



# **CORPORATE PARTNERSHIPS REPORT**

**FY 2023 WWF INTERNATIONAL**



**For further information on specific partnerships**, please contact the WWF office leading the engagement.

**For information on international partnerships or on WWF's corporate engagement in general**, please contact  
Melanie Vilarasau Slade (mvilarasau@wwfint.org)

**For any media enquiries**, please contact  
Sindiswa Nobula (snobula@wwfint.org)

WWF is one of the world's largest and most experienced independent conservation organizations, with over 6 million supporters and a global network active in more than 100 countries.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

Published in August 2024 by WWF – World Wide Fund For Nature – (formerly World Wildlife Fund), Gland, Switzerland. Any reproduction in full or in part must mention the title and credit the above-mentioned publisher as the copyright owner.

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# NATURE AT THE BRINK

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[WWF's Living Planet Report](#) shows that humanity and the way we feed, fuel, and finance our societies and economies is pushing nature and the services that power and sustain us to the brink. Agricultural expansion, deforestation, overfishing, urban development, energy use, mining and pollution are all driving habitat loss, water shortages and climate change. In addition, every year, the [World Economic Forum Risks Report](#) continues to show the increase in the scale and urgency of environmental risks to the global economy, as well as the deepening interconnections between environmental issues, economic strains, and geopolitical tensions.

We cannot afford to be complacent. In fact, we need to move into an emergency and solutions-based mindset. The landmark [Intergovernmental Panel on Climate Change \(IPCC\) report, Global Warming of 1.5 °C](#), paints a clear but dire picture. It states that to avoid the most serious impacts of climate change, we need to drastically transform the world economy in the next few years. Allowing nature to fail will disrupt business, undermine economies and drive social instability.

The good news is that we also have an unparalleled opportunity for positive change – the science is clearer, awareness is greater, and innovation more powerful than ever before. We can redefine our relationship with nature – but we need to work together. One organization alone cannot deliver the change we need. That is why WWF collaborates with business – working in partnership – to find solutions and act at a scale that matters.

# TAKING BOLD COLLECTIVE ACTION

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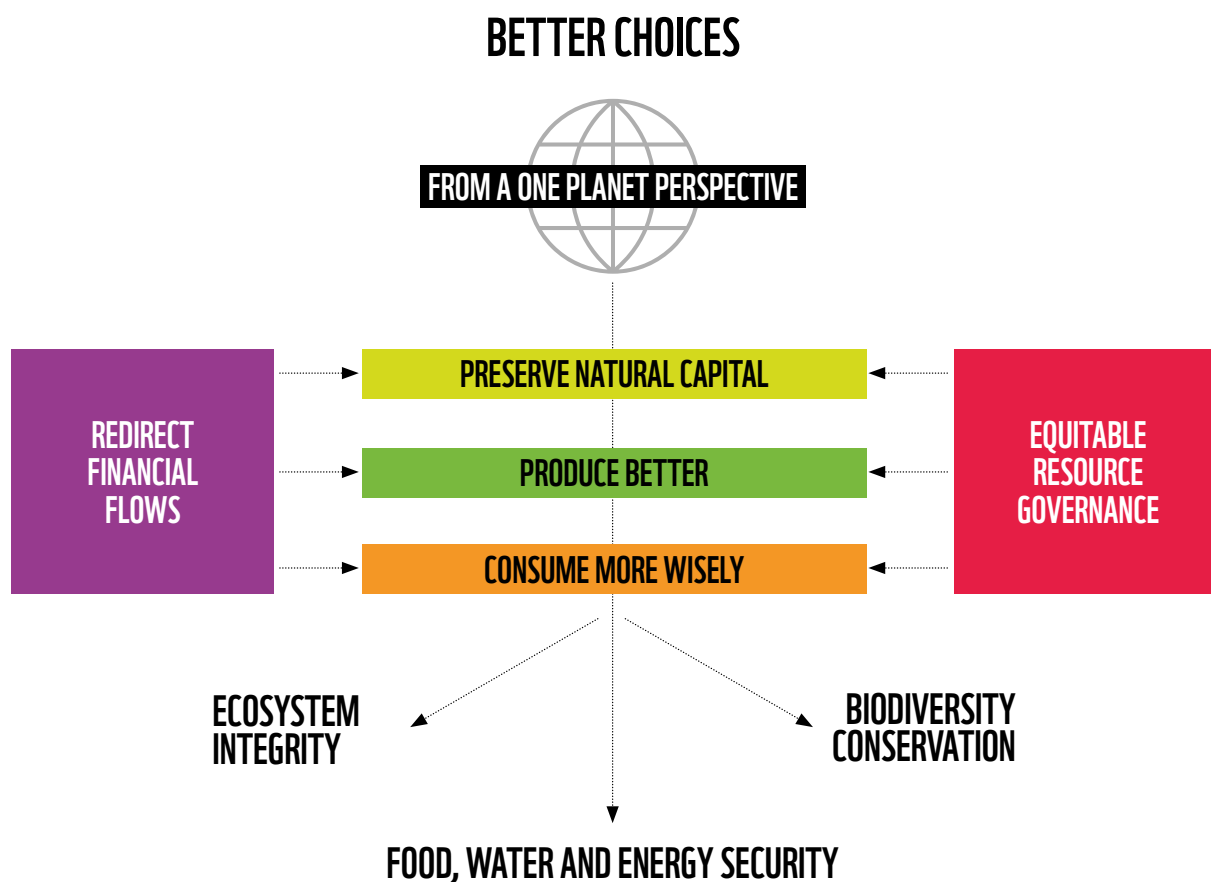
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF continues to deliver locally in crucial ecoregions around the world but sharpen our focus on six global goals – wildlife, forests, oceans, freshwater, climate and energy, and food – and three key drivers of environmental degradation – markets, finance and governance. We are creating global communities of practice for each of the goals and drivers composed of specialists from WWF and key external partners. This will foster greater collaboration and innovation, incubating new ideas and taking promising ones to scale, as we unite our efforts toward making ambitious targets a reality.

We know that one organization alone can't effect the change needed. That is why our work on the goals and drivers includes our partnerships with institutions and corporations, both local and international. The changes we want to see in the world can only come about through the efforts of many actors: local communities and national and multinational corporations, governments and NGOs, finance institutions and development agencies, consumers, and researchers.

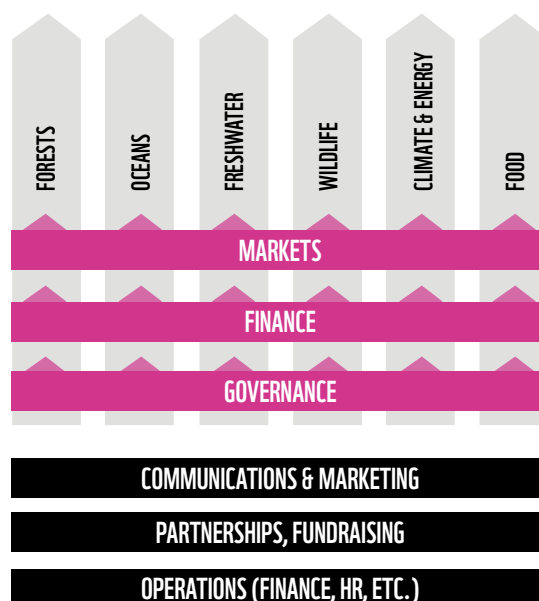
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

## WWF'S GLOBAL VISION FOR CHANGE



## HOW WE MAKE IT HAPPEN

**6 GLOBAL GOALS,  
3 CROSS-CUTTING DRIVERS,  
DELIVERED BY POWERFUL  
COMMUNITIES OF PRACTICE  
AND PARTNERS**



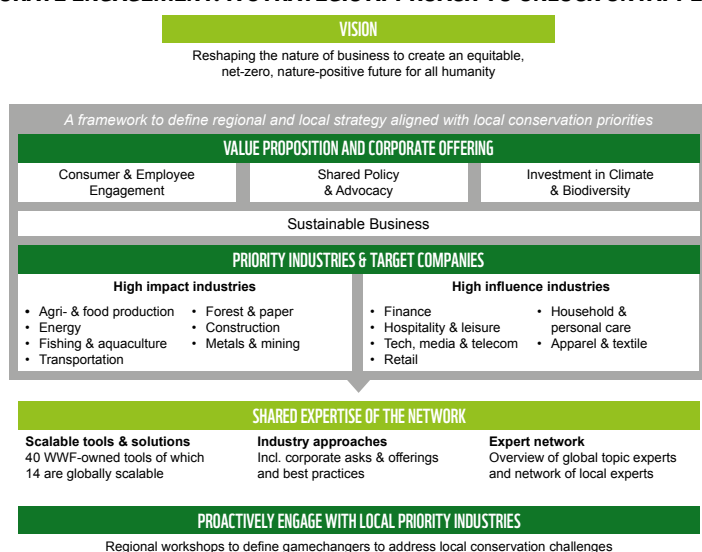
# OUR WORK WITH THE CORPORATE SECTOR

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

Therefore, WWF seeks to work with those who have the greatest potential to reduce the most pressing threats to the diversity of life on Earth and together find solutions to conservation challenges such as deforestation, over-fishing, water scarcity and climate change. The corporate sector drives much of the global economy, so we consider that companies also have a specific responsibility to ensure that the natural resources and ecosystems that underpin their business are used sustainably.

Many of our partnerships with companies use a combination of these approaches.

## WWF CORPORATE ENGAGEMENT. A STRATEGIC APPROACH TO UNLOCK UNTAPPED POTENTIAL



Companies are also primed to lead on rapid adaptation and on the innovative solutions needed to drive change. We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms such as the [UN Global Compact](#), [Science Based Targets](#), the [Consumer Goods Forum](#) to make ambitious commitments while also to engage in public policy discussions at global and local levels, and supporting credible certification schemes (e.g. [Forest Stewardship Council](#) (FSC), [Aquaculture Stewardship Council](#) (ASC), [Roundtable on Sustainable Palm Oil](#) (RSPO), [Roundtable on Responsible Soy](#) (RTRS), [Better Cotton Initiative](#) (BCI)). We also publish scorecards and reports on company or sector performance (e.g. [palm oil scorecard](#), [soy scorecard](#), and [sustainable cotton ranking](#)), mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. [Business for Nature](#), [No Deep Sea Mining](#), Coalition to End Wildlife Trafficking Online), as well as working in partnership with individual companies.

This report presents an overview of the partnerships that this WWF office has with individual companies.



# OUR WORK IN CORPORATE PARTNERSHIPS

WWF works with companies to achieve our conservation goals. NGO and company partnerships involve engaging in constructive dialogue while challenging each other with real issues. As such, they involve opportunities and risks for both parties. At WWF, we manage the risks by having clear guidelines and criteria in place, including a due diligence process. In all relationships, we maintain and exercise the right to public commentary.

Our collaboration with partners is based on a common understanding of issues, shared ambitions or activities, and a willingness to speak out in public. In general, we distinguish four types of partnerships with companies:

## 1. DRIVING SUSTAINABLE BUSINESS PRACTICES

Our partnerships aim to deliver direct conservation results on key issues or in priority places by changing practices throughout a company's operations and value chain. These intend to reduce the major environmental impacts of some of the world's largest companies, achieve conservation results that would not otherwise be possible, and influence related sectors and markets.

## 2. COMMUNICATIONS AND AWARENESS RAISING

The second way that WWF partners with the private sector is by raising awareness of key environmental issues and mobilizing consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of WWF's priority places and species. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as FSC-certified wood, or results in companies supporting campaigns that inspire action in favour of special places such as the Arctic or endangered species like the tiger.

## 3. PHILANTHROPIC PARTNERSHIPS

The third approach is articulated through specific programmes with companies to fund conservation projects and the institutions that deliver them. Philanthropic relationships with companies raise money for the conservation of key places and species, and the capability and tools to deliver such conservation impact.

## 4. POLICY AND ADVOCACY

The fourth approach involved collaborating with businesses to influence policies, regulations, and industry practices for sustainability. These partnerships are crucial for shaping policies that align nature and business, creating a sustainable future.

### WWF ENGAGES WITH COMPANIES AT THE DIFFERENT STAGES OF THEIR SUSTAINABILITY JOURNEY TO ENABLE SYSTEMIC CHANGE





# TRANSPARENCY AND ACCOUNTABILITY

Results and impact, both qualitative and quantitative, are essential for us. We advocate transparency in action by all stakeholders as a crucial step toward sustainability. We believe that accountability for results and transparency to our supporters and our members on how we deliver those results are key to our approach of working in a constructive, cooperative manner with all our partners, including the corporate sector.

We want all our partnerships with companies to deliver the greatest impact possible, with the goal of creating lasting results at scale. We have, therefore, started a process of deeper and more systematic assessment of the targets and the outcomes we achieve in our work with the private sector and specifically through our bilateral partnerships.

All WWF offices are committed to continue reporting publicly on all our company relationships, their intent, objectives, and impacts, of which this report is one part. A Global Report of WWF's largest corporate partnerships globally can also be found [here](#).

## THIS REPORT

The aim of this report is to give an overview of the partnerships that WWF International has with individual companies. Funds obtained through corporate partnerships are typically used by WWF to:

- Work with the company to reduce its impacts and footprint and to help shift sectors and markets toward sustainability in line with WWF's global conservation strategy;
- Raise public awareness of key conservation challenges;
- Influence policies that lead to bold ambitions and integrated actions
- Directly support WWF conservation projects.

This WWF office is responsible for the (contractual) agreement(s) with the companies concerned. The activities of the engagements in many cases take place in other countries or regions.

In FY23, income from corporate partnerships represented 14%\* of WWF-International's total donated income.

\*After royalty funds are distribution to relevant offices.

# PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN FY23

The following list contains all corporate partnerships that WWF International had in fiscal year 2023 with an annual budget of more than EUR 25,000.

- |   |                           |
|---|---------------------------|
| 1. Adyen  | 15. MeisterSinger         |
| 2. Bialetti                                     | 16. Merchant Ambassador   |
| 3. Bolton Food                                  | 17. Nomad Foods           |
| 4. Bon Ton Toys                                 | 18. PreZero Lizenz GmbH   |
| 5. Boost Collectibles AG                        | 19. Reckitt Benckiser     |
| 6. General Entertainment Associates Productions | 20. Reima Europe Oy       |
| 7. GEOX   | 21. Revolut               |
| 8. Happy Socks                                  | 22. Suzano Pulp & Paper   |
| 9. Inditex                                      | 23. TCC                   |
| 10. Inner Mongolia YiLi Industrial Group        | 24. The Navigator Company |
| 11. Juratoys                                    | 25. Vaillant Group        |
| 12. KENZO                                       | 26. Veracel Celulose      |
| 13. Koala Sleep Pty Ltd                         | 27. Vodafone              |
| 14. Lime  |                           |

# PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN FY23

## Adyen

Industry	Technology / Finance
Type of Partnership	Communications and awareness raising Philanthropic partnership
Conservation Focus	General support
Budget Range (in EUR)	100,000 - 250,000

Adyen the processing engine behind WWF International's donations page since 2013 has launched "Adyen Giving", a mechanic that allows customers to make a donation to WWF at the point of sale in retail shops or online. Adyen launched a 10-week Holiday Campaign (1 Nov 2022 - 6 Jan 2023) seeking donations from their merchants' customers, for WWF and two other charities (with each merchant choosing the charity they wish to support). Additionally, Adyen also activated the partnership for an Earth Month campaign in 2023.

## Bialetti

For more information click [HERE](#)

Industry	Production and marketing of houseware products, coffee maker "Moka"
Type of Partnership	Communications and awareness raising Philanthropic partnership
Conservation Focus	Wildlife/Biodiversity
Budget Range (in EUR)	25,000 - 100,000

Bialetti distributed a special edition of Moka pots during 2023 across its network of shops and its wholesale clients across the globe.

The main goal of the campaign was to inspire love for nature in Bialetti's consumers and to show the company contributed to WWF's conservation work, especially on species protection. In fact Bialetti supported [WWF Italy's 2x50 Project](#), on the protection of the Appennine Bear. The message of the campaign is "Nature lovers are Moka lovers" because moka pot produces only compostable waste and its washing requires only warm water without detergents, while the focus is on Bialetti's support for the project Bear 2x50 of WWF Italy.

The campaign was launched in different countries, on social media channels with videohero, digital, website and Point of Sales coverage with pack for sale and POS materials (crown, storefront etc.).

## Bolton Food

For more information click [HERE](#)

Industry	<b>Food (Processing and Products)</b>
Type of Partnership	<b>Communications and awareness raising</b> <b>Driving sustainable business practices</b>
Conservation Focus	<b>Food</b> <b>Oceans</b>
Budget Range (in EUR)	<b>250,000 - 500,000</b>

WWF and Bolton Food with its brands Rio Mare, Saupiquet, and Palmera are working together on a transformational partnership to help safeguard our oceans and marine life. Unsustainable fishing activities have a considerable impact on the world's most ecologically important marine ecoregions. WWF focuses its efforts on reducing these impacts for the benefit of marine ecosystems.

Our long-term goal is: to ensure a shift towards sustainable sourcing through a process of transformation of the company's supply chain, and with the aim of engaging the whole seafood sector; to achieve full traceability and transparency of the company's supply chain; to raise awareness amongst consumers about key seafood sustainability issues and how they can make a difference.

## Bon Ton Toys

For more information click [HERE](#)

Industry	<b>Toys and games</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus	<b>Forests</b> <b>Wildlife/Biodiversity</b>
Budget Range (in EUR)	<b>250,000 - 500,000</b>

Bon Ton Toys is WWF International's partner for life-like plush toys since 2000. The collection contains a wide variety of species from different habitats and introduces children to the animal world. The plush animals are unique because of their realistic design and high quality. They are manufactured in accordance with socially responsible standards and the highest environmental standards for the manufacturing of the product including its packaging and sales materials. Through Bon Ton Toy's network of distribution and retail partners, the WWF plush toys are sold in toy stores, gift stores, department stores, and other leading retailers in over 60 countries around the world.

## Boost Collectibles AG

Industry	<b>Advertising (loyalty programmes for retailers)</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus	<b>Forests Oceans Wildlife/Biodiversity</b>
Budget Range (in EUR)	<b>25,000 - 100,000</b>

Boost is one of the leading companies in the field of marketing and sales promotions. They supply creative concepts and effective sales promotion tools in the areas Collectibles' Promotions and Loyalty Programs. Boost developed WWF branded collectables promotions to retailers that heighten awareness for more sustainable interactions on our planet.

These promotions enable children to playfully experience an introduction to and cultivate an enduring commitment to the themes of the environment, nature, and animals. All the collectibles launched in collaboration with WWF must comply with WWF's social and environmental standards.

## General Entertainment Associates Productions

For more information click [HERE](#)

Industry	<b>Entertainment</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus	<b>General support</b>
Budget Range (in EUR)	<b>25,000 - 100,000</b>

Emmy Award®-winning Netflix documentary, Our Planet, is re-imagined as a live arena experience with a symphony orchestra, hosted by Oscar®-winning composer Steven Price and on-screen narration by the legendary broadcaster Sir David Attenborough. Concerts are held in various locations across Europe with ticket royalties supporting WWF's conservation work.



## GEOX

Industry	<b>Footwear &amp; Clothing</b>
Type of Partnership	<b>Driving sustainable business practices Communications and awareness raising</b>
Conservation Focus	<b>Freshwater Wildlife/Biodiversity</b>
Budget Range (in EUR)	<b>250,000 - 500,000</b>

The Geox and WWF collaboration aims to raise awareness about the importance of the environment and wildlife preservation, with the goal of inspiring a new generation of conservationists. Geox has created several lines Baby/Kids' shoes made from more sustainable materials such as recycled cotton, recycled rubber, and LWG certified leather. A portion of all product sales are allocated to WWF in support of their global conservation work.

## Happy Socks

Industry	<b>Apparel and Textile</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus	<b>Climate Forests Oceans Wildlife/Biodiversity</b>
Budget Range (in EUR)	<b>25,000 - 100,000</b>

Happy Socks and WWF teamed up for a series of organic-cotton based special edition sock collections, starting Fall/Winter 2022 with a biodiversity-inspired collection for children and young adults. The aim was to give Happy Socks consumers a chance to show their love for wildlife and nature in their day-to-day lives, for example by wearing socks displaying animal and plant patterns, as well as give them the opportunity to give back, thereby amplifying the movement of the next generation that is taking action for a better future for our planet.

During the term of the partnership, Happy Socks donated 10% of net sales to WWF for every product sold from the Happy Socks x WWF collection, with an annual guaranteed contribution of US\$100,000.

## Inditex

For more information click [HERE](#)

Industry	<b>Textile</b>
Type of Partnership	<b>Philanthropy</b>
Conservation Focus	<b>Freshwater Forests Wildlife/Biodiversity</b>
Budget Range (in EUR)	<b>&gt;3 million</b>

Since 2011, Inditex and WWF-Spain have collaborated on campaigns like Earth Hour, with Inditex implementing measures to reduce water and energy consumption, waste, and contribute to biodiversity protection and climate change mitigation. This partnership aligns with WWF's mission and demonstrates Inditex's commitment to sustainable business practices.

In the first year of their new transformational partnership, Inditex and WWF will focus on freshwater and biodiversity, leveraging WWF's expertise. During the term of the partnership, Inditex will donate 10 million EUR from its paper bag scheme to WWF conservation projects across Africa, Asia, Europe, and Latin America. They will also work together to improve and eventually phase out single-use paper bags.

## Inner Mongolia Yili Industrial Group

For more information click [HERE](#)

Industry	<b>FMCG - Dairy</b>
Type of Partnership	<b>Communications and awareness raising Driving sustainable business practices</b>
Conservation Focus	<b>Food Freshwater</b>
Budget Range (in EUR)	<b>25,000 - 100,000</b>

Since 2016, the YILI DairyGroup's SATINE brand has supported the development of sustainable agriculture and husbandry to protect wetland programs in Northeast China.

An environmentally friendly and sustainable maize production model was established, involving several processes. Technical training was provided to the community farmers to ensure the proper implementation of this model. Furthermore, the fourth phase of the degraded saline and alkaline land restoration program was initiated. This program focuses on calculating the ecological service function of grassland degradation and formulating a strategy for grassland restoration. A pilot project for grassland restoration was established to test and refine the restoration techniques.

The partnership also works to support the conservation of raptors, through constructing artificial nesting sites for these birds.

## JURATOYS

For more information click [HERE](#)

Industry	<b>Toys and games</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus	<b>Forests Wildlife/Biodiversity</b>
Budget Range (in EUR)	<b>25,000 - 100,000</b>

Juratoys is a French company that specializes in traditional games, wooden and cardboard toys and soft toys for children from birth to 12 years old. The group sells its toys under its brands Janod , Kaloo and Lilliputiens and distributes the international brand TY in Belgium and Luxembourg. Juratoys is now part of the French Group Maped since 2022.

Juratoys and WWF teamed up, since 2021, for a series of JANOD toys, to offer sustainable toys for children. These toys were developed around biodiversity topics and are used as a medium to raise children and parents' awareness about the importance of environmental protection.

## KENZO

For more information click [HERE](#)

Industry	<b>Fashion/Textile</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus	<b>Wildlife/Biodiversity</b>
Budget Range (in EUR)	<b>100,000 - 250,000</b>

KENZO continued its support of tiger conservation with a final philanthropic donation to WWF as the partnership came to a close this year.

## Koala Sleep Pty Ltd

Industry	<b>Furniture E-commerce</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus	<b>Wildlife/Biodiversity</b>
Budget Range (in EUR)	<b>25,000 - 100,000</b>

Unified in a common goal to protect threatened and endangered wildlife, Koala and WWF-Australia have been in partnership since August 2017. The partnership aims to inspire and educate Koala's customers about the work of WWF to protect threatened and endangered wildlife, such as stopping activities including excessive tree-clearing that puts iconic species and habitat at risk. Through the partnership, Koala donates funds to WWF from every mattress, sofa and sofa bed sold in Australia and Japan towards local conservation work with a core focus on protecting their namesake; koalas.

## Lime

For more information click [HERE](#)

Industry	<b>Tech</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus	<b>Climate &amp; Energy</b>
Budget Range (in EUR)	<b>100,000 - 250,000</b>

Lime and WWF teamed up in a three-year partnership to accelerate the shift toward more sustainable urban mobility. Both organizations share the goal of reducing CO2 emissions from vehicles by promoting the use of scooters and bicycles instead of cars.

Our global initiative, Ride Green, includes three pillars: education and engagement, promoting lower carbon and carbon-free transportation options; advocacy for improving urban mobility and reducing pollution; and carbon innovations by Lime to further improve micro mobility's impact on city transportation toward a carbon-free future, including a commitment to be carbon negative by 2025 and setting a Science Based Targets initiative (SBTi).

## MeisterSinger

MeisterSinger: For more information click [HERE](#)

WWF: For more information click [HERE](#)

Industry	<b>Watch manufacturer</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus	<b>General support</b>
Budget Range (in EUR)	<b>25,000 - 100,000</b>

MeisterSinger designed and launched a limited edition WWF watch. The watch has a photo-realistic representation of the earth on the dial, visualizing the beauty and need for protection of our planet. MeisterSinger supports the international work of the WWF by donating 200 EUR per watch to the WWF's nature conservation projects.

## Merchant Ambassador

Industry	<b>Toys and games</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus	<b>Forests Wildlife/Biodiversity</b>
Budget Range (in EUR)	<b>25,000 - 100,000</b>

Merchant Ambassador is one of WWF International's long lasting licensing partners. Their assortment of high-quality toys contains a wide variety of classic board games depicting species from different habitats and introduces children to the animal world. All their games are manufactured in accordance with socially responsible standards and the highest environmental manufacturing standards (including packaging and sales materials). Through Merchant Ambassador's network of retail partners, the WWF board games are sold in over 30 countries around the world.



## Nomad Foods

Industry	<b>Food</b>
Type of Partnership	<b>Communications and awareness raising Driving sustainable business practices</b>
Conservation Focus	<b>Food</b>
Budget Range (in EUR)	<b>25,000 - 100,000</b>

The Nomad and WWF partnership spanned five European countries - the UK, Spain, Belgium, Portugal and Italy – with the ambition to raise awareness of the importance of biodiversity within agriculture and to drive sustainable agricultural methods in the UK and Italy. Our co-branded packs reached millions of consumers with the aim of inspiring people to protect nature and take action through what they eat.

## PreZero Lizenz GmbH

For more information click [HERE](#)

Industry	<b>Recycling</b>
Type of Partnership	<b>Philanthropic partnership</b>
Conservation Focus	<b>Oceans</b>
Budget Range (in EUR)	<b>500,000 - 1 million</b>

PreZero (formerly Tönsmeier) has been working with WWF-Germany since 2015 to help protect the oceans. Currently, the company supports the Ghost Nets project in the Baltic Sea as well as two projects for the prevention and disposal of plastic waste in Southeast Asia.

PreZero not only provides financial resources but also contributes its technical expertise on environmental issues and supports at a political level in important campaigns and appeals such as the global and legally binding agreement to stop the flood of plastics into the oceans.

## Reckitt

For more information click [HERE](#)

Industry	<b>FMCG</b>
Type of Partnership	<b>Communications &amp; awareness raising Driving sustainable business practices Philanthropic partnership</b>
Conservation Focus	<b>Freshwater Wildlife/Biodiversity</b>
Budget Range (in EUR)	<b>1 million - 3 million</b>

WWF and Reckitt are working together to protect freshwater habitats, connect people back to nature, uncover new sustainable solutions for a cleaner, healthier world and inspire millions of consumers to act for our planet.

Through the 3-year partnership launched in March 2021, the partnership is helping to restore and protect two key freshwater landscapes; the Amazon and the Ganges. The partnership aims to inspire millions of consumers to take action to protect our planet through partnerships with Reckitt's brands. Working with Botanica by Airwick for example, we are protecting and restoring wildflower habitats across the globe.

We're also working with Reckitt to develop innovative solutions for more sustainable business practices and products, including supporting their manufacturing sites to become water stewardship leaders, and engaging Reckitt consumers and employees to make everyday changes to their lives to help our planet. Reckitt's employees around the world are vital to the success of this partnership and we are supporting them with their fundraising, volunteering and behaviour change efforts.

The partnership also launched a purpose-led brand campaign with Finish to help us protect and restore freshwater habitats around the world. We are working together to educate the public on the threats our rivers, lakes and wetlands face, and to encourage them to take action in their own homes to reduce their water footprint, helping them to minimise their impact on nature.

## Reima Europe Oy

For more information click [HERE](#)

Industry	<b>Fashion/Textile</b>
Type of Partnership	<b>Communications and awareness raising Philanthropic partnership</b>
Conservation Focus	<b>Forests Wildlife/Biodiversity</b>
Budget Range (in EUR)	<b>25,000 - 100,000</b>

Reima, based in Finland and operational since 1944, currently leads the global market as a kids-only producer of performance wear for all climates. Reima's design reflects the Scandinavian way of parenting, enabling kids to actively develop physical skills and explore the surrounding world.

For the school start in fall 2022, Reima introduced a special collection, the proceeds from which will go towards supporting WWF's global conservation work. For every Reima x WWF collection item purchased between 15 July and 31 December 2022, Reima will donate €2 to WWF's global conservation efforts, with a minimum total contribution of €100,000.

## Revolut

For more information click [HERE](#)

Industry	<b>Fintech</b>
Type of Partnership	<b>Philanthropic partnership</b>
Conservation Focus	<b>General support</b>
Budget Range (in EUR)	<b>250,000 - 500,000</b>

WWF and Revolut have been in partnership since July 2019. Revolut runs a digital-only banking app, and their customer can donate to charity by either rounding up spare change on purchases, or by setting up an automated transfer of funds. WWF is one of their charity partners. The funds raised via their customers supports WWF's work to create a world where people and nature thrive.

## Suzano Pulp & Paper

For more information click [HERE](#)

Industry	<b>Pulp &amp; Paper (Forestry)</b>
Type of Partnership	<b>Driving sustainable business practices</b>
Conservation Focus	<b>Finance Forests Markets Wildlife/Biodiversity</b>
Budget Range (in EUR)	<b>25,000 - 100,000</b>

Suzano was a Forests Forward participant since June 2021. The aim of the Forests Forward engagement was to co-create projects and initiatives to scale up forest landscape restoration beyond supply chains, strengthen market linkages for responsible wood fiber, and create a long term vision for biodiversity conservation. Opportunities for innovation, including bankable projects and co-investments, in the Cerrado were explored. A study tour was held in 2022 to explore opportunities for restoration in collaboration with the Southern Bahia People's Nature Fund (FASB) and restoration plans were developed for three sites in the target landscape.

## TCC

Industry	<b>Retail loyalty programme</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus	<b>Oceans</b>
Budget Range (in EUR)	<b>250,000 - 500,000</b>

TCC is a leading organisation for retail loyalty and has partnered with WWF to raise funds and awareness for WWF's conservation efforts and to promote more sustainable consumer behaviour through the 'For the Future' WWF collection for shoppers. 'For the Future' is a range of co-branded sustainable loyalty products with WWF that are claimable by shoppers who care for the future of our planet and consist of low-impact packaging with a huge reduction of plastic.

## The Navigator Company

Industry	<b>Pulp &amp; Paper</b>
Type of Partnership	<b>Philanthropic partnership</b>
Conservation Focus	<b>Forest</b>
Budget Range (in EUR)	<b>25,000 - 100,000</b>

The Navigator Company produces wood in planted woodlands, and has taken part since 2007 in the New Generation Plantations (NGP) platform, coordinated by WWF International (World Wide Fund for Nature).

NGP is a platform for sharing knowledge and promoting the concept of forest plantations which, thanks to the way they are managed, can make a positive contribution to preserving the integrity of ecosystems and protecting high conservation values, assuring effective processes for stakeholder participation and fostering economic growth and job creation.

Navigator's woodlands today make an important contribution to reducing greenhouse gases in the atmosphere, and the carbon retained each year by The Navigator Company's forestry holdings far outweighs the combined emissions of our industrial facilities.

## Vaillant Group

For more information click [HERE](#)

Industry	Heating, ventilation, and air conditioning technology (HVAC)
Type of Partnership	Driving sustainable business practices Communications and awareness raising Philanthropic partnership
Conservation Focus	Freshwater Wildlife/Biodiversity
Budget Range (in EUR)	25,000 - 100,000

The heating technology specialist Vaillant and WWF are partners for climate-friendly heating systems since 2022. The international collaboration started in Germany and was expanded to five more European countries in 2023. The goal of this partnership is to highlight the importance of heat pumps as a particularly eco-friendly and energy-efficient heating technology. Additionally, Vaillant supports WWF conservation projects aimed at preserving biodiversity and species diversity.

## Veracel Celulose

For more information click [HERE](#)

Industry	Agro-industrial (Forestry)
Type of Partnership	Driving sustainable business practices
Conservation Focus	Finance Forests Markets Wildlife/Biodiversity
Budget Range (in EUR)	25,000 - 100,000

Veracel was a Forests Forward participant since June 2021. The aim of the Forests Forward engagement was to co-create projects and initiatives to scale up forest landscape restoration beyond supply chains, strengthen market linkages for responsible wood fiber, and create a long term vision for biodiversity conservation. Opportunities for innovation, including bankable projects and co-investments, in the Cerrado were explored. A study tour was held in 2022 to explore opportunities for restoration in collaboration with the Southern Bahia People's Nature Fund (FASB) and restoration plans were developed for three sites in the target landscape.



Vodafone

For more information click [HERE](#)

Industry	Telecommunications
Type of Partnership	Driving sustainable business practices Communications and awareness raising General support
Conservation Focus	Climate & Energy Food Oceans Wildlife/Biodiversity
Budget Range (in EUR)	25,000 - 100,000

The partnership aims to use technology to help overcome sustainability and conservation challenges, help people make more sustainable choices, and collect one million phones for the planet.

# **PARTNERSHIPS WITH AN ANNUAL BUDGET OF EUR25,000 OR LESS IN FY23**

The following list represents all corporate partnerships that this WWF office has with an annual budget of EUR25,000 or less (including pro bono or in-kind contributions) in FY23.

- 1. Agoda**
- 2. Apple, Inc.**
- 3. General Entertainment Associates Production**
- 4. Google**
- 5. Harper Collins**
- 6. Orientis Gourmet (Kusmi Tea)**
- 7. Reflect Studio BV**
- 8. The Coca-cola Company Foundation**
- 9. The New Forest Company**

# CORPORATE ENGAGEMENT PLATFORMS

## CLIMATE BUSINESS NETWORK

The WWF Climate Business Network supports businesses on their path to align with a 1.5°C world and achieve net-zero emissions by 2050.

Companies across diverse sectors and at different stages in their climate action journey can join the Network to rapidly advance their climate ambition, cut emissions from their own operations and throughout their supply chain, and add their voice to drive strong climate policy. The network provides a space for companies to learn from WWF experts and share their experiences and challenges from the cutting edge of mitigation.

The goal of the Climate Business Network is to broaden corporate participation in the effort to tackle climate change: it aims to encourage and support companies at every stage of their climate change mitigation journey, demonstrating that climate action is vital, achievable, practical and compatible with corporate growth. Learn more [here](#).

- **Airbnb**
- **Beiersdorf**
- **H&M**
- **HP Inc.**
- **IKEA**
- **International Paper**
- **JLL**
- **Johnson & Johnson**
- **Jokey**
- **Keurig DrPepper**
- **Kimberly-Clarke**
- **LEGO**
- **Lowe's**
- **McCormick**
- **McDonald's**
- **P&G**
- **Ralph Lauren Corporation**
- **Reckitt**
- **Royal Caribbean Cruises Ltd.**
- **Schuco**
- **Sofidel**
- **Sony**
- **Target Corporation**
- **The Coca-Cola Company**
- **Trane Technologies**
- **VISA**
- **Walmart**
- **Yum!**

## FORESTS FORWARD

Forests Forward accelerates companies' ability to achieve ambitious sustainability, social-impact and business goals by harnessing the power of forests. Launched in 2021, Forests Forward is proud to advise a range of companies that recognise better forests mean better business. From HP to IKEA, to International Paper and dozens of companies managing forests around the world, Forests Forward partners are working together to fortify 150 million hectares of forest by 2030. Find out more at [forestsforward.panda.org](https://forestsforward.panda.org).

- **ALPI Group**
- **CITY Furniture**
- **Compagnie des Bois du Gabon**
- **Gabon Wood Industry - Bois et Scierie du Gabon**
- **HP Inc.**
- **IKEA of Sweden AB**
- **Interholco - IFO**
- **International Paper Company**
- **Kimberly-Clark**
- **Lowe's Companies, Inc.**
- **Procter & Gamble Co.**
- **SIG Group**
- **Sofidel Group**
- **Stora Enso Oyj**
- **Suzano SA**
- **Sylvamo**
- **The Navigator Company**
- **The New Forests Company**
- **Veracel**
- **Williams-Sonoma, Inc.**



**OUR MISSION IS TO STOP  
DEGRADATION OF THE  
PLANET'S NATURAL  
ENVIRONMENT AND TO  
BUILD A FUTURE IN WHICH  
HUMANS LIVE IN HARMONY  
WITH NATURE.**

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world for the benefit of people  
and wildlife.

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® "WWF" is a WWF Registered Trademark. WWF, Avenue du Mont-Bland,  
1196 Gland, Switzerland. Tel. +41 22 364 9111. Fax. +41 22 364 0332.

For contact details and further information, please visit our international  
website at [www.panda.org](https://www.panda.org)