



CORPORATE PARTNERSHIPS REPORT

FY 2025 WWF-BRAZIL

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. 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, guided by Roadmap 2030, our shared organizational compass that outlines six global objectives to be achieved by 2030. It 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.

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.

Companies are also well-positioned to lead in rapid adaptation and to develop innovative solutions that 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.

HOW WE WORK WITH CORPORATE PARTNERS

Our work with business partnerships is guided by a clear framework that defines our vision, value proposition, and corporate asks.

We believe that together, we can transform whole sectors and markets for the better, delivering results that would not be possible through individual action alone. The goals of WWF's seven global conservation Practices, namely, Biodiversity, Climate and Energy, Freshwater, Food and Agriculture, Forests, Ocean and Finance shape what we do and how we work with corporate partners.

Our four pillars of engagement are as follows:

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.

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-Brazil 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) agreements with the companies concerned. In FY25, income from corporate partnerships represented 3,6% of WWF-Brazil's total income.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN BRL 25,000 IN FY25

AEGEA

Industry	Water and sanitation
Type of Partnership	Financing Climate and Nature
Conservation Focus of Partnership	Biodiversity
Budget Range (in BRL)	1 – 3 million

In 2025, the partnership between WWF-Brazil and Aegea contributed to the recovery and maintenance of priority areas in the Jauru sub-basin (Mato Grosso state), including the continuation of restoration activities in Permanent Preservation Areas of the Araçatuba Farm, an area of interest for local water security.

More than 9,000 hectares of pastures continued the rehabilitation process through technical assistance and the promotion of good productive practices, strengthening the connection between environmental conservation and sustainable rural production. The partnership also supported the strengthening of the restoration chain in Mato Grosso, through the mapping of nurseries and seed networks, generating strategic information to expand the availability of inputs, specialized labor, and future implementation capacity.

Furthermore, there was a strengthening of the scientific knowledge base to guide investments and restoration policies, with the completion of studies on the cost-benefit of restoration, hydro-sedimentological dynamics, climate trends, pollination, and structuring of the restoration chain. The results demonstrated that interventions in native vegetation and sustainable soil management reduce erosion, increase water infiltration, generate economic benefits, and contribute to the maintenance of ecosystem services essential to the landscape.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN BRL 25,000 IN FY25

AIRBNB

Industry	Tourism
Type of Partnership	Transforming Business Financing Climate and Nature
Conservation Focus of Partnership	Biodiversity
Budget Range (in BRL)	500,000 – 1 million

The partnership between Airbnb and WWF-Brazil has been consolidating progress in the conservation and restoration of Brazilian coral reefs, in a year marked by the ocean agenda’s rise to the center of the global climate debate.

In the field of public policy, noteworthy achievements include support for the creation of the National Strategy for the Conservation and Sustainable Use of Coral Reefs (ProCoral), in collaboration with the Brazilian Ministry for the Environment and ICMBio, which was launched during the UNOC, in June 2025; the incorporation of reef conservation into national climate policies such as the Brazilian NDCs; and the launch during COP30 of the Brazilian Coral Coalition (Coalizão Corais do Brasil), led by WWF-Brazil and Fundação Grupo Boticário, that is aligned with the global initiative The Coral Breakthrough, with the goal of boosting the recovery of degraded reefs by 2030.

On the scientific front, monitoring of the severe bleaching event of 2024 in Tamandaré was completed in collaboration with IRCOS, CEPENE/ICMBio and UFPE, resulting in a strategic restoration action plan based on priority zones and species, and an unprecedented database of water quality in the region, in addition to contributing to the global report Status of Coral Reefs of the World: 2025.

The regenerative tourism initiative “Rota das Marés”, developed with Airbnb’s support, has consolidated nine anchor experiences, in addition to a communication plan, participatory signage actions, and a familiarization tour in September 2025. These actions have contributed to strengthening public use and expanding income generation in the conservation units of the Abrolhos land and sea territory.

This partnership is part of WWF-Brazil’s broader work on the ocean-climate agenda, which has helped strengthen Brazil’s leadership on the issue and advance marine conservation policies.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN BRL 25,000 IN FY25

AMBEV

Industry	Beverages
Type of Partnership	Financing Climate and Nature
Conservation Focus of Partnership	Biodiversity Food
Budget Range (in BRL)	1 – 3 million

In 2025, the partnership between WWF-Brazil and Ambev continued to advance through the Basins & Forests program, strengthening water security in the Ribeirão Jequitibá sub-basin in Sete Lagoas (MG).

During this period, more than 200 hectares received soil and water conservation practices, while the Permanent Preservation Area of Lagoa Grande progressed with fencing and ecological restoration actions. Simultaneously, the bank of areas for restoration exceeded 100 registered hectares, creating a strategic base for future environmental recovery initiatives in the landscape.

The partnership also strengthened the connection between water security and sustainable production. Approximately 100 urban farmers were supported through agroecology initiatives and community gardens, accompanied by training in production and marketing. In addition to expanding income generation opportunities and access to healthy food, these initiatives contributed to strengthening local leadership and increasing the participation of women in sustainable productive activities.

Another significant legacy of the partnership was the strengthening of water governance in the region. Ongoing work with the Jequitibá Subcommittee fostered the engagement of rural producers, communities, public authorities, and the private sector around a common agenda for water resource conservation, consolidating a participatory arrangement capable of expanding the scale and sustainability of implemented actions. Furthermore, the project contributed to increasing water infiltration into the soil, promoting aquifer recharge, reducing erosion processes, and strengthening local water resilience.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN BRL 25,000 IN FY25

ARCOS DORADOS

Industry	Food Service and Restaurants
Type of Partnership	Transforming Business
Conservation Focus of Partnership	Biodiversity Food
Budget Range (in BRL)	100,000 – 500,000

In 2025, the partnership between Arcos Dorados and WWF-Brazil focused on structuring the enabling conditions for implementing large-scale actions for a more sustainable and deforestation-free livestock supply chain in the Pantanal headwaters.

One of the main advances was the refinement of territorial intelligence, with the identification of target properties that make up its supply base. This process allowed for a survey of territories for the implementation of degraded pasture rehabilitation, culminating in 11 properties contacted in 2025, in 10 municipalities in Mato Grosso, specifically engaged to accelerate the inclusion of ranchers connected to the company’s supply chain.

Arcos Dorados, together with WWF-Brazil, also expanded its institutional and engagement activities around the sustainability agenda in high-level forums, such as the “Coffee with Purpose” and the StoryMaps tool – initiatives designed to raise awareness among senior leadership and engage Arcos’ network of employees. This market arrangement, politically endorsed by the joint governance of the Alliance for the Headwaters of the Pantanal launched at COP30, prepares the territorial conditions for DCF beef lots based on regenerative criteria and protection of water security.

Therefore, the partnership ended 2025 with a solid governance structure and the foundations laid to expand socio-environmental and productive impacts in 2026.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN BRL 25,000 IN FY25

MARFRIG

Industry	Large Scale Agribusiness
Type of Partnership	Transforming Business
Conservation Focus of Partnership	Biodiversity Food
Budget Range (in BRL)	100,000 – 500,000

The partnership between WWF-Brazil and Marfrig operates directly in the Headwaters of the Pantanal (Mato Grosso/Mato Grosso do Sul) to promote the transition toward a deforestation- and conversion-free (DCF) beef supply chain, combining the company’s corporate commitment with the territorial intelligence of the resilient landscape project in the Cerrado to foster pastureland restoration and water conservation.

The technical scope focuses on cross-referencing CAR (Rural Environmental Registry) data to identify priority areas, with the objective of operating across approximately 20,000 hectares through the engagement of 11 strategic supplier properties linked to Marfrig. To overcome the initial barriers to data sharing resulting from Brazil’s General Data Protection Law (LGPD), the cooperation redirected its field strategy to focus on territorial coordination and protection.

Although native vegetation planting activities have not yet begun, the restoration target of 17 hectares of riparian Permanent Preservation Areas (APPs) has advanced significantly through the hiring of a specialized consultancy and the start of direct engagement with producers participating in the RePasto program, laying the groundwork for practical interventions as soon as formal commitments are validated. Within Marfrig’s strategic scope, this mobilization effort has already consolidated active support for four highly relevant properties totaling approximately 24,000 hectares.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF BRL 25,000 OR LESS IN FY25

The following list represents all corporate partnerships that this WWF office has with an annual budget of BRL 25,000 or less in FY25.

- 1. Araquarela**
- 2. Editora Girassol**
- 3. FDT Educação**
- 4. Fundação Grupo Boticário**
- 5. Lefosse Advogados**
- 6. Korui**
- 7. Maurício de Sousa Produções**
- 8. Meliá Hotels**

CORPORATE ENGAGEMENT PLATFORMS

- 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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