



CORPORATE PARTNERSHIPS REPORT

FY 2024 WWF-BRAZIL JUN, 2024

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 business – 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.

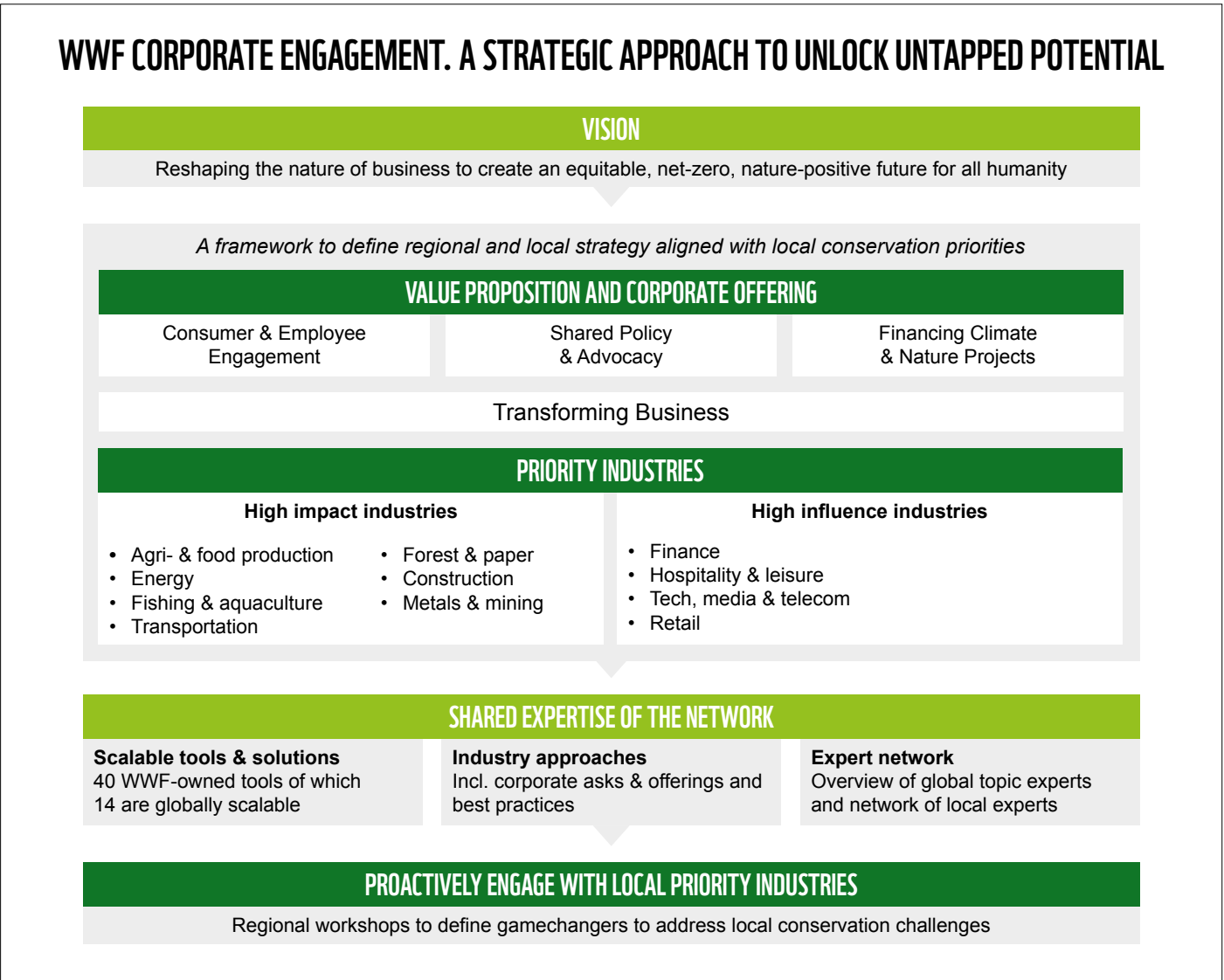
There has never been a stronger sense of urgency for action. In WWF, we are defining new ways of working together to make a difference on a scale that matters. We know we must redefine humanity's relationship with the planet. And together, we passionately believe we can.

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.

TRANSFORMING BUSINESS



1

Assess impacts and dependencies on nature and climate across the value chain

2

Set science-based targets for climate and nature, and implement robust reduction plans

3

Develop DCF and sustainable agri-forest supply chains

4

Engage in stewardship in WWF's priority landscapes, seascapes and basins

5

Reduce and eliminate plastic use and waste across value chains

CONSUMER & EMPLOYEE ENGAGEMENT



6

Encourage sustainable consumption and lifestyle choices

7

Promote the protection of natural habitats and biodiversity

SHARED POLICY & ADVOCACY



8

Advocate for ambitious sectoral and national sustainability policies and standards

9

Implement sustainable financing principles

FINANCING CLIMATE AND NATURE PROJECTS



10

Invest in nature protection and restoration

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

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 re-duction 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.

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-XX 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 X% of this WWF office's total income.

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

AEGEA SANEAMENTO E PARTICIPAÇÕES S.A.

Industry	Public water and sanitation utilities
Type of Partnership	Financing Climate and Nature
Conservation Focus of Partnership	Forests Freshwater
Budget Range (in EUR)	25,000 - 100,000

Aegea, one of the largest Brazilian sanitation companies, continued to strengthen its partnership with WWF-Brazil in 2023 and 2024 through the second phase of the “Clean Water for All” project, focused on the environmental recovery of the headwaters of the Pantanal, a strategic region for the biome’s water security. The initiative aimed to increase the resilience of landscapes facing climate change and degradation by combining ecological restoration, pasture rehabilitation, scientific data generation, and community engagement.

During this period, 10 hectares were restored with the planting of 8,000 seedlings and 450 kilograms of native species seeds in the Jauru basin (MT), supported by local nurseries and seed networks. Additionally, 35 hectares previously restored in Guariroba (MS) were monitored, generating insights on techniques and maintenance. In total, more than 9,300 hectares of pasture entered rehabilitation, with technical assistance provided to producers in the states of Mato Grosso and Mato Grosso do Sul.

This phase also included three fundamental scientific studies: a trade-off analysis (cost-benefit of restoration), which demonstrated economic viability in 84% of the scenarios analyzed; a hydro-sedimentological study, which indicated up to a 79% reduction in soil loss in restored areas; and a climate trend analysis, which showed signs of reduced precipitation and flow in the studied basins, reinforcing the urgency of interventions. A fourth analysis focused on pollination, demonstrating its significant contribution to agricultural productivity.

On the communication and engagement front, the partnership promoted over 50 initiatives, reaching 370 people in person and about 37,000 digitally. The second edition of the Restore Nature Restoration Olympics was held, with highlights including activities with students, including an indigenous school. Furthermore, strategic materials were developed, such as the Partnership Guide and videos on restoration and territorial coordination.

Through this collaboration, WWF-Brazil and Aegea continue contributing to the conservation of water and biodiversity, the strengthening of local communities, and the development of nature-based solutions for the future of the Pantanal.

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

AIRBNB

Industry	Tourism, recreational services
Type of Partnership	Financing Climate and Nature
Conservation Focus of Partnership	Oceans Biodiversity
Budget Range (in EUR)	100.000 – 250.000

In December 2022, Airbnb joined WWF-Brazil in a three-year partnership to support the conservation and restoration of coral reefs in Brazil. The initiative is guided by three main strategies: the protection of endangered species, the strengthening of protected areas, and advocacy for public policies in favor of coral conservation. Together, these efforts contribute to WWF-Brazil’s broader goals for ocean protection in the face of accelerating climate change.

Since the start of the partnership, important advances have been made. One of the highlights is the monitoring of coral bleaching in Tamandaré, Pernambuco, conducted in collaboration with the Coastal Reefs Institute, CEPENE/ICMBio, and UFPE. Through field expeditions, data were collected on coral health, species responses, and environmental conditions. These findings not only deepened scientific understanding but also helped raise awareness among local communities, who were engaged in conversations about mitigation strategies. The results gained national attention, including coverage by Agência Brasil.

Parallel to this, WWF-Brazil and partners began designing a “voluntourism” initiative— an innovative program that invites tourists to participate directly in coral reef restoration activities in Porto de Galinhas. Developed in collaboration with the Coral Biofactory, the project aligns regenerative tourism with conservation action, reinforcing the idea that tourism can be a positive force for marine ecosystems.

In the Abrolhos region and along the southern coast of Bahia, the partnership supported market studies and engagement with ICMBio to build a more integrated and sustainable tourism model. The approach connects cultural, historical, and environmental values, while involving a diverse range of local stakeholders in shaping tourism offerings that benefit people and nature.

At a national scale, a key milestone was the scientific expedition to the Seamounts of the Northern Brazilian Chain—an area containing mesophotic coral reefs identified as priorities for future marine protected areas. The expedition revealed not only rich reef coverage and new endemic species but also unexpected signs of coral bleaching at depth, raising concern and drawing national media coverage.

On the advocacy front, WWF-Brazil played a strategic role in high-level dialogues with government representatives, including President Lula and Minister Marina Silva, reinforcing the need for coral conservation to be reflected in national public policies, Brazil's international climate commitments (NDCs), and the broader Climate Plan. These efforts were reported by major outlets such as Correio Braziliense.

Additionally, WWF-Brazil became a Knowledge Partner of Oceans20, the G20's ocean engagement group, and contributed to the development of a policy brief for the group's agenda. The organization also supported the structuring of CONABIO to ensure representation of marine and coastal zones across civil society, and actively advocated for the integration of marine protected areas and coral reef conservation into Brazil's implementation of the Global Biodiversity Framework (EPANBs and EPAEBs).

Through this partnership, Airbnb and WWF-Brazil are not only advancing concrete actions on coral reef restoration and marine protection but also contributing to systemic changes that are essential to achieving long-term ocean conservation goals.

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

AMBEV

Industry	Beverages
Type of Partnership	Transforming Business
Conservation Focus of Partnership	Forests Freshwater
Budget Range (in EUR)	100.000 – 250.000

Ambev, through its Watersheds & Forests program, maintains a strategic partnership with WWF-Brazil in the Ribeirão Jequitibá watershed, in Minas Gerais — a region that encompasses five municipalities and directly influences water availability for approximately 250,000 people. This collaboration aims to contribute to water security through soil conservation, restoration of strategic areas, and the promotion of sustainable food systems, with a special focus on the municipality of Sete Lagoas.

In 2024, the project advanced with concrete soil and water conservation actions: three properties benefited from interventions covering 77 hectares, including the construction of 55 small dams (“barraginhas”) and more than 3,290 meters of level ditches (“cochinchos”). The perimeter of the Permanent Preservation Area (APP) of Lagoa Grande was also defined, totaling 40 hectares with support from the Public Prosecutor’s Office, and local producers were mobilized to build fences, enabling the future restoration of the area.

On the sustainable food systems front, the partnership promoted the acquisition of a greenhouse for seedling production, destined for urban gardens, through agreements signed with the Federal University of São João del-Rei (Sete Lagoas campus) and the Agroecological Cooperative Organization (OCA). Additionally, 42 urban producers — including 19 women — were trained in agroecological practices, strengthening local and sustainable production.

The project continues to be supported by strong coordination with the Jequitibá Watershed Subcommittee and other local partners, which has increased the engagement of rural producers and strengthened the territorial impact of the actions.

PARCERIAS COM ORÇAMENTO ANUAL SUPERIOR A 25.000 EUROS NO ANO FISCAL DE 2024

BANCO DO BRASIL

Industry	Financial services
Type of Partnership	Consumer and Employee Engagement
Conservation Focus of Partnership	Climate & Energy
Budget Range (in EUR)	100.000 – 250.000

The partnership with Banco do Brasil is structured around three main pillars, described below:

1. Engagement in a Culture of Eco-efficiency

Together with Banco do Brasil’s Procurement team, WWF-Brazil promoted a series of engagement activities with nearly 100,000 employees to foster a shift in the bank’s internal culture.

Key achievements during the reporting period included engagement events, training sessions and webinars, the release of an updated Sustainable Procurement and Disposal Standard, and the dissemination of videos, games, and content during key environmental awareness dates.

2. Carbon Zero Program

To support Banco do Brasil’s SBTi strategy, WWF engaged in discussions around the bank’s emission reduction targets across scopes 1, 2, and 3, how to achieve them using current and emerging technologies, and what social and environmental co-benefits could be attained.

The organization prioritized the topic of Carbon Markets by developing specific training courses through Banco do Brasil’s Corporate University – UniBB. It also participated in discussions to evaluate how to deal with financed emissions, which are the most significant type of emissions for financial institutions.

3. BB Zero Waste Program

The main goal of this pillar is to develop guidelines and specialized content to implement a zero-waste initiative at the bank, aiming to reduce the volume of waste sent to landfills. Key accomplishments included:

- A comprehensive mapping of Brazilian legislation on solid waste management, providing a solid legal foundation for the program’s implementation.
- Support in developing a hiring model for a national association of recyclable waste pickers to provide selective collection services and data management — reducing the environmental impact of the bank’s daily operations while socially promoting work and dignity for waste pickers.
- The creation of training manuals and guiding materials for employees, with the goal of educating them on best practices for waste reduction and proper disposal, in alignment with circular economy principles.

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. **Araquarela Industria e Comércio**
2. **Banco Inter**
3. **B.O.B**
4. **Cescon Barrieu**
5. **Editora FTD**
6. **Editora Girassol**
7. **Fauna Papelaria**
8. **Girassol Brasil Edições LTDA**

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.

1. **Coalizão Brasil Clima, Florestas e Agricultura**
2. **Soy Working Group (“GTS – Grupo de Trabalho da Soja”)**

For further information on corporate engagement at WWF-Brazil, please contact:
empresas@wwf.org.br



**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