



CORPORATE PARTNERSHIPS REPORT

**FY 2024 WWF-NETHERLANDS
APRIL, 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 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.

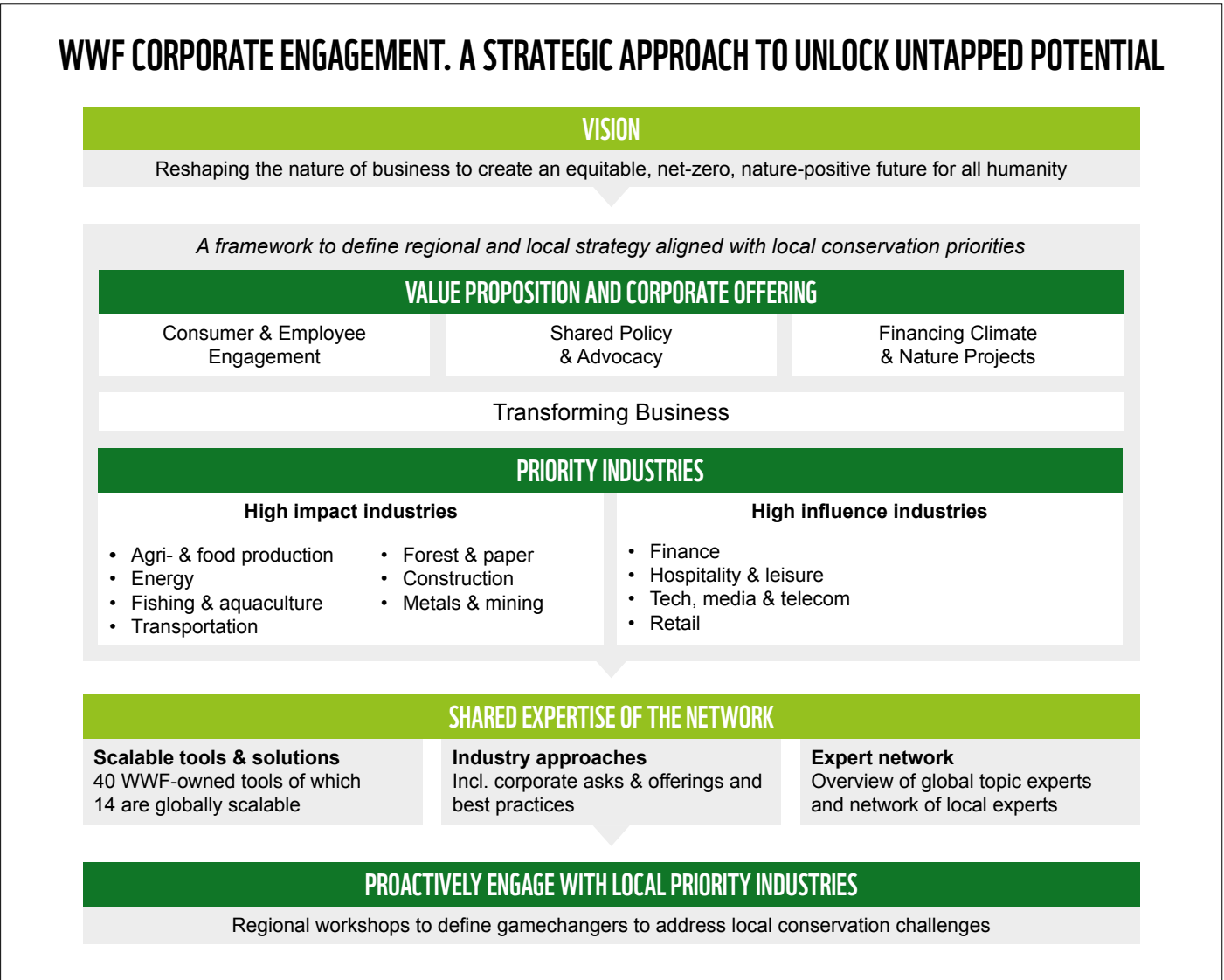
There has never been a stronger sense of urgency for action. In WWF, we are defining new ways of working together to make a difference on a scale that matters. We know we must redefine humanity's relationship with the planet. And together, we passionately believe we can.

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, overfishing, 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.

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 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

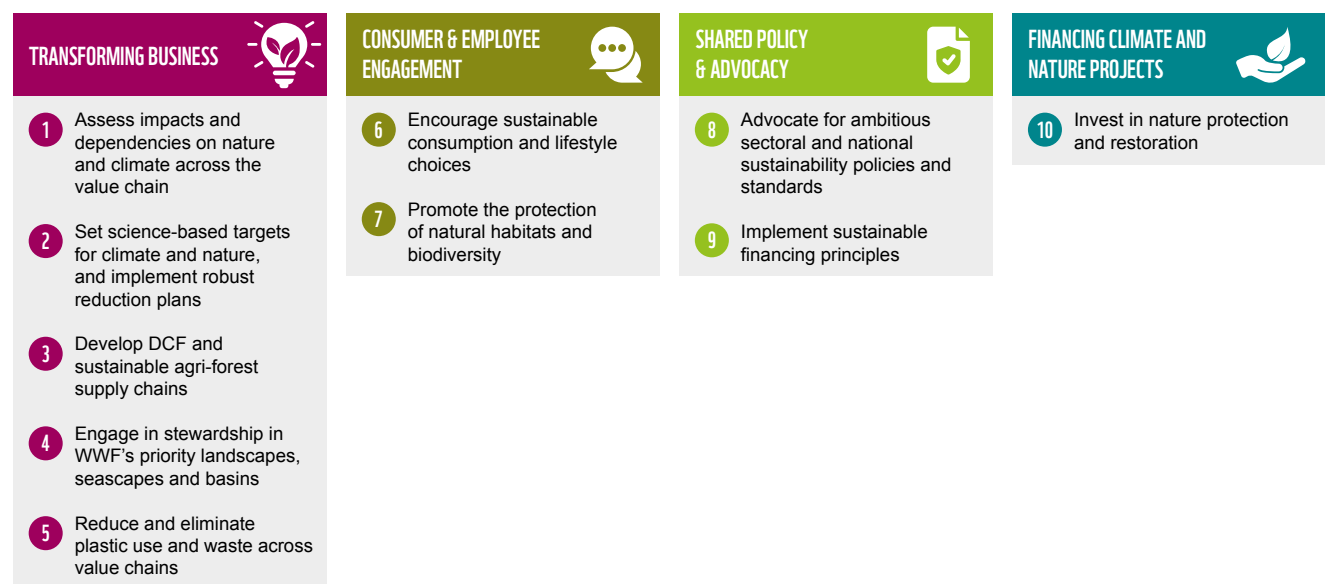
The second way that WWF partners with the private sector is by raising awareness of key environmental issues among consumers and employees. The goal is to encourage sustainable consumption and lifestyle choices as well as promote the protection of natural habitats and biodiversity, highlighting the importance 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 naturebased solutions and empowering indigenous and communityled 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-Netherlands 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 3% of this WWF office's total income.

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

COMPANY NAME

RABOBANK

Industry	Finance sector
Type of Partnership	Transforming Business
Conservation Focus of Partnership	Food Finance
Budget Range (in EUR)	100,000 - 250,000
URL link to partnership webpage	WWF partner Rabobank

Rabobank and WWF have partnered since 2011 to implement projects focused on achieving a sustainable food system, particularly in international food and agriculture sectors. The aim of the Transformational Partnership was to demonstrate that sustainable production in food and agriculture chains can yield both economic returns and biodiversity conservation. Success has been defined by:

- Producers are economically better off with improved agricultural practices.
- The impact on nature and ecosystems in landscapes is significantly reduced.
- Value chains have been demonstrably and systematically made sustainable.
- A scalable solution that can be replicated by Rabobank and WWF.

Joint projects in FY2024 included Fruit in Chili, Sugar cane in India and Beef in Australia. Furthermore, we have cooperated in the Dutch working group on Taskforce on Nature-related Financial Disclosures (TNFD).

COMPANY NAME

TOMMY HILFIGER

Industry	Textile & Apparel
Type of Partnership	Transforming Business Financing Climate and Nature
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	100,000 - 250,000

Tommy Hilfiger, part of PVH Corp., is working with WWF to address water stewardship in communities critical to both organizations' efforts and priorities. Through collective action work in Turkey and Vietnam, WWF and Tommy Hilfiger address shared water challenges to improve the health of critical watersheds

COMPANY NAME
ROBECO INSTITUTIONAL
ASSET MANAGEMENT
BV

Industry	Finance
Type of Partnership	Transforming Business
Conservation Focus of Partnership	Finance
Budget Range (in EUR)	100,000 - 250,000
URL link to partnership webpage	WWF en Robeco

Robeco and WWF-NL are working together to integrate biodiversity into asset management. WWF-NL advised Robeco on developing and implementing a Biodiversity Investment Framework, and investment strategies. Together parties are working to inspire and activate other stakeholders in the financial sector.

COMPANY NAME
EURO-CAPS

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

Euro-Caps is a partner of WWF-NL since 2019. They are supporting small-scale agro forestry coffee farmers in the border areas of the Amazon rainforest in Brazil (Apui, Manaus) and the overall strategic work in the Amazon.

COMPANY NAME
INTERNATIONAL CARD
SERVICES

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

WWF NL and International Card Services (ICS) have a licensing agreement since 1999 based on a Panda credit card (to be rebranded to Natural World Card). WWF NL gets a fixed fee per credit card holder per year. All ICS credit cards are made of PVC-free recycled material.

COMPANY NAME
ALPRO / DANONE

Industry	Food & Beverage
Type of Partnership	Transforming Business
Conservation Focus of Partnership	Food
Budget Range (in EUR)	100,000 - 250,000

Alpro (Danone), WWF-NL and WWF France are working together in piloting Science Based Targets for Nature. In FY24 . Alpro was selected to be part of a pilot of SBTN.

COMPANY NAME
ALBERT HEIJN

Industry	Food retail
Type of Partnership	Transforming Business
Conservation Focus of Partnership	Food
Budget Range (in EUR)	100,000 - 250,000
URL link to partnership webpage	Albert Heijn WWF Ons Werk , De WWF-NL Basket WWF

Over a number of years, WWF NL and AH worked together to develop a (Dutch) WWF Basket, based on the WWF UK Basket for retail, with the aim to halve the footprint of Dutch food retail by 2030. In FY24 the Basket was finalised (published October 2024).

COMPANY NAME
DILLE & KAMILLE

Industry	Retail
Type of Partnership	Financing Climate and Nature Consumer and Employee Engagement
Conservation Focus of Partnership	Biodiversity
Budget Range (in EUR)	25,000 - 100,000
URL link to partnership webpage	Website D&K Dille & Kamille WWF Ons werk

We have a recurring cause related marcom campaign with Dille & Kamille between October – January which is focusing on a different arctic animal each year. This campaign kicked off in 2019 by selling the felt pendant “Lumi” the polar bear, “Olen” te reindeer in 2020, “Vinnie” the arctic fox in 2021, “Elin” the snowy owl in 2022 and “Nio” the narwhal in 2023. An amount of €1,00 per pendant went to WWF (Arctic program). Last year the campaign was visible in all 45 Dille&Kamille stores (in The Netherlands, Belgium and Germany).

COMPANY NAME
CBRE

Industry	Commercial Real Estate Services and Investment
Type of Partnership	Financing Climate and Nature
Conservation Focus of Partnership	Freshwater Biodiversity
Budget Range (in EUR)	100,000 - 250,000

CBRE has funded our work in Central and Eastern Europe with a one-off donation. The contribution was earmarked towards our dam removal work, the growth of the bison population in the area and raising awareness about nature-based solutions in cities.

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.

Moët Hennessy	Pimm Solutions	Aatop Personeelsdiensten	M.A. Breure Holding
Ansvar Idéa	Bekking & Blitz	ATAG Nederland	Spikker Specials B.V.
eLabNext	NORTVI	Royal Joh Enschede	Woodwing Software
Van Beest (D. van Beest Holding)	Schouder aan Schouder	Eco Reest B.V.	WWplus
Bright Funds	Technisch Bureau Koppe	Spaarders Triodos Bank	
Temporary Works Design	Aannemersbedrijf Dick de Boer	Molenaar & Co architecten	
Remaining Royalties WWF International	Living-IT B.V.	Timboco	
Giesko	Spa Sport Hotel Zuiver	Fort Resort Beemster B.V.	
Icepay B.V.	Omni-U Services	Woningkeur Groep	
More Than Gifts	General Entertainment Presents B.V.	Hero kindercentra	
Nwave Pictures N.V.	Eonics Consultancy	Team Notarissen	
		Atriensis projecten	

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 behaviours.

1. WWF NL has a Business Supporters fund raising platform. With small and medium sized companies, supporting conservation projects. [Business Supporter | WWF](#)

For further information on corporate engagement at WWF-NL, please contact:
Sandra Mulder / Senior Advisor Business Engagement / smulder@wwf.nl.



**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