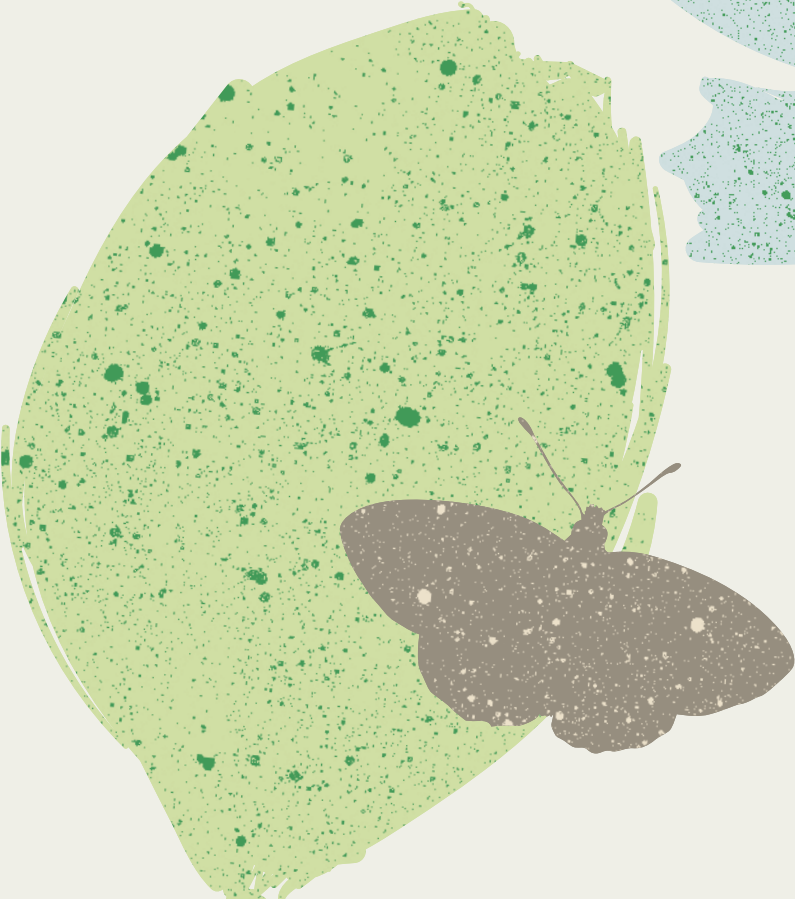
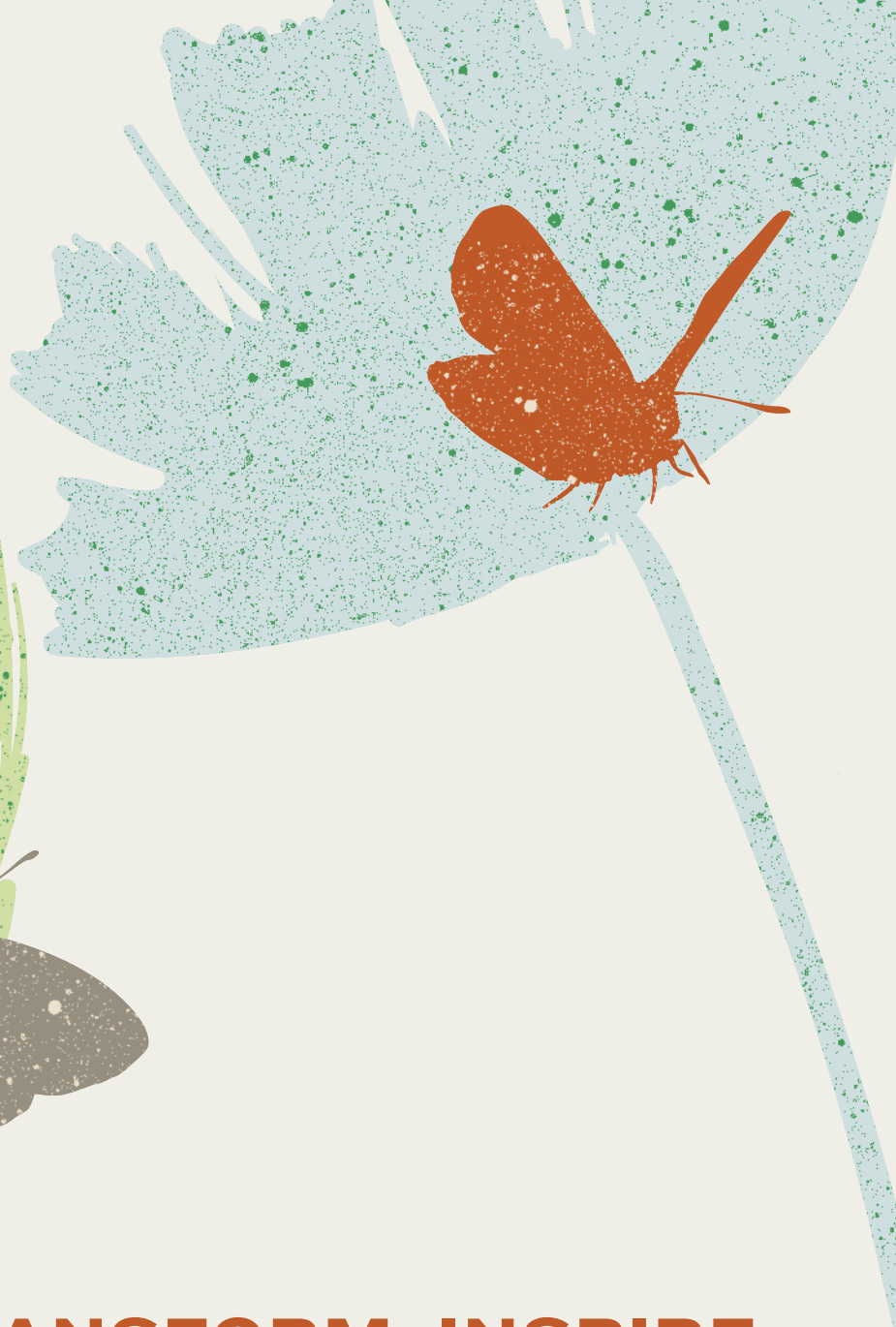


**Butterfly
Conservation**

Saving butterflies, moths and our environment



RECOVER. TRANSFORM. INSPIRE.

SAVING BUTTERFLIES AND MOTHS

OUR 2021-2026

STRATEGY

OUR VISION

A world where butterflies and moths thrive and can be enjoyed by everyone, forever.

OUR PURPOSE

Butterfly Conservation conserves and recovers butterflies and moths and champions them for the benefit of nature and people.

OUR VALUES

Our values underpin our culture, the way we do things and what we believe in:

Deliver Excellence **Passionate**

We use our wealth of scientific evidence and practical experience to deliver positive change for butterflies, moths and nature. We are the experts you can trust to give you the information you need.

Nature is at the heart of all we do. We are dedicated to delivering positive change to conserve butterflies, moths and our environment. We are relentless in the pursuit of our vision, seeking new ways to make a difference.

Inspiring

We take action and speak up for what we believe in; we enable people to understand, enjoy and care for butterflies and moths.

Collaborative

We will achieve our vision by building networks, communities and partnerships, to deliver success for nature. Our culture champions and promotes inclusion, equality and diversity.

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CHRIS PACKHAM

VICE PRESIDENT, BUTTERFLY CONSERVATION




“Right now, we are facing a man-made disaster of global scale. The twin challenges of climate change and biodiversity loss are pushing much of the natural world to the brink – including many of our most treasured species. In the UK, the majority of our butterfly and moth species are in worrying decline. These beautiful and fascinating creatures are not just important in their own right, but are also indicators of a healthy environment for all wildlife.

Over the next five years, Butterfly Conservation is committed to delivering the biggest possible impact for nature, playing a leading role within the conservation sector. As their Vice President, I am proud to support their bold and ambitious new strategy, taking positive action to reverse declines and restore nature across the UK for the benefit of all.”

CHALLENGING TIMES CALL FOR BOLD AMBITIONS

The last year has been one of the most challenging of our lifetimes. We have faced a divisive political crisis in Brexit, and a global coronavirus pandemic which has threatened the health, wellbeing and prosperity of billions. And alongside both, we have continued to confront two existential threats to the natural world: climate change and biodiversity loss.



KAREN GOLDIE-MORRISON
CHAIR
BUTTERFLY CONSERVATION

It would be easy to be downhearted. But despite the times, Butterfly Conservation is facing the future with great focus and positivity. We have spent the past 14 months reviewing our position in the conservation sector, and how we can best save nature and preserve it for generations to come. We have talked closely with our communities and partners, and we have drawn up a new strategy – the most ambitious in our 53-year history.

Our new five-year plan, Saving Butterflies and Moths, is an essential step towards our vision of a world where butterflies and moths thrive and can be enjoyed by everyone, forever.

We face a fight for our natural world on an unprecedented scale, so our approach is necessarily brave and bold. We know that we are rapidly running out of options to halt biodiversity loss and to solve the climate crisis – we need to take action, now.

So with this pioneering new strategy, Butterfly Conservation has chosen to be a leader in our sector and to make a transformative difference for nature.

As Chair of Butterfly Conservation, I am hugely proud and excited to be involved in this innovative step forward. I am confident that the charity will rise to the many challenges we will meet in the next five years, because I know the deep passion and commitment of our people. Our Trustees, volunteers, supporters and staff are an incredible asset.

Our work is only possible thanks to the many loyal and generous supporters of Butterfly Conservation. To the individuals, families, charities, volunteers, companies and legacy-givers from across the UK who are our benefactors – thank you. Your gifts sustain, strengthen and encourage us, and ensure that we start each new day with hope in our hearts.

With your support and this bold new strategy, we are confident of making a profound difference for butterflies, moths and the natural world we all love.

DELIVERING A STEP CHANGE IN UK NATURE CONSERVATION

The next five years will be crucial in the fight for our natural world. Now is our chance to turn the tide on the defining challenges of our age: biodiversity loss and the climate crisis. And at Butterfly Conservation, we are determined to play a leading role in this transformation.



JULIE WILLIAMS
CHIEF EXECUTIVE
BUTTERFLY CONSERVATION

Our new Plan to 2026 is designed to help deliver a step-change in nature conservation in the UK. To do that we need to build on our successes, focus our resources and deliver even greater impact. We must build stronger collaborations, be part of nature's recovery at a larger scale, and broaden our reach so that everyone can enjoy the wonders of butterflies and moths.

This Plan has been written to drive our work and activities. It will guide what we do over the next five years, how we raise and spend our funds, and how we talk about what we do. It will focus investment in our science and conservation work, and influence our partnerships and ways of working.

At the heart of this Plan are three Strategic Goals. We are pledging to halve the number of threatened butterfly and moth species in the UK, double our impact on landscape restoration, and galvanise thousands of people to create new wild spaces for nature.

These are ambitious targets – but the scale of the challenge demands ambition. We need to take urgent action, not just to prevent further species losses but to rebuild biodiversity. Butterflies and moths are not just an indicator of the state of the environment, but a demonstration of what nature recovery can look like.

Our many successes in restoring habitats for individual species prove that, with the right approach, nature can and will bounce back.

Climate change is already bringing new species to our shores, changing the distribution of butterflies and moths and altering the habitats they depend on. We need to ensure that nature-based solutions to the climate crisis also provide maximum benefits for biodiversity. We will use our research and practice to deliver effective adaptation and mitigation techniques, improving our ability to prepare for change and making our environment more resilient.

This Plan is not just about targets and tactics – it is also about the way we work as a charity. To make progress we need to be coordinated, systematic, risk-taking and efficient. We need to bring the same focus and rigour to our business operations as we do to our science and conservation work. Above all we need to work together, relentlessly, until we have better, smarter answers.

We choose a positive future, where land use is more sustainable, where threatened species are recovering, where butterflies and moths thrive alongside people. This Plan provides a pathway to that future. Let's work together to achieve it.



High Brown Fritillary

Butterflies
**76%
decline
since 1976**

Our research, in collaboration with partners shows 76% of butterflies have declined in abundance or distribution since 1976. Larger moths have declined by 33% since 1968.



IT DOESN'T HAVE TO BE THIS WAY

The facts are clear: nature is in crisis. The natural world is under more pressure than ever from the twin challenges of an unfolding climate emergency and a global crash in biodiversity. Despite some great conservation successes – particularly in saving individual threatened species – all the indicators show that biodiversity continues to decline worldwide at an alarming rate.

The declines in butterflies and moths are sadly echoed across a whole range of wildlife: the 2019 State of Nature report found that 41% of all UK species have declined since 1970. We face a future where populations of threatened species become ever more isolated, and the abundance of nature is lost from our wider countryside, from our towns and cities. We have come to accept that encounters with butterflies, moths and other wildlife are unusual, delightful but infrequent.

It doesn't have to be this way.

There is a growing consensus that the biodiversity crisis and the climate emergency cannot be solved separately. Conserving and restoring biodiversity is critical to addressing climate change, and rapid changes in climate are one of the key drivers putting ecosystems under pressure. As a society, we face choices about how we rise to meet these challenges. We need to make sharp reductions in our greenhouse gas emissions, and rethink the way we use land, and produce and consume food, fuel and other essentials. We can choose a world where we manage land more sustainably, and where we live, work and travel in ways that put less pressure on natural resources.

As the UK strives to achieve net-zero emissions, nature-based solutions – such as protecting and restoring forests, grasslands and wetlands – can make a crucial contribution, while also rebuilding the interconnected habitats that butterflies, moths and other wildlife need to thrive.

We have a precious chance to recover nature across whole landscapes, coordinating conservation action, reversing species losses and restoring the natural processes we all depend upon.

Finally, we will inspire more people to be champions for nature – both for the transformative actions they can take, and for the power their support gives to our cause. Restoring and creating space for nature in cities will make them better places to live, improving their residents' wellbeing and mitigating the impacts of our changing climate.

Nature may be in crisis, but the next five years is our chance to turn that crisis into opportunity. By taking bold, imaginative steps to conserve butterflies and moths, we can also help to restore biodiversity, mitigate the climate crisis, and start to rebuild the vital kinship between people and the natural world.

OUR STRATEGY

The interaction between the Strategic Goals, the supporting Initiatives and Enablers is set out here:

VISION

A world where butterflies and moths thrive and can be enjoyed by everyone, everywhere

GOALS

One

Halve the number of the

UK'S
threatened
species of
butterflies
& **moths**

Two

Improve the condition of

100
of the most
important
landscapes for
butterflies
& **moths**

Three

Transform
100,000
wild spaces
in the UK
for people
butterflies
& **moths**

INITIATIVES

recover butterflies & moths **connect people** to nature **unite** for wildlife **tackle threats** to species **manage land** sustainably

ENABLERS

inspiring communications **sustainable** funding **lean & scalable** organisation **high performing staff** & volunteer team

VALUES

deliver excellence **passionate** **inspiring** **collaborative**



OUR GOALS

Our vision as a charity is a world where butterflies and moths thrive and can be enjoyed by everyone, forever. If we want to make significant steps towards this vision, we need to deliver a step change in UK nature conservation. Our five-year Goals are therefore unashamedly ambitious:

One

Halve the number of the

UK'S
threatened
species of
butterflies
& moths

Two

Improve the condition of

100
of the most
important
landscapes for
butterflies
& moths

Three

Transform
100,000
wild spaces
in the UK
for people
butterflies
& moths

We will deliver these Strategic Goals through a programme of Initiatives which will bring focus and co-ordination to often complex conservation efforts, and inspire many more people to get involved. These Initiatives are also intended to address the key areas of concern within the conservation sector as a whole.

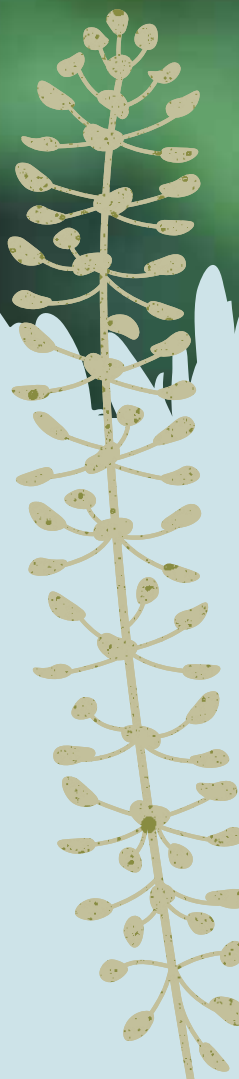


Lappet Moth

The Lappet Moth

**98%
decline
in abundance**

The Lappet moth, whose caterpillars feed on varieties of thorn and apple bushes, has declined by a staggering 98% in abundance and 61% in distribution



INITIATIVE ONE RECOVER BUTTERFLIES AND MOTHS

As a charity, our first priority is to reverse the population declines of butterflies and moths and provide opportunities for them to recover right across the UK. Over the next five years:

68%
of butterflies
which rely on
a specific
habitat
need conservation
help

- We will refocus our science programme to increase understanding of why species are declining and how to recover populations.
- We will establish a new Threatened Species Programme. This will target conservation action for 65 species at serious risk.
- We will expand our monitoring programme to demonstrate how well species are recovering. This will improve the monitoring of threatened butterflies and moths and gather more data at a country level.

Our aims for 2026

- Increase our investment in species recovery actions by 65%
- Increase the number of species with accurate trends in population/distribution from 60 to 100.

Marsh Fritillary is a habitat specialist requiring conservation action across the UK



Marsh Fritillary



INITIATIVE TWO CONNECT NATURE TO PEOPLE

Inspiring and enabling more people to enjoy the natural world is at the heart of our work. Over the next five years we will encourage more people, from more varied backgrounds, to take action for butterflies and moths.

73%
of people
find that
connecting
with nature
provides a boost to
their mental
health

- We will increase participation in the Big Butterfly Count and Garden Butterfly Scheme and provide opportunities for local action through transforming Wild Spaces.
- We will improve access to learning and training programmes to increase the number of skilled volunteers.
- We will collaborate with health partners on projects to improve mental health by engaging people in creating Wild Spaces.
- We will create learning experiences for younger audiences, from children to young adults, by expanding our Munching Caterpillar scheme and providing training for the next generation of conservationists.

Our aims for 2026

- 50% of our engaged audiences are taking part in two or more activities run by the Charity.
- Monitor the diversity of our audiences across a range of measures, and improve this every year to 2026.



INITIATIVE THREE UNITE FOR WILDLIFE

The challenges of the ecological and climate crisis are often complex, and require a joined-up approach to succeed. So we must lead and collaborate with networks of supporters, volunteers and partners to meet our Goals.

200
priority
landscapes
that require action
to support
threatened
species

- We will engage with more corporate partners committed to managing their land better for butterflies and moths across the UK.
- We will develop bigger, innovative partnerships with local authorities, charities, corporate partners and communities across the UK to deliver Wild Spaces.
- We will look internationally to collaborate with partners to create a Global Butterfly Index to drive action and advocacy in meeting the biodiversity crisis at a global scale.
- We will work with others to engage communities in taking positive action for nature.

Our aims for 2026

- Establish measures for stakeholder engagement across all key groups and set targets by March 2022.
- Establish 100 engaged networks across the UK to actively meet the climate and biodiversity challenges.



Six-spot Burnet Moth

INITIATIVE FOUR TACKLE THREATS TO NATURE

Our approach to conservation is grounded in robust research into the key drivers of change affecting butterflies and moths. Over the next five years we need to increase investment in research and grow our evidence base even further.

artificial light

**can inhibit feeding
reduce mating
and decrease
caterpillar
growth
in some moths**

- We will produce a suite of habitat-quality indicators. These will help us to understand the impact of different drivers including policy changes and whether conservation action is working.
- We will seek out and encourage more research collaboration across the sector. We will make our biological data accessible online to encourage a joined-up approach to tackling the drivers of change.
- We will use our data and research to advocate for change in key policy areas affecting butterfly and moth declines across the UK, including tackling some of the impacts that are outside our direct control.

Our aims for 2026

- Increase our investment in research by 80% to establish five habitat quality indicators.
- Develop and launch campaigns across the five drivers of change and increase awareness among key stakeholders.

Feeding by the Common Marbled Carpet Moth is affected by artificial light



INITIATIVE FIVE MANAGE LAND SUSTAINABLY

The wellbeing of butterflies, moths and other wildlife is intrinsically linked to the way the land they live on is managed. Our research and experience enable us to influence and deliver exemplary land management in the countryside, towns and cities.

- We will create a land management advisory hub to maintain and share advice to ensure that land is managed more effectively for butterflies and moths.
- We will enable our land management to keep pace with a changing climate by developing new ways to recover butterflies and moths.
- We will deliver and demonstrate best practice land management for butterflies and moths across landscapes, Wild Spaces and beyond.

Our aims for 2026

- Influence the management of 10,000 hectares of land through the land management hub.
- Ensure 75% of land we give advice on is in favourable condition for butterflies and moths.

13%
of moths
**that breed on
moorland
have decreased
significantly
in distribution**
in the last
50
years





Clouded Buff

ENABLERS CREATING A PLATFORM FOR SUCCESS

We need to continue to invest in and develop our people, our communications and our day-to-day ways of working in order to succeed as a charity. We will meet our five-year Goals by working efficiently and imaginatively.

INSPIRING COMMUNICATIONS

We will use a full range of tools and techniques to support fundraising, raise awareness and communicate our mission and brand to our stakeholders, including our members, supporters and donors. We will develop a Marketing and Communications Strategy to attract, engage, convert and retain new audiences so we can achieve our Strategic Goals.

LEAN AND SCALABLE

We will use the same "lean" principles as the corporate world. We will drive value by minimising wasteful processes, improving essential operations and outsourcing where appropriate. We will work collaboratively across functions in order to solve problems and get the outcomes we need more efficiently.

HIGH PERFORMING STAFF AND VOLUNTEER TEAM

We will invest in our staff and volunteers: to reward and recognise them, and create and nurture a culture of autonomy, curiosity, collaboration and excellence.

SUSTAINABLE FUNDING

To deliver our ambitious strategy will require a significant investment. We will implement a sustainable and scalable fundraising plan that doubles our income to £8million by 2026, diversifying our income streams and offering flexible ways for people to support us.





WORKING TOGETHER FOR NATURE

This strategy is for everyone to share, discuss, shape and implement – we need our community to be part of our work and share our achievements.

We are acutely aware of how complex and challenging the three Goals are, but we will work ceaselessly to achieve them. This is both a privilege and a considerable responsibility, which we seek to share with all who understand the need for change – our partners, donors and members.

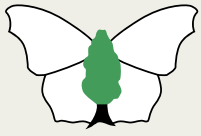
We cannot do this alone. Please join us and help us make a world where butterflies and moths thrive and can be enjoyed by everyone, forever.

There is more information on the many ways you can get involved on our website at butterfly-conservation.org.

Thank you

This strategy has been developed with the support of our Trustees, staff, volunteers, members, donors and partners. Each gave their time, experience, advice and expertise to contribute to our three strategic goals. We are truly grateful.





**Butterfly
Conservation**

Saving butterflies, moths and our environment

ABOUT US

Butterfly Conservation is the UK charity dedicated to saving butterflies, moths and our natural environment. Founded in 1968, we are a leading authority on the conservation of these beautiful creatures – key indicators of a healthy ecosystem – and we have achieved numerous successes for them locally and nationally.

Our work is based on deep insight drawn from over 40 million monitoring records gathered over the past 50 years. We employ world-class conservation scientists, making us the world's largest research institute for butterflies and moths. Our data is used by government and policymakers to make a long-term difference for the environment.

We are actively involved in hands-on conservation throughout the UK, at every level from individual households to landscape-scale habitats. We operate over 30 nature reserves in England, Scotland and Wales, as well as 32 volunteer-run local branches making a huge difference in their communities.

We run projects to protect more than 50 threatened species, and we are involved in conserving hundreds of other sites and reserves across the UK.

We are proud to be supported by more than 40,000 members who share our passion for butterflies and moths. Every year we run one of the biggest citizen science projects in the world, the Big Butterfly Count, to engage more and more people with the natural world.

We work tirelessly to make a difference for butterflies, moths and our environment – and to benefit all wildlife and the ecosystems upon which life depends.

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