



Working together
to protect and
restore nature
in important
sourcing regions



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WWF and JLP Norfolk Wholescape Partnership Impact Report



WORKING TOGETHER TO PROTECT AND RESTORE NATURE WHERE IT MATTERS MOST



The John Lewis Partnership (JLP) is the UK's largest employee-owned, purpose-driven business comprising two iconic brands: Waitrose and John Lewis. Since its founding, care for the natural world has been embedded in the Partnership's values, a legacy rooted in the beliefs of its founder, John Spedan Lewis, and carried forward by today's Partners.

WWF is one of the world's leading independent environmental organisations, working with communities, businesses and governments to help people and nature thrive. As the climate and nature crises accelerate, WWF works to protect and restore ecosystems, tackle climate change and support the sustainable use of natural resources.

Launched in September 2022, under the ambitious Our Plan for Nature, the John Lewis Partnership committed a £2 million investment to fund ecosystem restoration and regeneration projects. In collaboration with WWF, the initiative set out not just to reduce environmental harm, but to restore nature at scale - across key sourcing landscapes - through long-term, landscape-led action that builds climate resilience and supports local livelihoods.

In Norfolk, a key sourcing region for Waitrose, this partnership has supported WWF's [innovative Wholescape approach](#), demonstrating that regenerative agriculture, nature restoration and climate change solutions can work together, even in one of the UK's most intensively farmed landscapes.

In Norfolk, land, rivers and coast are closely connected, and like many places across the UK, they are under growing pressure. Climate change is driving drought, flooding and coastal erosion, while nature continues to decline.

This partnership set out to show something different: that by working together, we can restore nature, support farming and build resilience for the future.

Food production is one of the largest contributors to climate change after fossil fuels, responsible for around 30% of global emissions, and is also the leading driver of biodiversity loss. Across the UK, climate change is accelerating, and communities are already feeling the impacts. These challenges are connected, and they cannot be solved in isolation.

Together, WWF and the John Lewis Partnership have connected land, rivers, coasts, seas through Wholescape, a joined-up, science-led approach that delivers action for:

- **Climate** - increasing carbon stored in land, building resilience and supporting adaptation
- **Nature** - halting and reversing biodiversity loss across land, rivers and seas
- **People** - supporting sustainable food production, livelihoods and connections to nature

At its heart, the partnership was built on a simple idea: that lasting change happens when we work together at landscape scale, not in isolated projects.

PARTNERSHIP IMPACT AT A GLANCE

Since 2022, the partnership's support has significantly contributed to the delivery of the following as part of a wider regional investment:

- **10 whole-farm** sustainability plans developed across **6,000 hectares** of farmland in one of the UK's most intensely farmed regions.
- A large-scale chalk river and coastal corridor restoration plan which will create **5000** connected hectares of new wildlife habitat in collaboration with **over 60** landowners and farmers.
- **600+** farmers covering **300,000 hectares** have come together as part of the **Cluster Landscape Connect** (CLC) to restore nature alongside food production.
- **16** ponds restored and **6,000** wetland plants planted, boosting biodiversity and water quality.
- **Five** community led local nature recovery projects funded, strengthening access to nature through inclusive and multilingual initiatives.

Today, the Wholescape approach is driving change across the UK demonstrating how to restore biodiversity, build climate resilience and support communities and livelihoods. WWF-UK has Wholescape pilots in three nations – England, Scotland and Wales.

Norfolk is a place where these connections are especially visible, a landscape shaped by farming, defined by its rivers, and bordered by a coastline rich in wildlife, it's a vital food sourcing landscape for Waitrose. It is also on the frontline of climate change, facing increasing risks from drought, flooding, coastal erosion and sea-level rise.

Through the partnership, JLP support enabled WWF to work with trusted local partners, including Norfolk Rivers Trust, Norfolk County Council, Norfolk Farming and Wildlife Advisory Group and local farm clusters, to show that nature recovery, food production and climate resilience can be delivered together.

LAND MANAGEMENT CHANGE

By working directly with farmers and landowners across North Norfolk, and as part of wider funding in the region, the partnership has supported:

- The development **10 whole-farm sustainability plans** covering **6,000 hectares**
- Re-meandering **1.3km of river**
- The planting of **6,000 wetland and margin plants**
- Early stage **development of a beaver strategy** for Norfolk

LAND USE CHANGE AT SCALE

WWF supported **Wilder, Wetter, Better for Nature**, a Landscape Recovery Scheme application to Defra led by Norfolk County Council, Norfolk Rivers Trust and Holkham Estate, delivering:

- A green finance plan
- Habitat baselining
- Governance structures for 67 landowners

This work will enable the creation of 5,000 hectares of connected riverine and coastal habitat across North Norfolk, improving biodiversity, water quality and resilience to climate change.

RESTORING BIODIVERSITY AND NATURAL WATER SYSTEMS

Together, WWF and the John Lewis Partnership are restoring biodiversity one pond at a time. Across North Norfolk, 16 ponds have been brought back to life, creating stepping stones for wildlife across a fragmented landscape and reducing flood risk for local communities. Delivered in partnership with the Norfolk Rivers Trust and the Norfolk Ponds Project, this work is bringing farmed landscapes back to life.

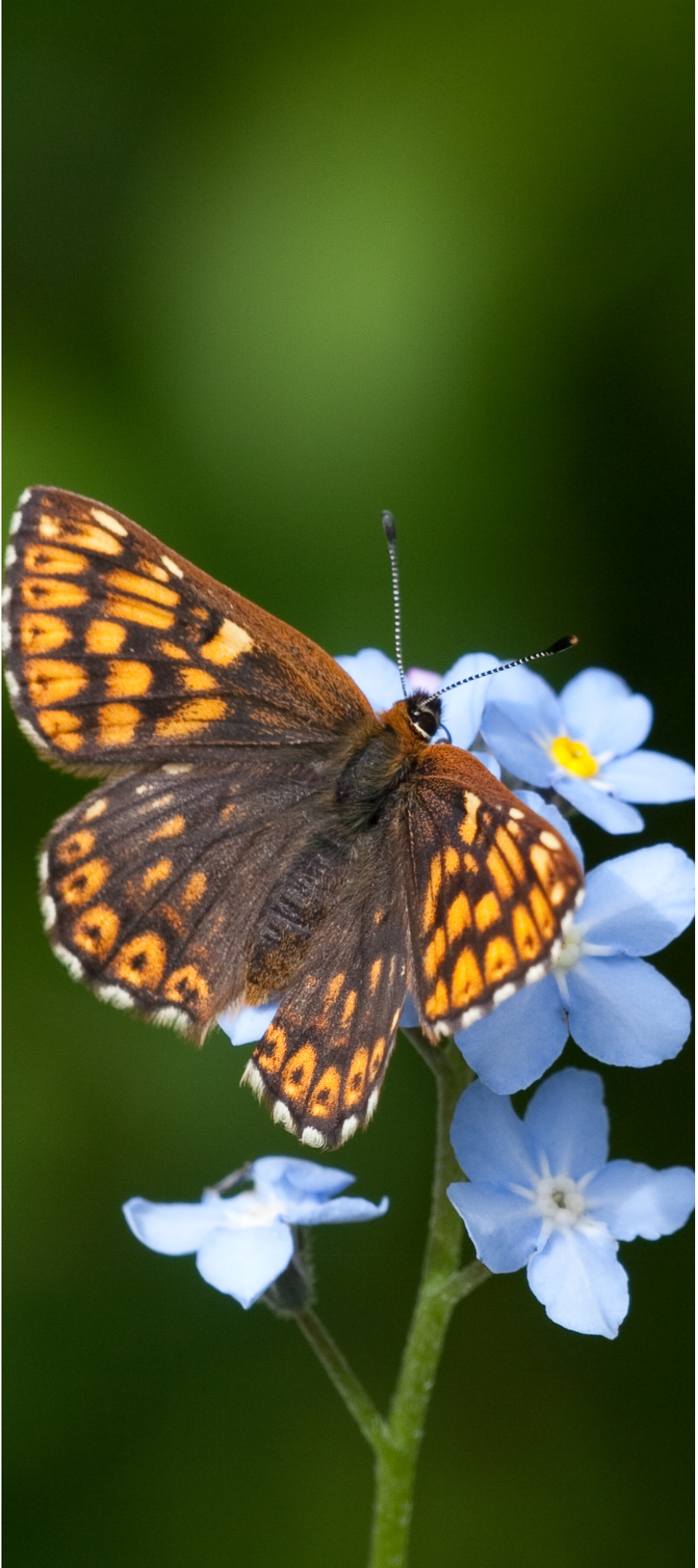
COASTAL RESTORATION & CLIMATE

At Blakeney Harbour, the partnership is helping shape a joined-up approach to coastal restoration, connecting land, rivers and sea to support nature, climate resilience and local communities.

Through this work, WWF has:

- Supported feasibility studies, climate modelling and species and habitat surveying and analysis to inform future action
- Worked with partners and the local community to identify opportunities for habitat restoration and improved coastal management
- Explored how upstream actions can improve water quality and resilience at the coast

The project is moving into the delivery phase, including citizen science water quality monitoring, pilot restoration trials, and undertaking longer-term research and monitoring through a university partnership.



CLOSING THE ENVIRONMENTAL SKILLS GAP

Delivering nature recovery at scale requires people with the right knowledge and skills. Supported by the partnership, Norfolk Farming and Wildlife Advisory Group led a major environmental skills gap analysis across Norfolk’s land and coastal sectors. Developed in response to the UK Government’s 25 Year Environment Plan, the study identified practical recommendations to strengthen environmental knowledge, training and capacity across the region. The work also directly led to the creation of [Cluster Landscape Connect \(CLC\)](#).

FARM COLLABORATION AT COUNTY SCALE

[Cluster Landscape Connect \(CLC\)](#) supports 26 farm clusters and Landscape Recovery projects across Norfolk and Suffolk, bringing together more than 600 farmers and covering 300,000 hectares of land. This county-wide network represents a major step forward in collaborative, farmer-led nature recovery, coordinating skills development, supporting facilitation and strengthening collaboration between farmers, businesses, NGOs and government.

CONNECTING COMMUNITIES TO NATURE

Nature recovery must work with and for communities. Aligned with the Norfolk Local Nature Recovery Strategy, the partnership supported five community groups to deliver their own nature recovery projects, with a particular focus on underserved communities and improving access to nature in their local area.

CASE STUDY | CLUSTER LANDSCAPE CONNECT (CLC)

COLLABORATION AT SCALE

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Developed through the partnership, CLC acts as a connector, linking farm clusters, Landscape Recovery projects and delivery partners to coordinate action at scale. It creates stronger connections across land, between people and throughout the food system, helping align efforts for climate, nature and people.

Through facilitation, skills development and peer learning, the initiative is strengthening farmers' ability to restore ecosystems, improve water quality and build resilience, while recognising the different contexts and realities of individual farm businesses.

The long-term aim is to demonstrate how collaboration at scale can support sustainable food production, strengthen rural communities and deliver positive outcomes for climate, nature and people.

“The Wholescape approach offers farmers something beyond individual farm level and supply chain initiatives that is crucial for a fair transition. It focuses on what the landscape needs, connecting habitats, restoring ecosystem services and recovering rivers and wetlands. This supports farmers by ensuring the landscape is more resilient to periods of drought and flood, by supporting pollinators and other wildlife vital to crop and soil health to move between farms and enabling us to design interventions which are mutually beneficial – whilst sharing costs, equipment, advice and even livestock. Collaboration is vital across a landscape if we are all to succeed.”

Sarah Juggins, Cluster Landscape Connect

“I really enjoyed working and meeting very friendly people through this project, and I’ve noticed that nature connects people because when I talk about this project and nature, I always feel very easy to talk with, even strangers. Nature has a magical power with the people, I am very thankful to all the people who organised this project and have given me this opportunity.”

Attributed to: ‘Norfolk County Council Creative Naturescapes Evaluation Report’ – Shephard & Moyes

CASE STUDY | NORWICH CATHEDRAL SENSORY NATURE TRAIL

COMMUNITY SPOTLIGHT

One highlighted project was delivered by English+, a Norwich-based charity supporting refugees, asylum seekers and local residents to learn English and build friendships.

Together, participants created a self-guided sensory nature trail within the grounds of Norwich Cathedral, translated into four languages and designed to help visitors pause, reflect and connect with nature and place.

The trail invited visitors to explore the Cathedral grounds through sound, texture and observation, encouraging a deeper connection with the natural environment at their own pace.

It proved so popular locally, with over 3,000 people using the guides to date, that they had to run a reprint, ensuring the self-guided nature trails are available longer term.



REACHING PEOPLE THROUGH THE POWER OF OUR BRANDS

Alongside restoring landscapes, the partnership used the power of its brands to inspire action and reach new audiences.

ENGAGEMENT HIGHLIGHTS

- **£146,000**
raised through product sales
- **1 million people reached**
across social, press and email, including engagement with global campaigns such as Earth Hour
- **A Golden Jubilee Trust secondment**
placing a JLP Partner within WWF to support its retail strategy
- **55,000 listeners reached**
WWF's Call of the Wild podcast featuring actor Asa Butterfield and the JLP Chairman Jason Tarry



LEGACY

The WWF and John Lewis Partnership collaboration has helped establish a lasting model for balancing nature recovery, climate solutions and supporting communities in the UK, showing that a different, more resilient future is possible.

Rooted in shared values and strengthened by complementary expertise, the partnership has delivered lasting impact for nature, climate and people, connecting action across land, rivers and sea to restore ecosystems and build resilience in the face of climate change.

A key legacy has been the establishment of the Wholescape pilot programme in Norfolk, where the partnership has piloted an approach to managing landscapes and seascapes in ways that can work for climate, nature and people, offering a model for change that can be scaled, shared and built on. It demonstrates how joined-up decision-making can support food production, restore ecosystems and strengthen community resilience at the same time.

LOOKING AHEAD, WWF IS BUILDING ON THIS FOUNDATION TO:

- **Align the Wholescape approach** with global frameworks, including Science Based Targets for Nature and Taskforce on Nature-related Financial Disclosures, to support credible financing and reporting for long-term landscape restoration.
- **Strengthen monitoring**, reporting and verification
- **Scale impact** nationally and internationally

Together, we've shown that balancing the needs of climate, nature and people at scale can create a more resilient future where people and nature thrive together.

OUR CONTINUED PARTNERSHIP

Building on our established foundation of landscape-led action, the relationship between the John Lewis Partnership and WWF has evolved from the pioneering Wholescape approach in Norfolk, to an ambitious global initiative focused on supply chain transformation.

Since 2022, our collaboration has successfully demonstrated how a science-led, joined-up approach can restore biodiversity, build climate resilience and support livelihoods within important sourcing regions.

The partnership is now extending into a new phase centered on responsible timber sourcing and sustainable forest management within Vietnam's Central Annamites. We will continue to leverage our combined expertise to drive system-wide change across key sourcing landscapes whilst supporting the forests, communities and wildlife that depend on them and reinforcing JLP's commitment to zero deforestation by 2030.





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PARTNERSHIP

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