

# All Populations Matter

Achieving a world where our human population lives fairly and sustainably with nature and each other



## STRATEGIC PLAN 2025-2030

Photo: The community of Sapao in the Philippines relies on fishing for survival. Population Matters' Empower to Plan initiative partnered with the PATH Foundation Philippines, where women and community members in Sapao enhanced their leadership skills to strengthen awareness of the linkages between gender equality, health and environmental rights.

## Foreword by Sara Parkin, Chair, Population Matters



Photo courtesy of our Empower to Plan partner, Women for Conservation, Colombia

**It is with pride** and pleasure that I commend to you this 2025-30 five-year strategy for Population Matters.



I offer congratulations to our CEO, Amy Jankiewicz, as well as to our staff, Trustees and 'external friends' for the great process that brought it all together.

As with any good strategy, it gives us all a shared purpose and direction of travel.

This means we can be bold, experimental and interconnected as we go forward, confident that we are more likely to increase our impact than get lost –and be unafraid of learning how to do better and better.

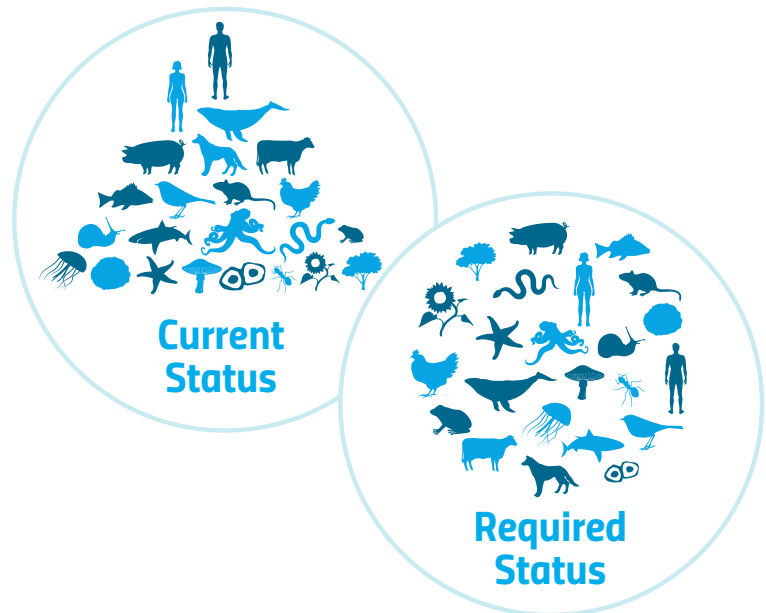
**Sara Parkin OBE**  
Chair of the Board, Population Matters

# All Populations Matter

## Our vision and mission

**Our vision** is of a world in which our human population lives fairly and sustainably with nature and each other.

**Our mission** is to address the negative consequences of ever more people using ever more of the planet's resources and to inspire and engage with others to find, share and promote ways to make our vision a reality as quickly as possible.



## Our values and organisational principles

### Our values

- We use evidence-based research and learning to improve ourselves and our outcomes
- We work through local and global partnerships
- We are open and committed to truth
- We promote women's choices

### Our organisational principles

- Efficiency
- Collaboration
- Respect
- Inclusive leadership

By Amy Jankiewicz, Chief Executive, Population Matters

# Our strategy for 2025-2030



**Our five-year strategy** marks a turning of the page in the Population Matters story. We believe all populations matter. We are interconnected and all species rely on each other.

In saying this, we remain true to our fundamental concern. Our species – humanity – is using more resources than the planet and all its inhabitants – all fauna and flora – can sustain.

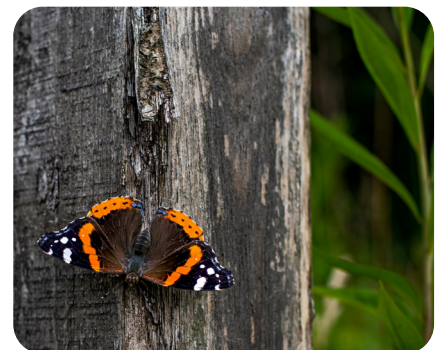
For humanity to survive and for the planet as we know it to thrive, we must actively and knowingly stabilise, and ultimately lower our number, knowing that, in nature, large mammals are rare.

But people do not live in a bubble. Each of us makes choices about having children in a complex world – and we must face the truth that our choices have an impact on our neighbours, our communities, our countries and the world.

Yet no one is talking about the impact a growing human population is having on the planet.

We know that conversations about the growing human population are challenging and that the reasons for that growth are many, varied and complicated.

Our task, therefore, set out in this strategy, is to start those conversations and to amplify them.



Photos: From elephants to barn owls and butterflies, unsustainable human population growth is playing a huge part in many of the crises this planet and all its inhabitants face, with many species at risk of extinction.

We will work at the intersection of both the causes and the effects of population growth, where our evidence tells us we can have the most positive effect at the greatest speed.

Those causes include poverty, insufficient female leadership and support for female rights – including access to education – a male-dominated culture and an insatiable drive for global economic growth, which creates demand that far outstrips the earth’s resources.

The effect of a rising human population includes the destruction of the planet through deforestation, pollution and the accelerating extinction of animal and many other species on which the health of the planet depends. The level of destruction is such that it now threatens humanity.

Already we also see increasing conflict over dwindling resources, exacerbated by climate change-induced famine, leading to people migrating from less to more developed countries. In saying this, we affirm we are pro-choice; that is, firmly behind the right of all women to choose the size of

their family. We want to empower women and men with the knowledge and resources they need to make those choices freely and with confidence.



For women, especially, to be able to have control over their bodies and their destinies will also mean a complete education and access to equal opportunities and fundamental rights throughout their lives.

This should become the norm as more women take more leadership roles in government, commerce and the Third Sector, and we will collaborate with others to make this a reality as soon as possible.

Not only is it vital we start to talk about these issues openly and clearly but also that we act. As a small organisation, we know this will be a challenge.

Therefore, we will be bold. We will collaborate with other NGOs, politicians and communities in the global North and South, so that conversations everywhere stimulate action as swiftly as possible.

Photos by James Wheeler, Roman Laschov, Stephen Walker, Rosanna Gaddoni on Unsplash



Photos: Human population growth is directly linked to deforestation, massive exploitation of the oceans, and the destruction of vital ecosystems.

## strategic actions

We will do this by:

**Research:** We will conduct original, evidence-based research that adds knowledge and solutions to the challenges of population growth.

**Influencing:** We will build a network of powerful advocates to ensure population issues are on the agenda, in the media, in communities and in the corridors of power.

**Partnerships:** We will work with global partners to show how real, practical, bespoke and even homespun ways of addressing human population growth are working on a local and national level.

**Share and learn:** We will share that knowledge across our growing networks to empower our partners to act. We will learn from our partners and their experience too.

**Female leadership:** We will lend our weight to supporting female leadership and

male allyship at all levels in making the best choices around family size.

**Communication:** We will repeatedly share the message that **All Populations Matter**.

**Our five-year strategy sets out a powerful new approach.**

We will work alongside and in support of global charities in the nexus of environment, human rights, and international development.

In addition, as the only UK-based NGO that is willing to tackle the uncomfortable truths of human global population growth, we will use our unique position to work at the intersection of women's empowerment and leadership, sexual and reproductive health and rights, the environment and population.

Going where the evidence takes us, we will not shy away from doing so, credibly, calmly and with compassion.



Photos: Some of Population Matters' partners: Vineeta Meena of Rajasthan Rising, India. Nyombi Morris, Population Matters Choice Ambassador, Uganda. Antonina Lewandowska, Coordinator, Foundation for Women and Family Planning, Poland, who also coordinates ASTRA – a network of sexual and reproductive health and rights organisations across Central and Eastern Europe. Centre: Joan Kebabazi, founder of Gufasha Girls Foundation, Uganda, with Malala Yousafzai, Nobel Peace Laureate.

# strategic goals

## Mission oriented goals

1. As the go-to organisation for leadership on human population matters, by 2030 we will have established firm footprints in three global regions, working with partners to empower people to make sustainable choices about their family size as well as creating supportive social and cultural change.
2. By 2030, we will have established a ground-breaking, evidence-based research programme that sheds light on, and offers solutions to, the personal and political challenges posed by human population growth.
3. By 2030, we will have normalised the discourse around human population and influenced the understanding of its impact on the planet in local, national and international policy agenda, especially through promoting examples of how to effect positive change.

## Organisational oriented goals

4. By 2030, we will have the foundations of a global funding model that is diverse and sustainable.
5. By 2030, we will be an internationally reputable organisation and considered to be a great place to work.



Photos: Together with our partners, such as Women for Conservation in Colombia and Komb Green Solutions in Kenya, we deliver real change for the communities and the planet we serve. We also shine a light on individuals who spark conversations, such as Abby Ramsey from the USA, who advocates for women to be able to choose child-free lives without stigma.



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