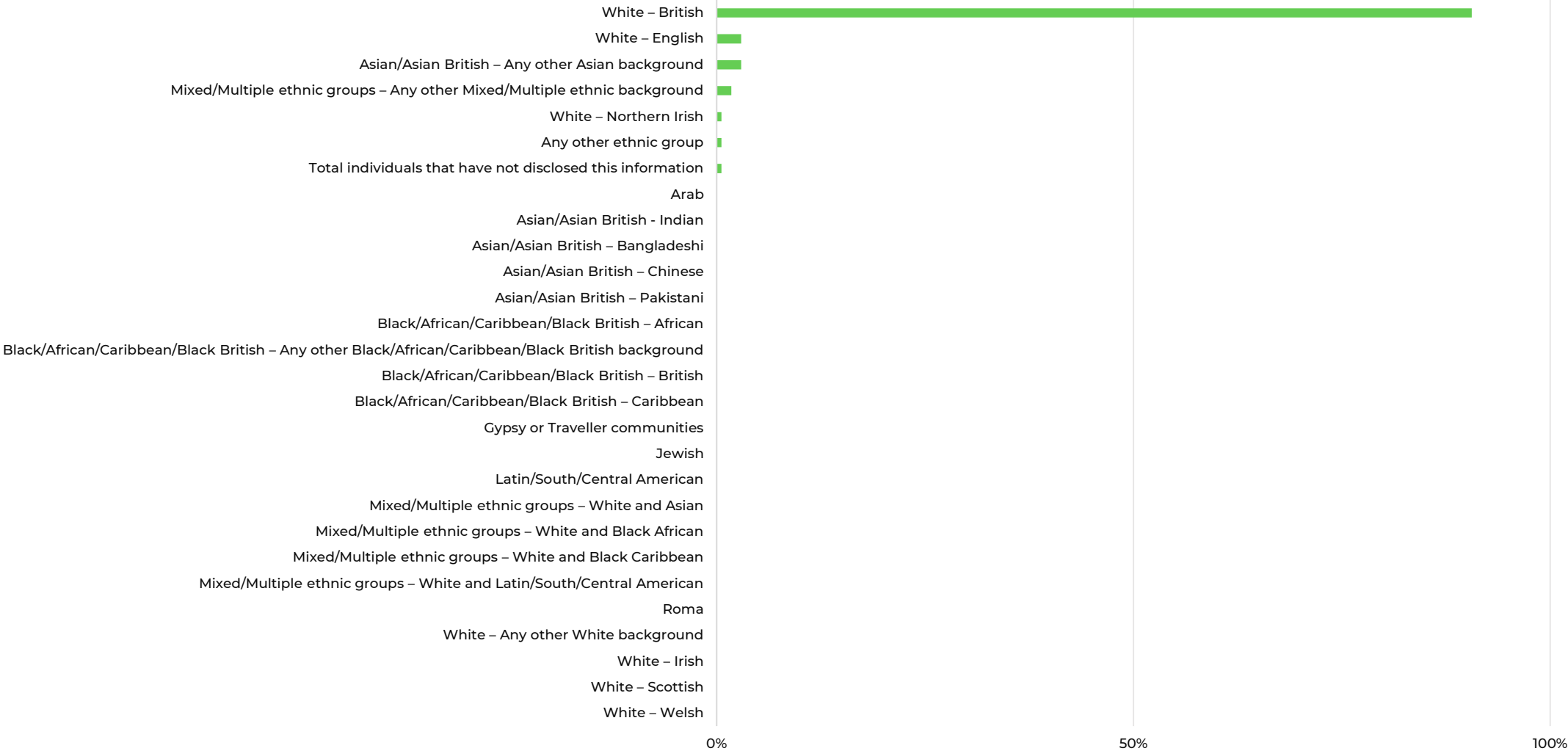
## Non-permanent staff (headcount): race and ethnicity



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DIVERSITY DATA

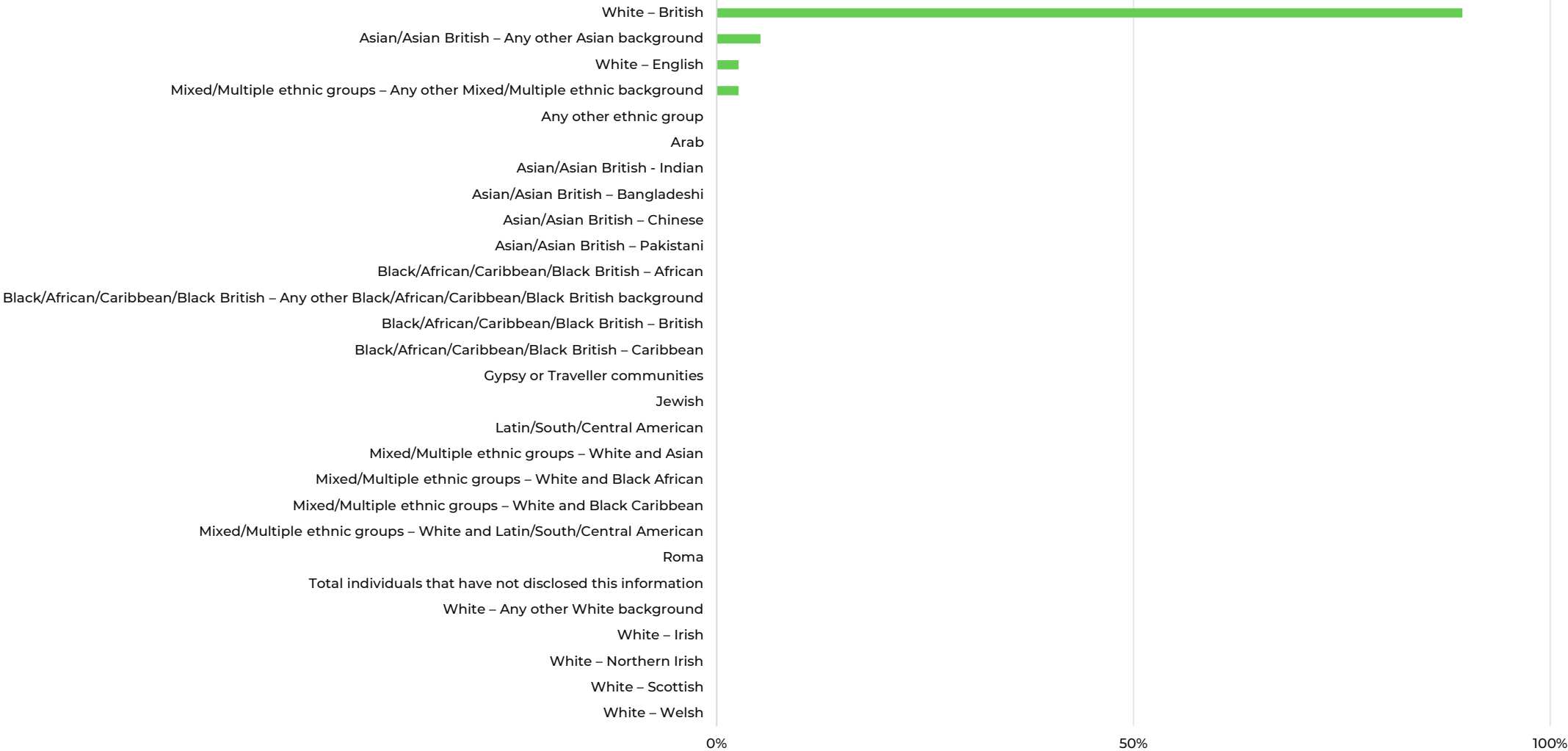
People managers (headcount): race and ethnicity



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# DIVERSITY DATA

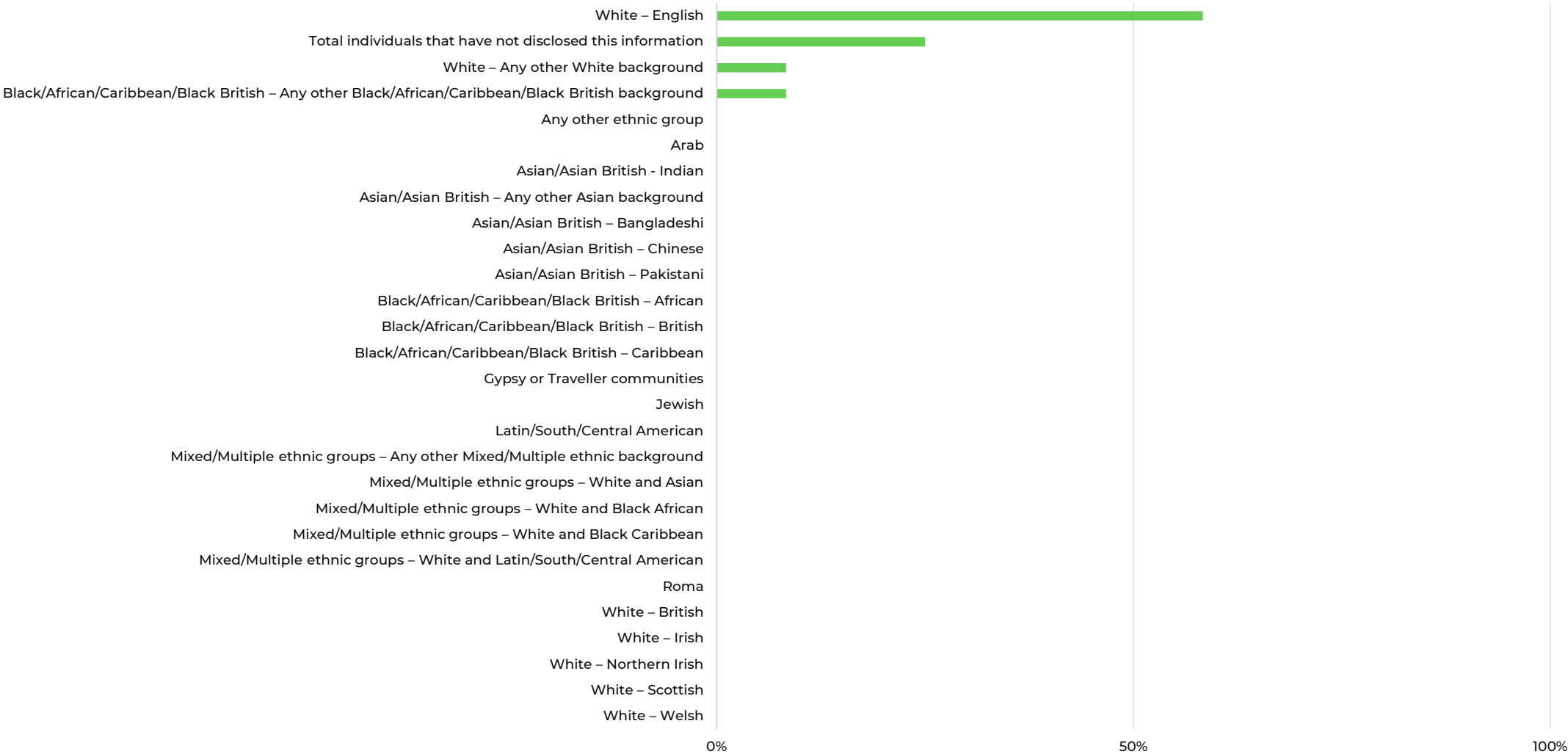
## Senior leaders (headcount): race and ethnicity



SENIOR LEADERS

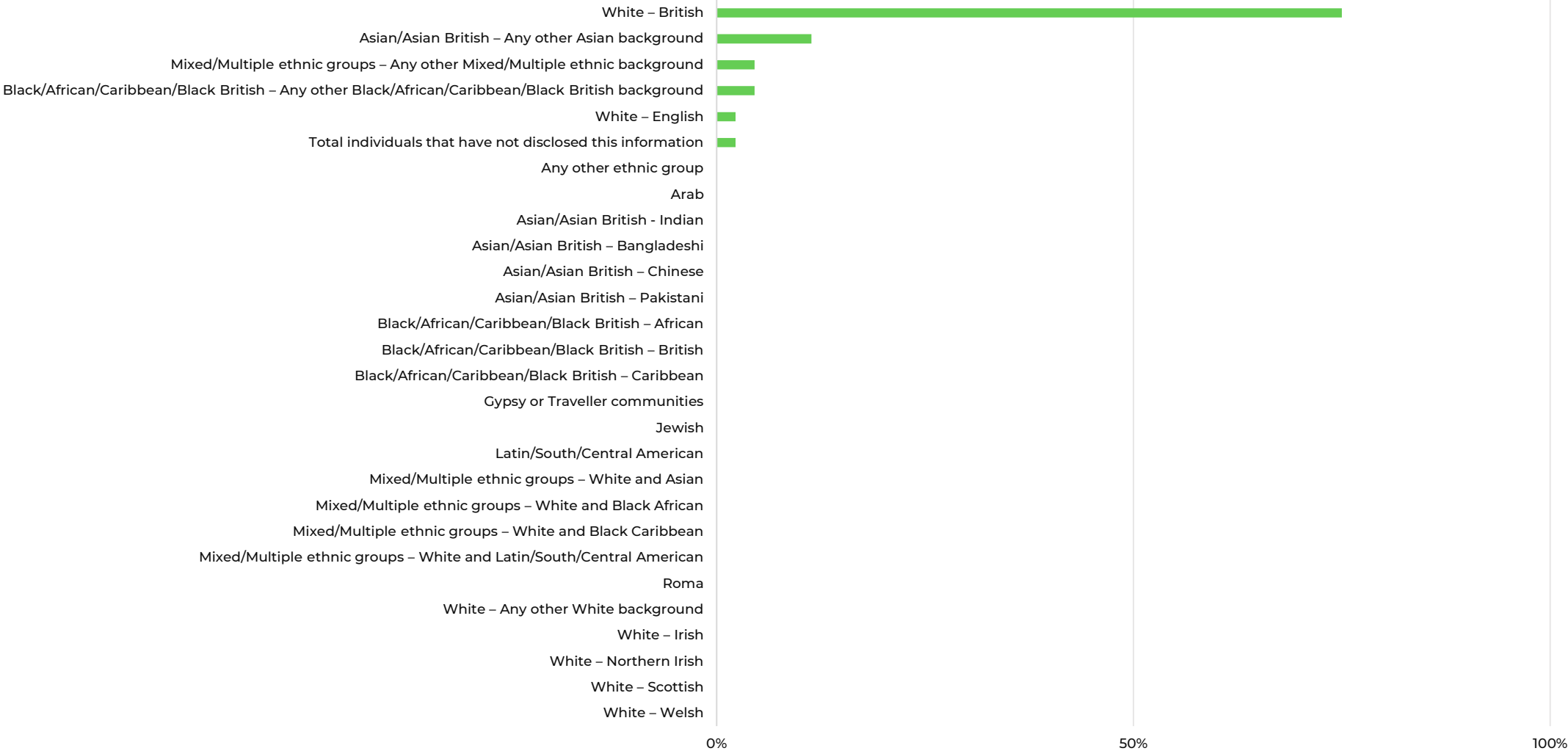
DIVERSITY DATA

Trustee / governance board (headcount): race and ethnicity



# DIVERSITY DATA

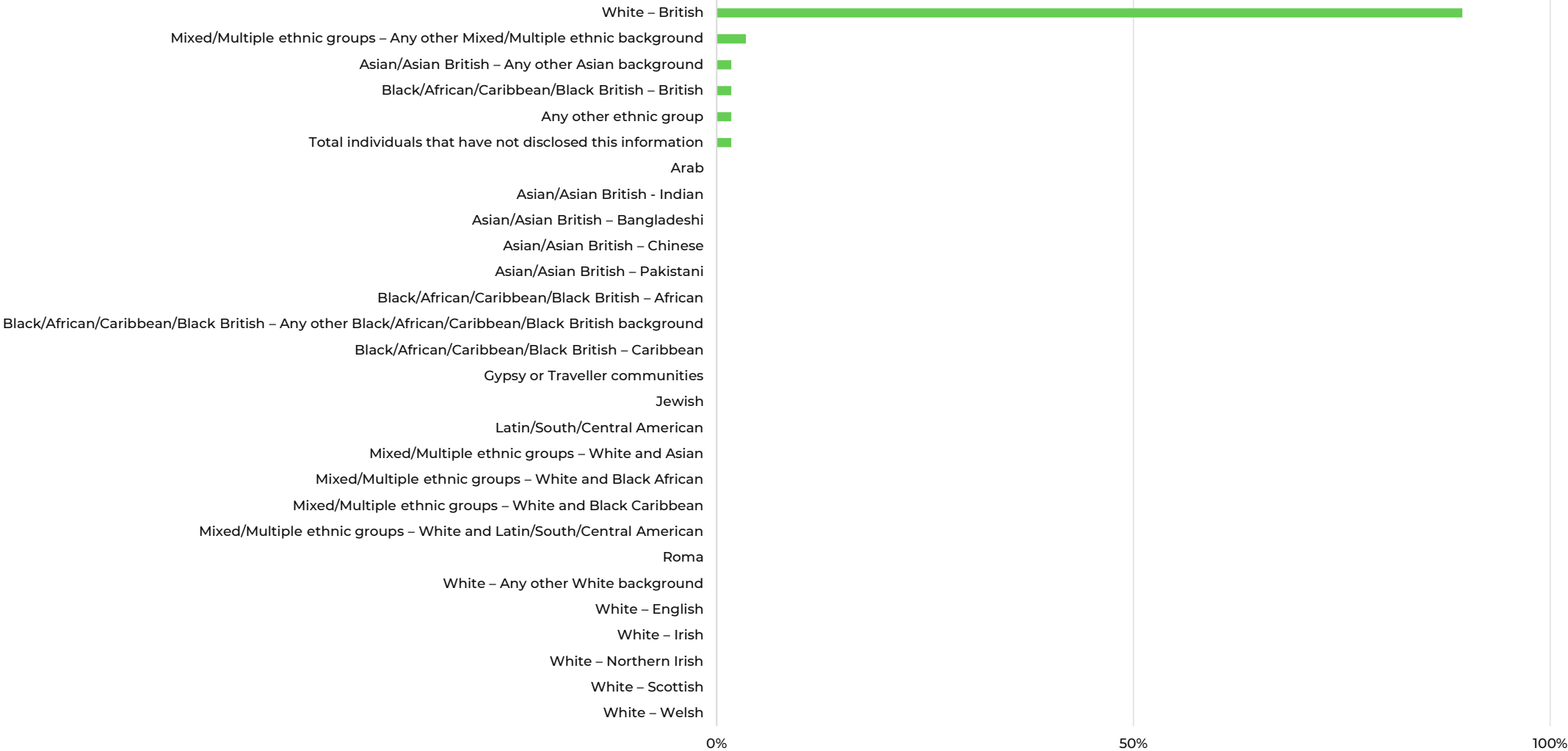
## Retention (headcount): race and ethnicity



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# DIVERSITY DATA

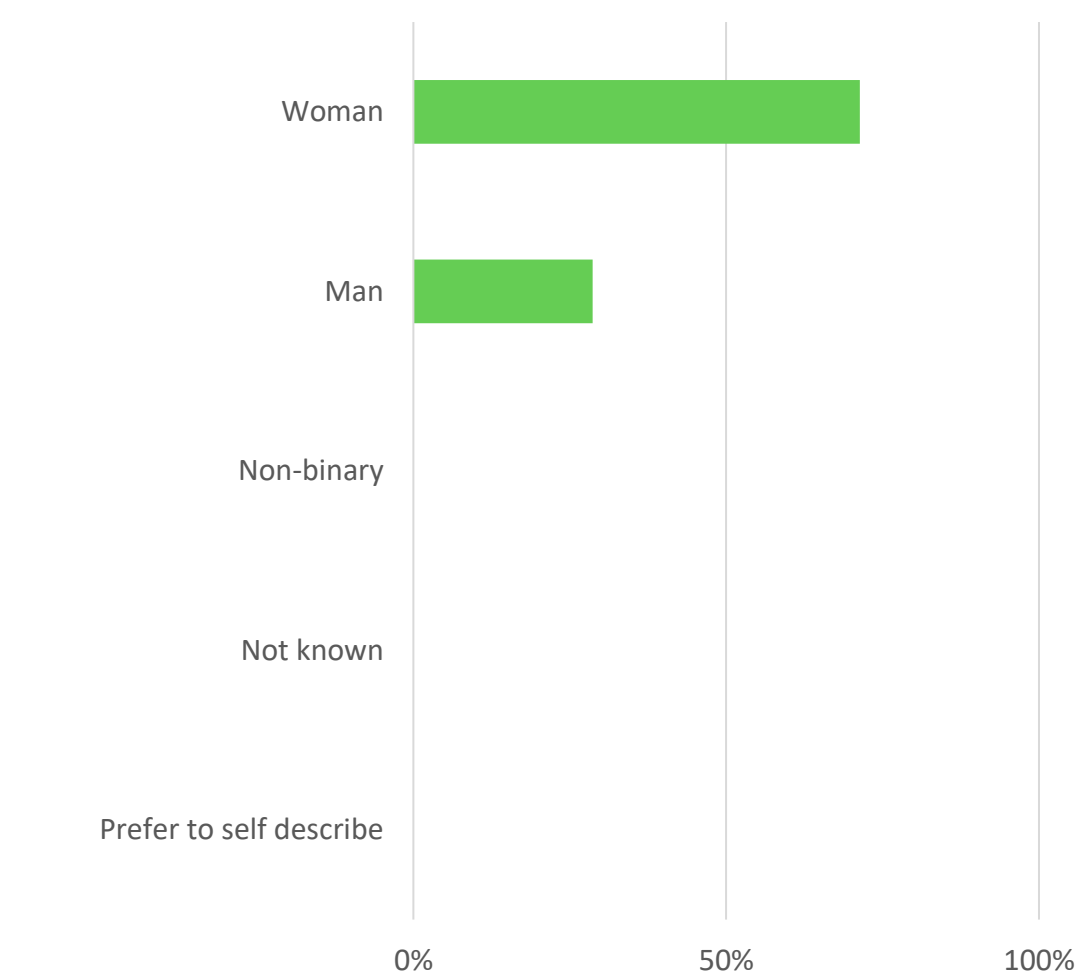
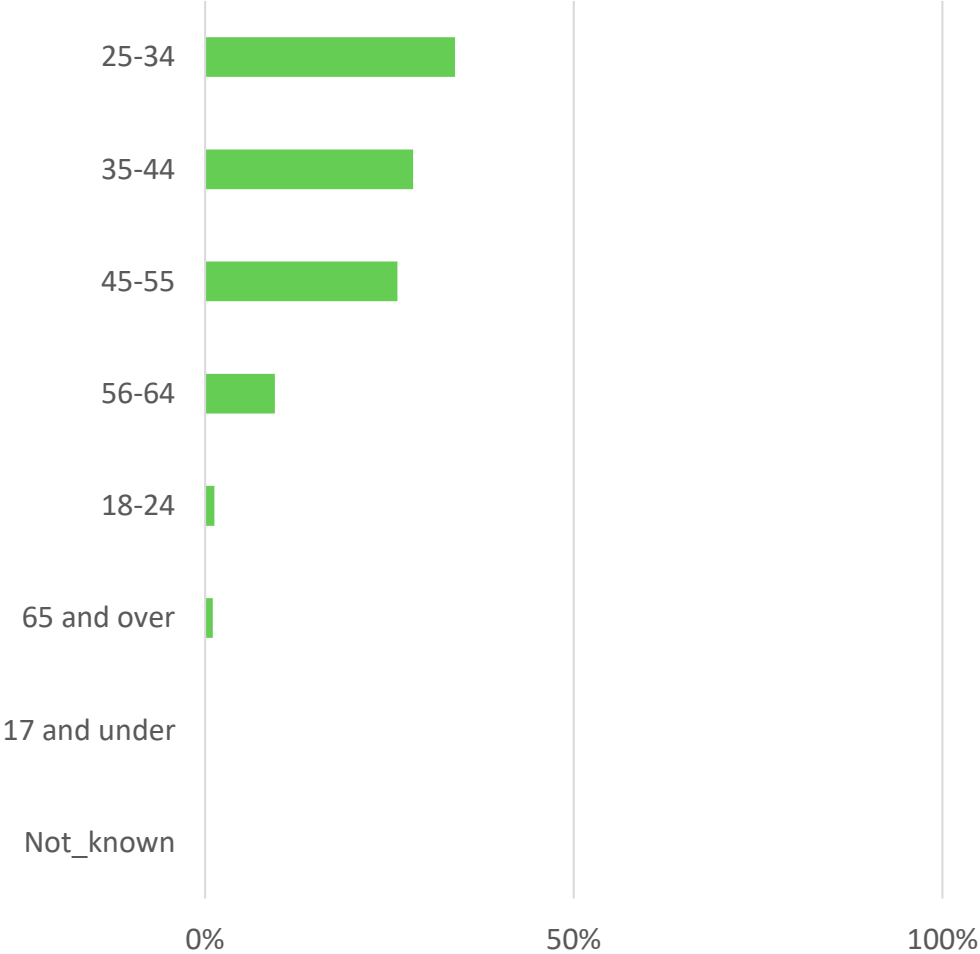
## Promotion (headcount): race and ethnicity



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DIVERSITY DATA

Overall staff (headcount): age



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Overall staff (headcount): gender identity

# Action on equality, diversity and inclusion

Organisations taking part in The RACE Report are asked to detail the action taken internally to support equality, diversity and inclusion. The list of actions covers a breadth of areas and incorporates commonly recommended actions to support progression of equality, diversity and inclusion, but is not intended to be an exhaustive list. Neither is one action intended to be prioritised over another, and actions may not be applicable to all organisations.

# Approach to equality, diversity and inclusion



Our organisation is deeply committed to fostering equity, diversity, and inclusion (DE&I) across all aspects of our work. Our approach is guided by a comprehensive DE&I Strategy that aims to transform our ways of working and create an inclusive, safe, and empowering environment for all staff. We are dedicated to developing an inclusive culture that attracts and retains diverse talent. This involves embedding DE&I activities across everything we do, ensuring they become an integral part of our internal and external work. Our strategy focuses on three principal areas: developing skills, knowledge, and capability to create an inclusive culture; diversifying our workforce, supporters, and partners; and embedding DE&I practices throughout our organisation. Through the strategies and the DE&I initiatives we deliver, we aim to create a fairer, more equitable, and inclusive organisation where everyone feels valued and can thrive.



# ACTION ON EQUALITY, DIVERSITY AND INCLUSION

| TRANSPARENCY                                                                                            | No implementation yet | In the process of implementing, with some progress made | Fully implemented and operational | Not applicable to us | Not appropriate for us | Not possible for us | Don't know |
|---------------------------------------------------------------------------------------------------------|-----------------------|---------------------------------------------------------|-----------------------------------|----------------------|------------------------|---------------------|------------|
| A published statement that shows the organisation is committed to tackling racism                       |                       |                                                         | X                                 |                      |                        |                     |            |
| Signed up to the <a href="#">Race at Work Charter</a> , or similar                                      |                       |                                                         | X                                 |                      |                        |                     |            |
| Statement on recruitment page stating the organisation is underrepresented in terms of racial diversity |                       | X                                                       |                                   |                      |                        |                     |            |
| Reporting on diversity, equality and inclusion in the last annual report                                |                       | X                                                       |                                   |                      |                        |                     |            |
| Race equity pay gap published in last 18 months                                                         |                       |                                                         | X                                 |                      |                        |                     |            |

| STRATEGY                                                                                              | No implementation yet | In the process of implementing, with some progress made | Fully implemented and operational | Not applicable to us | Not appropriate for us | Not possible for us | Don't know |
|-------------------------------------------------------------------------------------------------------|-----------------------|---------------------------------------------------------|-----------------------------------|----------------------|------------------------|---------------------|------------|
| Race equity strategy, or similar                                                                      |                       |                                                         | X                                 |                      |                        |                     |            |
| Race diversity and inclusion strategy, or similar                                                     |                       | X                                                       |                                   |                      |                        |                     |            |
| A progression plan to support people of colour across the organisation to be retained and/or promoted |                       | X                                                       |                                   |                      |                        |                     |            |
| Published target to increase racial diversity by a given amount by a stated date                      | X                     |                                                         |                                   |                      |                        |                     |            |
| Improvement in racial diversity in the performance targets for managers / directors                   |                       |                                                         |                                   |                      |                        |                     | X          |

ACTION ON E D & I

# ACTION ON EQUALITY, DIVERSITY AND INCLUSION

| MANAGEMENT                                                                                                              | No implementation yet | In the process of implementing, with some progress made | Fully implemented and operational | Not applicable to us | Not appropriate for us | Not possible for us | Don't know |
|-------------------------------------------------------------------------------------------------------------------------|-----------------------|---------------------------------------------------------|-----------------------------------|----------------------|------------------------|---------------------|------------|
| Senior leader has official responsibility for equality, diversity and inclusion                                         |                       |                                                         | X                                 |                      |                        |                     |            |
| The risk register for the organisation includes a lack of action to tackle racial injustice / increase racial diversity |                       |                                                         | X                                 |                      |                        |                     |            |
| Ringfenced budget to deliver race equity / diversity and inclusion work                                                 |                       |                                                         | X                                 |                      |                        |                     |            |
| Regular review of equality, diversity and inclusion activities to ensure they remain effective and impactful            |                       |                                                         | X                                 |                      |                        |                     |            |

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# ACTION ON EQUALITY, DIVERSITY AND INCLUSION

| HR                                                                                                                                                                                                         | No implementation yet | In the process of implementing, with some progress made | Fully implemented and operational | Not applicable to us | Not appropriate for us | Not possible for us | Don't know |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|---------------------------------------------------------|-----------------------------------|----------------------|------------------------|---------------------|------------|
| Process to measure and track staff perceptions of belonging / inclusion within the organisation                                                                                                            |                       |                                                         | X                                 |                      |                        |                     |            |
| Statements promoting race equity and inclusion within all new recruitment materials                                                                                                                        |                       |                                                         | X                                 |                      |                        |                     |            |
| Guaranteed interview scheme for people of colour that meet essential criteria for all new recruitments                                                                                                     | X                     |                                                         |                                   |                      |                        |                     |            |
| Proactive efforts to locate / promote jobs in racially diverse communities                                                                                                                                 |                       | X                                                       |                                   |                      |                        |                     |            |
| Proactive efforts to get people of colour to apply for jobs, including advertising through specialist diversity jobs boards                                                                                |                       | X                                                       |                                   |                      |                        |                     |            |
| No requirement for a degree / work experience within the sector                                                                                                                                            |                       | X                                                       |                                   |                      |                        |                     |            |
| Collation of application data on racial diversity and ongoing monitoring                                                                                                                                   |                       |                                                         | X                                 |                      |                        |                     |            |
| Interview feedback is routinely provided to unsuccessful applicants who are people of colour                                                                                                               |                       |                                                         | X                                 |                      |                        |                     |            |
| Policy to have racial diversity in all recruitment / interview panels                                                                                                                                      |                       | X                                                       |                                   |                      |                        |                     |            |
| Exit interviews are routinely completed and ask about issues relating to race equity and inclusion                                                                                                         |                       | X                                                       |                                   |                      |                        |                     |            |
| Mechanism for complaints relating to witnessing or experiencing racial discrimination or harassment                                                                                                        |                       |                                                         | X                                 |                      |                        |                     |            |
| There is a culturally competent care and support programme for individuals progressing complaints relating to racial discrimination or harassment (over and above standard employee assistance programmes) | X                     |                                                         |                                   |                      |                        |                     |            |
| Accredited for <u>Investors in Diversity</u> , or similar                                                                                                                                                  |                       |                                                         | X                                 |                      |                        |                     |            |

ACTION ON ED&I

# ACTION ON EQUALITY, DIVERSITY AND INCLUSION

| POSITIVE ACTION                                                                                                                                          | No implementation yet | In the process of implementing, with some progress made | Fully implemented and operational | Not applicable to us | Not appropriate for us | Not possible for us | Don't know |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|---------------------------------------------------------|-----------------------------------|----------------------|------------------------|---------------------|------------|
| Partnering with an organisation for people of colour to help create a talent pipeline for the organisation                                               |                       | X                                                       |                                   |                      |                        |                     |            |
| Have offered fixed-term paid placements or internships restricted to people of colour within last 12 months                                              | X                     |                                                         |                                   |                      |                        |                     |            |
| Compulsory staff training on race equality, diversity and inclusion                                                                                      |                       | X                                                       |                                   |                      |                        |                     |            |
| Cultural competence and/or unconscious bias training for staff / trustees involved in recruitment                                                        |                       | X                                                       |                                   |                      |                        |                     |            |
| Anonymised survey of people of colour in the organisation within last 12 months                                                                          |                       |                                                         | X                                 |                      |                        |                     |            |
| A safe space for staff of colour to speak about lived experiences and/or support network for employees of colour                                         |                       |                                                         | X                                 |                      |                        |                     |            |
| Inclusion of racism towards staff of colour in risk assessments                                                                                          | X                     |                                                         |                                   |                      |                        |                     |            |
| Mentoring scheme for employees of colour                                                                                                                 |                       |                                                         | X                                 |                      |                        |                     |            |
| Recent review of imagery and language used in marketing and websites / process in place to ensure it is representative of racial diversity and inclusive |                       |                                                         | X                                 |                      |                        |                     |            |
| Spokespeople / patrons include people of colour                                                                                                          |                       |                                                         | X                                 |                      |                        |                     |            |
| If a funder, have a funding requirement for grantees to tackle racial injustice / increase racial diversity                                              |                       |                                                         |                                   |                      |                        |                     | X          |
| If a funder, require all existing and/or new grantees to publish race diversity data                                                                     |                       |                                                         |                                   |                      |                        |                     | X          |

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# THE RACE REPORT

Now compare your  
data with previous  
reports to see progress

Visit [www.race-report.uk/report](http://www.race-report.uk/report) to read  
our reports and more transparency cards

