



Sowing Change

POWERED BY CARE + WWF





Alliance

Founded in **2008**, the CARE-WWF Alliance has 18 years of experience working at the intersection of development and conservation globally and in specific countries.

- **CARE** has deep experience in working with communities, supporting movements, and improving livelihoods
- **WWF** offers extensive knowledge of nature-based solutions, climate science and restoring landscapes

Our Mission:

To champion the power and resilience of women and youth, indigenous peoples, local communities, and ecosystems so current and future generations can thrive.



Indigenous peoples and local communities – especially women and youth – are uniquely positioned to be part of the nature-based solutions that restore the landscapes, support their community and build their future.

- Indigenous peoples manage over 38 million km² = 28% of the Earth's land surface
- Women are responsible for ~90% of medicinal plant knowledge and are primary seed savers and cultivators of traditional crops.
- Over 1 billion young people under 25 live in developing countries reliant on land and resources

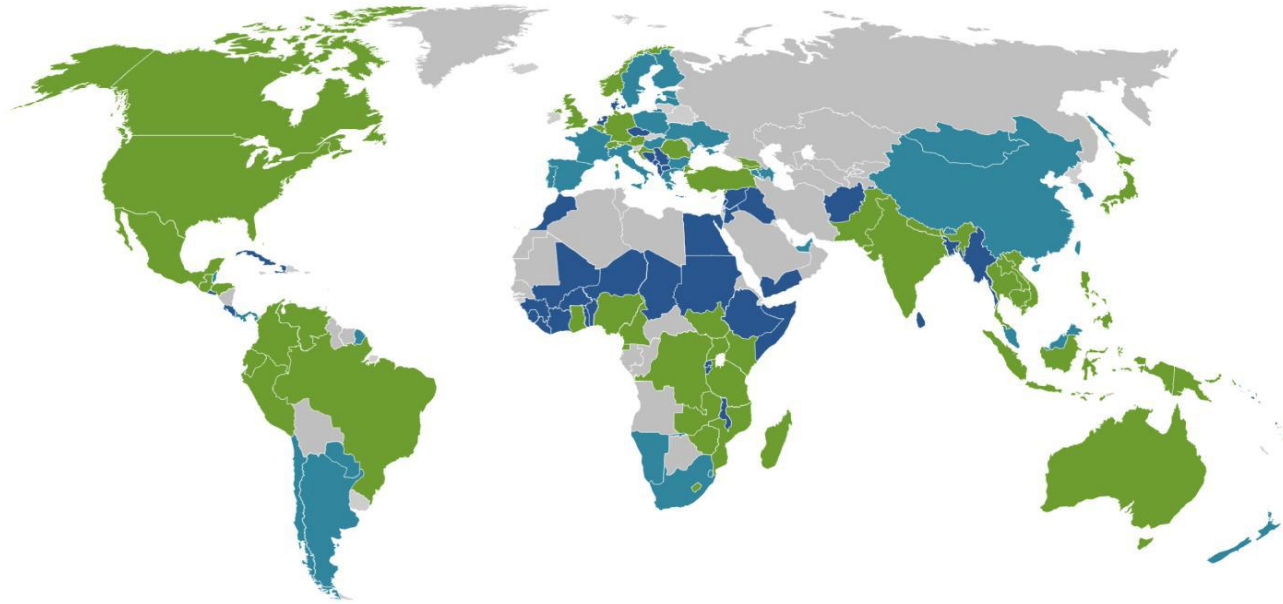




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A livelihood-to-leadership initiative in which women worldwide lead their communities in developing financially innovative and sustainable **nature-based solutions** that support **landscape restoration**, build the **green growth economy**, increase **climate change resilience**, and become part of a **global climate movement** effort.

Potential for Scale – CARE-WWF Alliance Geographies



Priority Areas

Southern Africa

- Zambia

South Western Indian Ocean

- Mozambique, Kenya, Tanzania

Eastern Pacific & Amazon

- Colombia, Peru, Ecuador

Eastern Himalayas

- Nepal

Greater Mekong

- Vietnam

SW Pacific Ocean

- Indonesia

● Countries with WWF and CARE programs ● Countries with WWF programs ● Countries with CARE programs

Sowing Change Kenya

Launched: February 2024

Maasai communities build nature-based enterprises to support rangeland restoration

Location:

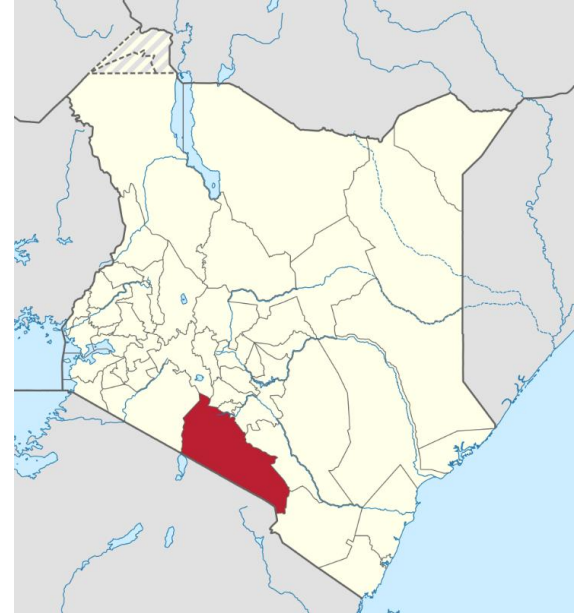
West Kilimanjaro-Amboseli sub-landscape in between Amboseli and Tsavo East National Parks

Challenges:

- Land degradation, reduced wildlife corridors and increased human-wildlife conflicts due to increased use for agricultural and cattle
- Social norms that limit women's decision-making authority and access to resources and opportunities

Program focus:

- Develop climate adapted and sustainable livelihoods through nature-based enterprises for women and youth
- Restore key degraded landscapes with equitable community participation
- Women and youth supported to lead local climate solutions



Sowing Change Colombia

Launched: February 2025

Women improve their communities and their ecosystems through sustainable food systems

Location:

Andean Region of the Nariño Department

Challenges:

- Degradation of coastal and Andean ecosystems through unsustainable production systems, including food loss and waste, food insecurity, and inequitable systems for

Program focus:

- Improve nutrition, living conditions and promotion of sustainable, equitable and resilient agricultural systems
- Support citizen mobilization campaigns focused on consumption of local products and reduction of waste



Interventions for success

Climate-adapted and sustainable livelihoods and nature-based enterprises



- Build skills in green enterprises
- Create **eco-savings groups**
- Support digital business management
- Link women to additional finance opportunities and resources

Restoration of key degraded landscapes



- Use variety of restoration approaches to restore degraded landscapes (ANR, FNR, etc.)
- Support digital approach to guide restoration, track progress and link to funders

Investment in climate leadership to reach scale



- Build climate leadership opportunities
- Build capacity of women, youth and CSOs to access climate funds and design solutions
- Link businesses and restoration efforts to existing large-scale programs like AFR100

Potential Impact

\$1.5M

Three-year investment
in one Sowing Change
country



**More than 1 million people
made more climate resilient**



**More than 40k hectares of
landscape under restoration
and sustainable
management**



**More than 1,000 financially
sustainable nature-based
businesses supported**

Thank you

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