



CORPORATE PARTNERSHIPS REPORT

FY 2024 WWF-INTERNATIONAL MAY, 2025

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.

NATURE AT THE BRINK

[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, Sixth Assessment Report \(AR6\)](#) paints a clear and urgent picture. The report warns that continued inaction will intensify climate-related hazards, disrupt ecosystems, undermine economies, and drive social instability. Allowing nature to fail is not an option - we must act decisively to transform our world economy and safeguard our future.

The good news is that we also have an unparalleled opportunity for positive change; the science is clearer, awareness is greater, and innovation is 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 businesses—working in partnership—to find solutions and act at a scale that matters.

TAKING BOLD COLLECTIVE ACTION

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 our time and helps us simplify, unite and focus our efforts for greater impact.

WWF continues to deliver locally in crucial ecoregions around the world focusing on our seven topic areas – biodiversity, forests, finance, oceans, freshwater, climate & energy, and food.

We are creating strong cross-functional collaborations within WWF and with key external partners to 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.

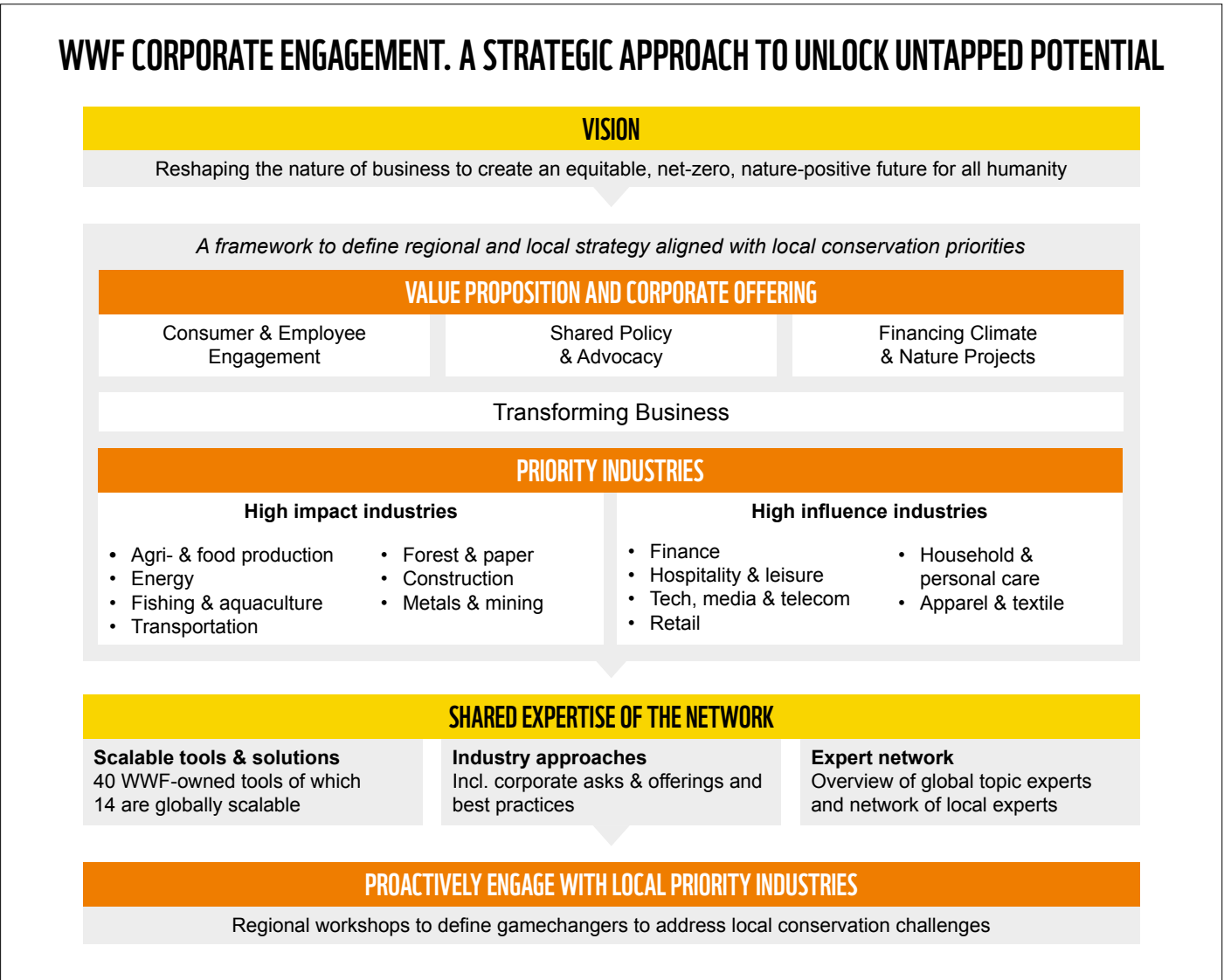
There has never been a stronger sense of urgency for action. In WWF, we are defining new ways of working together to make a difference on a scale that matters. We know we must redefine humanity's relationship with the planet. And together, we passionately believe we can.

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 with the greatest potential to reduce the most pressing threats to the diversity of life on Earth and 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 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.



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 (e.g. [Science-Based Targets initiative](#), [Science-Based Target Network](#), and the [Climate Business Network](#)) to make ambitious commitments while also engaging in public policy discussions at global and local levels (e.g., [Business Coalition for a Global Plastics Treaty](#), [Forest Forward](#), [Vision, Principles and Asks for DCF Supply Chains](#)), providing helpful tools and frameworks (e.g., [WWF Water Risk Filter](#), [WWF Biodiversity Risk Filter](#), [WWF Wood Risk Tool](#), and [The Taskforce for Nature-related Financial Disclosures \(TNFD\)](#)) 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](#), [Moratorium for Deep Sea Mining](#), [Fossil to Clean Campaign](#)), as well as working in partnership with individual companies.

This report presents an overview of this WWF office's partnerships 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 10 clear asks for the corporate sector, clear guidelines and criteria in place, as well as 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.

CONSUMER & EMPLOYEE ENGAGEMENT

Inspiring action
among consumers
and employees.

SHARED POLICY AND ADVOCACY

Collaborating
on policy and
advocacy efforts.

FINANCING CLIMATE & NATURE PROJECTS

Enabling nature
protection and
restoration efforts
on-site, at a
landscape level and
beyond.

TRANSFORMING BUSINESS

Encouraging environmental stewardship and systemic change across
value chains.

1. TRANSFORMING BUSINESS

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. We focus on assessing impacts and dependencies on nature and climate across the value chain, setting science-based targets for climate and nature, and implementing robust reduction plans. These efforts 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 industries.

2. CONSUMER AND EMPLOYEE ENGAGEMENT

The second way that WWF partners with the private sector is by raising awareness of key environmental issues among consumers and employees. The goal is to encourage sustainable consumption and lifestyle choices as well as promote the protection of natural habitats and biodiversity, highlighting the importance of preserving our planet’s unique ecosystems.

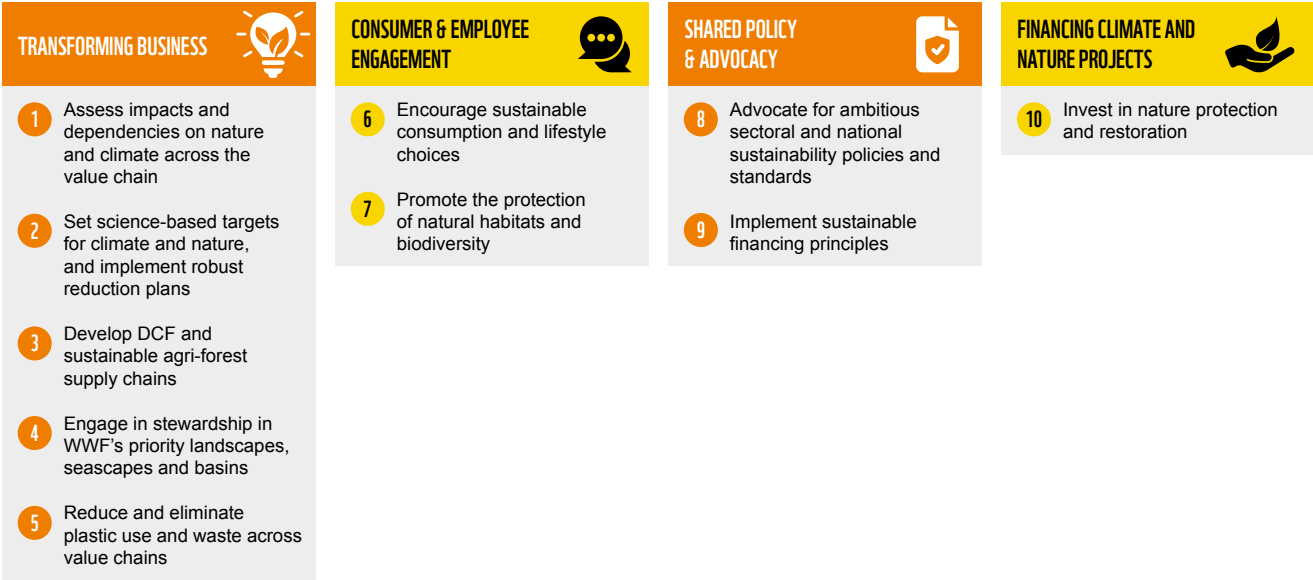
3. SHARED POLICY AND ADVOCACY

By partnering with businesses, we harness collective influence and power to achieve change through joint advocacy for sustainability. Together with our partners, we advocate for ambitious sectoral and national sustainability policies and standards. We mobilize corporate capital for conservation initiatives and ensure investments are aligned with sustainable finance principles.

4. FINANCING CLIMATE AND NATURE PROJECTS

Through our partnerships, businesses invest in the protection and restoration of nature by financing WWF’s global conservation work and actively participating in projects within their operational areas. This includes supporting innovative nature-based solutions and empowering indigenous and community-led conservation efforts.

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:

- Drive conservation by transforming business practices and reducing environmental impacts.
- Raise awareness and inspire sustainable choices to protect natural habitats and biodiversity.
- Collaborate with businesses to advocate for ambitious sustainability policies and standards.
- Invest in nature protection and restoration through innovative projects and community-led efforts.

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 FY24, income from corporate partnerships represented 16% of WWF International's total income.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR*25,000 IN FY24

The following list contains all corporate partnerships that WWF International had, in fiscal year 2024 with an annual budget of more than EUR 25,000.

- Adyen
- Bialetti
- Bolton Food
- Bon Ton Toys
- Google
- Happy Socks
- Inditex Group
- Inditex Franchises
- Koala Sleep Pty Ltd
- Lidl
- Lime (Neutron Holdings)
- Meister Singer
- Merchant Ambassador
- My Peak Challenge
- PaGreen Cycle Lizenz GmbH/Pre Zero
- Reckitt Benckiser
- Revolut
- TCC
- Inner Mongolia YiLi Industrial Group
- Vaillant Group

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR*25,000 IN FY24

Adyen

For more information click [HERE](#)

Industry	Technology / Finance
Type of Partnership	Financing Climate and Nature
Conservation Focus	Climate & Energy Finance Food Forests Freshwater Oceans Biodiversity
Budget Range (in EUR)	1 - 3 million

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	Cause Related Marketing
Conservation Focus	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 video hero, digital, website and Point of Sales coverage with pack for sale and POS materials (crowner, storefront etc).

Bolton Food

For more information click [HERE](#)

Industry	Food (Processing and Products)
Type of Partnership	Transforming Business Consumer and Employee Engagement
Conservation Focus	Food Oceans
Budget Range (in EUR)	250,000 - 500,000

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.

Between 2017 and 2024, Bolton implemented measurable actions that significantly increased the share of responsibly caught tuna in its supply chain. In fact, in 2024 Bolton achieved 99.7% responsible sourcing of tuna.

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 advocate for responsible fisheries management; 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	Toys and games
Type of Partnership	Consumer and Employee Engagement
Conservation Focus	Forests Biodiversity
Budget Range (in EUR)	250,000 - 500,000

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.

Google

For more information click [HERE](#)

Industry	Tech
Type of Partnership	Consumer and Employee Engagement
Conservation Focus	Forests Freshwater Oceans Biodiversity
Budget Range (in EUR)	100,000 - 250,000

YouTube launched a campaign for Earth Day 2022* called “Non-Fungible Planets”, highlighting Eco-excursions led by 17 different YouTube content creators, showcasing some of the more unique ecosystems around the world. The Eco-excursions raised awareness for conservation among the public, aimed at establishing WWF as a prominent conservation organisation, and generated funds for conservation efforts. In addition, YouTube enabled a donate button for WWF-specific videos, where users around the world had the option to donate to WWF. The Partnership was led by WWF-US.

* WWF Interantional received funds from the campaign during FY24.

Happy Socks

For more information click [HERE](#)

Industry	Apparel and Textile
Type of Partnership	Consumer and Employee Engagement
Conservation Focus	Climate Forests Oceans Biodiversity
Budget Range (in EUR)	100,000 - 250,000

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 Group

For more information click [HERE](#)

Industry	Textile
Type of Partnership	Transforming Business Financing Climate and Nature
Conservation Focus	Biodiversity Freshwater Forests
Budget Range (in EUR)	>3 million

WWF and the Inditex Group embarked on an international partnership in October 2022. The partnership is focused on two main areas of work:

- (1) Sustainable Business Leadership: (transformation), focusing on freshwater stewardship and biodiversity conservation.
- (2) Investing in nature restoration: Strategic nature conservation and restoration projects in Africa, Asia, Europe, and Latin America financed by the proceeds from Inditex's Paper Bag Scheme, which seeks to encourage consumers to bring and reuse their own bags, hence reducing overall consumption of paper. This milestone follows Inditex's elimination of plastic bags in 2020 and complements the removal of all single-use plastics in customer sales by 2023.

To date, the partnership conservation and restoration projects have restored over 2,000 ha with nearly 600,000 ha under sustainable management, conserving critical landscapes and positively impacting local communities

Inditex Franchises

For more information click [HERE](#)

Industry	Textile
Type of Partnership	Financing Climate and Nature
Conservation Focus	Biodiversity Freshwater Forests
Budget Range (in EUR)	1 - 3 million

As part of the International partnership between WWF and Inditex, a number of Inditex Franchises part of the Inditex Paper Bag Scheme have committed to donating proceeds from the initiative towards the partnership's nature conservation and restoration projects. These projects implemented across the globe focus on

- (1) Promoting water stewardship and land restoration in the Middle East;
- (2) Protecting marine life and combating climate change in the Mediterranean;
- (3) Promoting forest landscape restoration and the protection of critical water catchments in South East Asia;
- (4) Tackling deforestation and protecting jaguar habitats in Central and South America, and;
- (5) supporting WWF's flagship initiative 'No Plastic in Nature'.

Koala Sleep Pty Ltd

For more information click [HERE](#)

Industry	Furniture E-commerce
Type of Partnership	Consumer and Employee Engagement
Conservation Focus	Biodiversity
Budget Range (in EUR)	25,000 - 100,000

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.

Lidl

For more information click [HERE](#)

Industry	Retailer
Type of Partnership	Transforming Business
Conservation Focus	Climate & Energy Food Biodiversity
Budget Range (in EUR)	1 - 3 million

In 2024, WWF and Lidl International launched a five-year Sustainable Business Partnership active in 31 countries. The partnership focuses on collaborating along Lidl’s value chain to address the global ecological challenges of our time, including climate change and loss of biodiversity, ensuring that more households have access to sustainable choices.

Lime (Neutron Holdings)

For more information click [HERE](#)

Industry	Tech
Type of Partnership	Consumer Engagement and Fundraising
Conservation Focus	Climate & Energy Finance Food Forests Freshwater Oceans Biodiversity
Budget Range (in EUR)	100,000 - 250,000

More than half the world’s population now lives in cities, which account for 70% of global carbon emissions. And a huge chunk of those emissions is caused by the transport of people and goods.

The shift from carbon-intensive transportation to a low- or zero-carbon sector is one of the greatest challenges facing cities today. But solutions do exist and WWF’s goal is to support the development and dissemination of these solutions.

Lime and WWF teamed up to accelerate the shift toward more sustainable urban mobility. Both organisations share the goal of reducing CO2 emissions from vehicles by promoting the use of scooters and bicycles instead of cars. Upon booking a mobility device on Lime, users have the option to make a donation to WWF and support global conservation efforts.

MeisterSinger

For more information click [HERE](#)

Industry	Watch manufacturer
Type of Partnership	Consumer and Employee Engagement
Conservation Focus	Biodiversity
Budget Range (in EUR)	25,000 - 100,000

MeisterSinger designed and launched a limited edition WWF watch. The watch has a photo-realistic representation of the Earth on the dial, visualising 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	Toys and games
Type of Partnership	Consumer and Employee Engagement
Conservation Focus	Forests Biodiversity
Budget Range (in EUR)	25,000 - 100,000

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.

My Peak Challenge

For more information click [HERE](#)

Industry	Sports and Fitness Industry
Type of Partnership	Consumer and Employee Engagement
Conservation Focus	Climate & Energy Finance Food Forests Freshwater Oceans Biodiversity
Budget Range (in EUR)	25,000 - 100,000

In 2024, My Peak Challenge (MPC), a global movement committed to empowering individuals to lead healthier, more balanced lives while supporting impactful causes, selected WWF as its “Charity Partner of the Year.” This year-long collaboration supports WWF through multiple fundraising streams, including membership fees and direct donations. The partnership also features robust digital engagement across MPC’s and its CEO’s social media platforms, immersive member activations throughout the year, and a special in-person event in Scotland tied to MPC’s annual gala.

PaGreen Cycle Lizenz
GmbH/Pre Zero

Industry	Recycling
Type of Partnership	Financing Climate and Nature
Conservation Focus	Oceans
Budget Range (in EUR)	25,000 - 100,000

PreZero (formerly Tönsmeier) has been working with WWF-Germany since 2015 until April 2025 to help protect the oceans. The company supported 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 provided financial resources but also contributed its technical expertise on environmental issues and support 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	FMCG
Type of Partnership	Transforming Business Consumer and Employee Engagement
Conservation Focus	Wildlife
Budget Range (in EUR)	1 million - 3 million

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 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.

Revolut

For more information click [HERE](#)

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

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 support WWF’s work to create a world where people and nature thrive.

TCC

For more information click [HERE](#)

Industry	Retail loyalty programme
Type of Partnership	Consumer and Employee Engagement
Conservation Focus	Climate & Energy Finance Food Forests Freshwater Oceans Biodiversity
Budget Range (in EUR)	100,000 - 250,000

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.

Inner Mongolia Yili
Industrial Group

Industry	FMCG - Dairy
Type of Partnership	Transforming Business Consumer and Employee Engagement
Conservation Focus	Food Freshwater
Budget Range (in EUR)	250,000 - 500,000

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.

Vaillant Group

For more information click [HERE](#)

Industry	Heating, ventilation and air-conditioning technology and renewable energies
Type of Partnership	Consumer and Employee Engagement
Conservation Focus	Climate & Energy
Budget Range (in EUR)	250,000 - 500,000

WWF and Vaillant are partnering together to successfully shape the heating transition and add weight to the topic of climate-friendly heating in the energy and climate debate. To this end, the two partners are launching a nationwide information campaign to describe the switch to climate-friendly heating systems to decarbonise the buildings sector.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF EUR*25,000 OR LESS IN FY24

The following list represents all corporate partnerships that this WWF office has with an annual budget of EUR*25,000 or less (including pro bono or in-kind contributions) in FY24.

- 1. Orientis Groument (Kusmi Tea)**
- 2. Harper Collins**
- 3. GEOX**
- 4. Reima Europe Oy**

CORPORATE ENGAGEMENT PLATFORMS

The following list represents corporate engagement platforms that this WWF office is leading or is part of and involves multilateral engagements with companies to bring about sustainable outcomes within their supply chain or consumer behaviors. You should only list down platforms that WWF is leading on (e.g., PACT, Forests Forward, Climate Business Network, etc.) and not of external parties.

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.

- **Agrobosque**
- **ALPI Group**
- **Bonus Harvest**
- **Candela**
- **CITY Furniture**
- **Compagnie des Bois du Gabon**
- **Cooperativa Agraria de Servicios Múltiples Sur Oriente**
- **Costco Wholesale Corporation**
- **Gabon Wood Industry - Bois et Scierie du Gabon**
- **HP Inc.**
- **Interholco - IFO**
- **Inter IKEA Group**
- **International Paper Company**
- **Kimberly-Clark**
- **Lowe's Companies, Inc.**
- **Maderacre**
- **Manutata**
- **Procter & Gamble Co.**
- **Ronap - Recolectores Orgánicos de la Nuez Amazónica del Perú**
- **SIG Group**
- **Sofidel Group**
- **Sylvamo**
- **The New Forests Company**
- **Williams-Sonoma, Inc.**

For further information on corporate engagement at WWF-International, please contact:
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A large giraffe is shown in profile, facing left, against a bright blue sky with wispy white clouds. The giraffe's long neck and head are the central focus. A smaller giraffe's head and neck are visible in the lower left corner, also facing left.

**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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and wildlife.

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