



WWF

SINGAPORE

# CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-SINGAPORE  
CORPORATE PARTNERSHIPS  
FISCAL YEAR 2021

## FOR FURTHER INFORMATION ON SPECIFIC PARTNERSHIPS, PLEASE CONTACT WWF-SINGAPORE

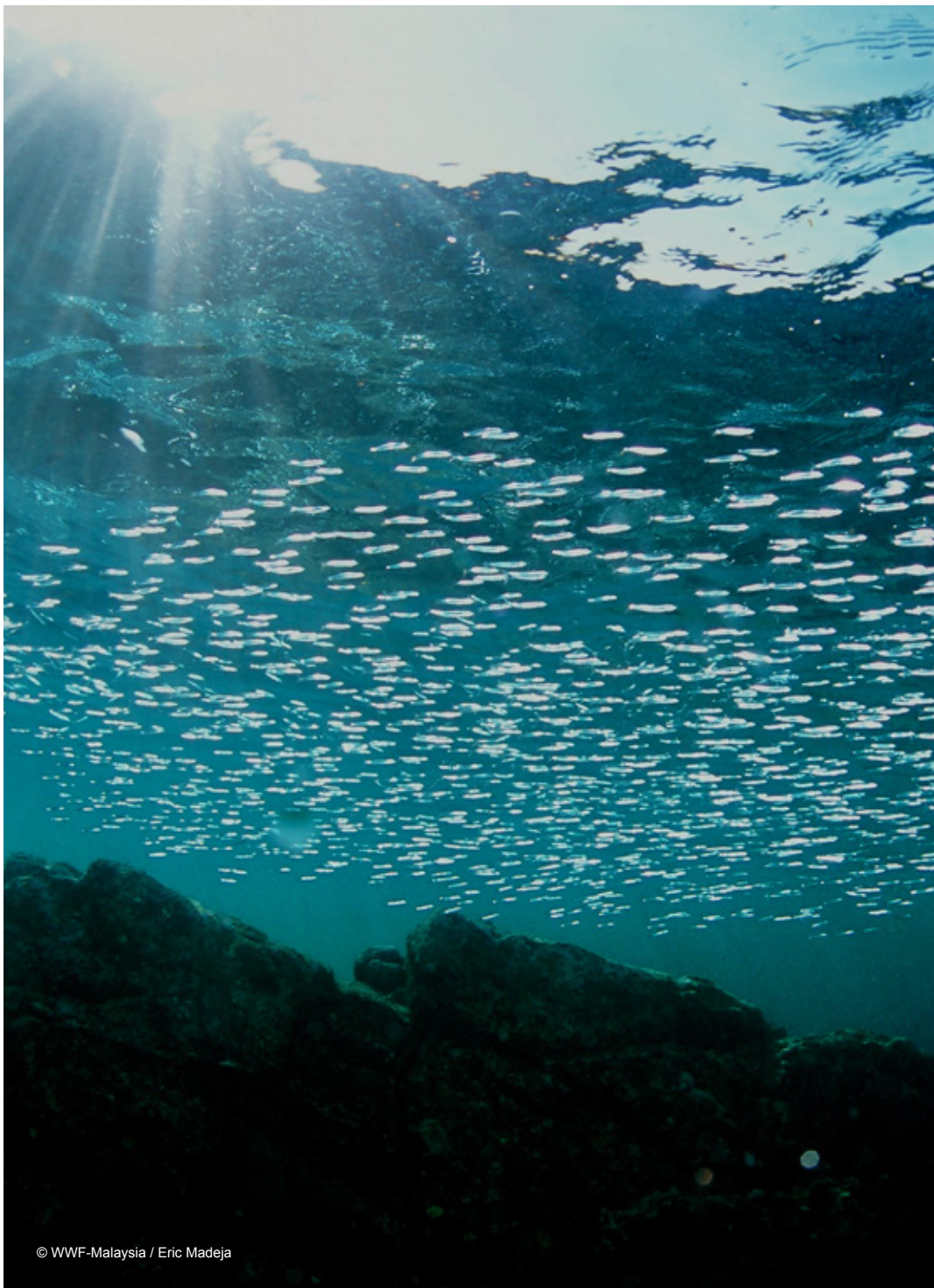


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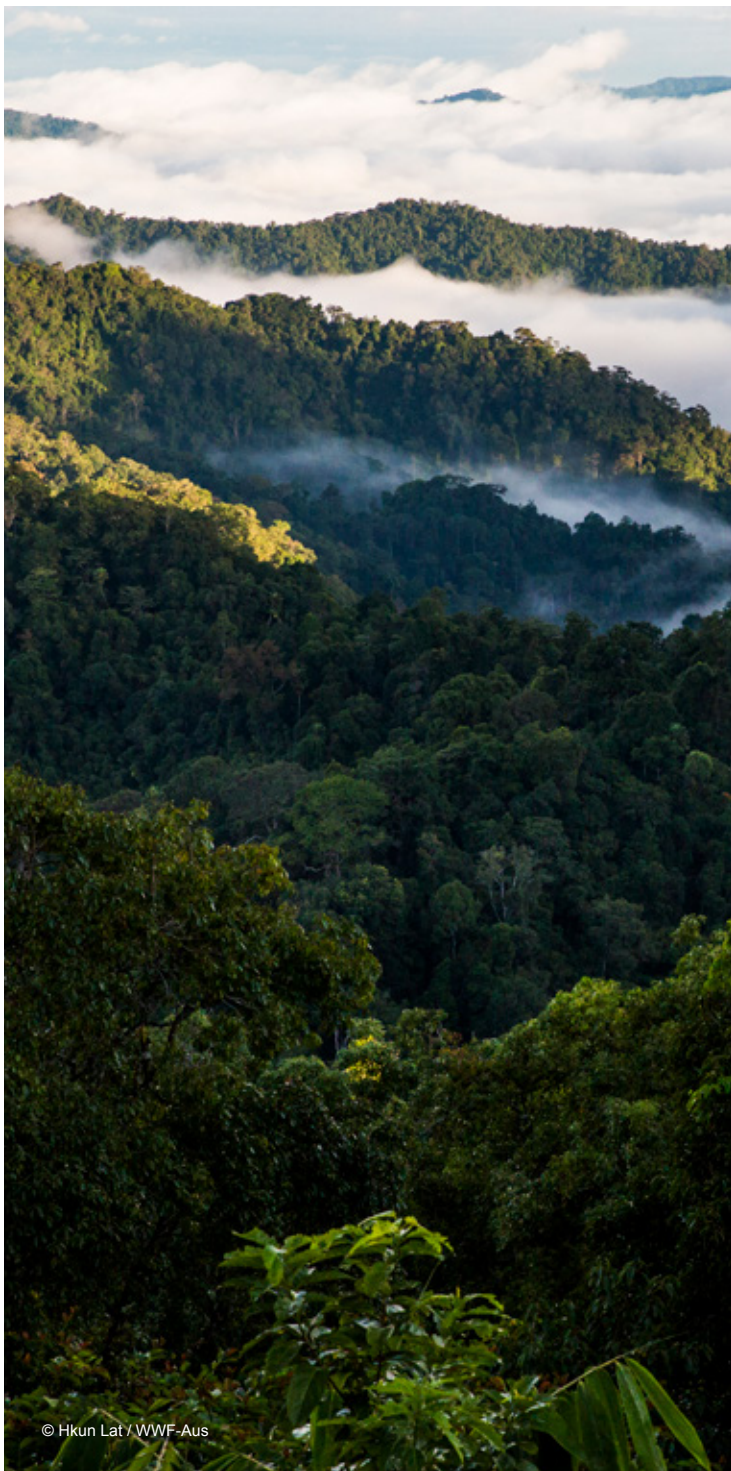
## NATURE AT THE BRINK

**WWF'S LIVING PLANET REPORT SHOWED THAT THE VITAL ROLE PLAYED BY THE NATURAL WORLD IS BEING UNSUSTAINABLY USED THROUGH HUMANITY'S DEMAND FOR FOOD, FUEL AND FINANCES.**

Agricultural expansion, deforestation, overfishing, urban development, energy use, mining, and pollution are contributing factors to driving habitat loss, water shortages and climate change. In addition, every year, the World Economic Forum Risks Report continuously explained 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.

The time to act is NOW to safeguard the health of our planet and in turn our health, businesses, economies and social stability. The Intergovernmental Panel on Climate Change (IPCC) special report - Global Warming of 1.5°C, paints a clear but dire picture, we need to drastically transform the world economy in the next few years.

The good news is that, with the advancement in science, awareness, and innovation, we also have an unparalleled opportunity for positive change. We can redefine our relationship with nature together. That is why WWF collaborates with businesses, working in partnerships to find solutions and act at a scale that matters. **#togetherpossible.**



# TAKING BOLD COLLECTIVE ACTION

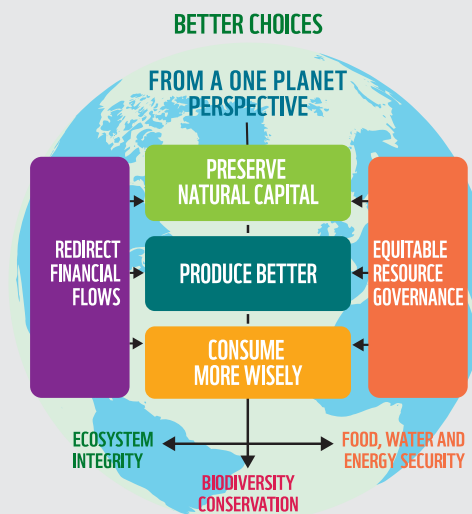
THE TIME TO ACT IS NOW. WE HAVE PUT IN PLACE A GLOBAL CONSERVATION STRATEGY THAT REFLECTS THE WAY THE WORLD IS CHANGING, MEETS THE PRESSING ENVIRONMENTAL CHALLENGES AND FOCUS OUR EFFORTS FOR GREATER IMPACT.

WWF will continue to deliver locally in crucial eco-regions around the world and sharpening our focus on six global goals – wildlife, forests, oceans, freshwater, climate and energy, and food – and three key drivers of environmental degradation – markets, finance and governance. We are creating global communities of practice for each of the goals and drivers composed of specialists from WWF and key external partners to foster greater collaboration and innovation, as we unite our efforts toward making ambitious targets a reality.

We know that one organisation alone can't effect the change needed. The changes we want to see in the world can only come about through the efforts of many actors: local communities, national and multinational corporations, governments and non-governmental organisations, finance institutions and development agencies, consumers and researchers.

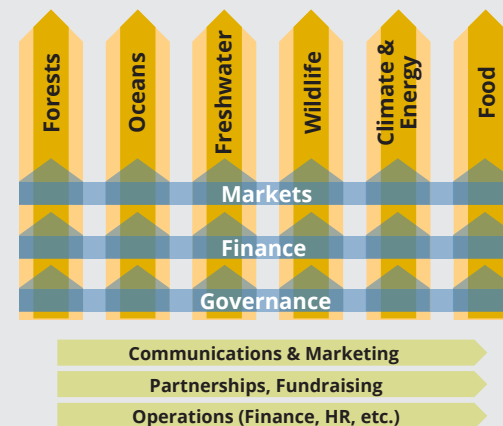
There has never been a stronger sense of urgency for action. In WWF, we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

## OUR VISION FOR CHANGE



## HOW WE MAKE IT HAPPEN

6 global goals, 3 cross-cutting drivers, delivered by powerful communities of practice and partners





© James Morgan / WWF

## 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 together with those who have 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 and has a specific responsibility to ensure that the natural resources and ecosystems that underpin their business are used responsibly.

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms (e.g. UN Global Compact, the Consumer Goods Forum, and Science Based Targets) to make ambitious commitments, engaging in public policy discussions at global and local level, 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 publish scorecards and reports on company or sector performance (e.g. palm oil scorecard, soy scorecard, and sustainable cotton ranking), mobilise public pressure through high-profile campaigns on issues related to business activities (e.g. Business for Nature, Build Back Better, Coalition to end wildlife trafficking online) and collaborating with individual companies.

This report presents an overview of the partnerships that WWF-Singapore has with individual companies.

# WWF'S CORPORATE PARTNERSHIPS

OUR COLLABORATION WITH PARTNERS IS BASED ON A COMMON UNDERSTANDING OF ISSUES, SHARED AMBITIONS OR ACTIVITIES, AND A WILLINGNESS TO SPEAK OUT IN PUBLIC.

In general, we distinguish three types of partnerships with companies:

1

## DRIVING SUSTAINABLE BUSINESS PRACTICES

Our partnerships aim to deliver direct conservation results on key issues or in priority places by changing practices throughout a company's operations and value chain. These intend to reduce the major environmental impacts of corporations, achieve conservation results and influence related sectors and markets.

2

## COMMUNICATIONS AND AWARENESS RAISING

The second way that WWF partners with the private sector is by raising awareness of key environmental issues and mobilising consumer action through communications and campaigns (including cause-related marketing campaigns). This approach includes, consumer actions to encourage the purchase of sustainable products such as FSC-certified wood, or companies supporting campaigns that inspire action in favour of special causes or endangered species like the tiger.

3

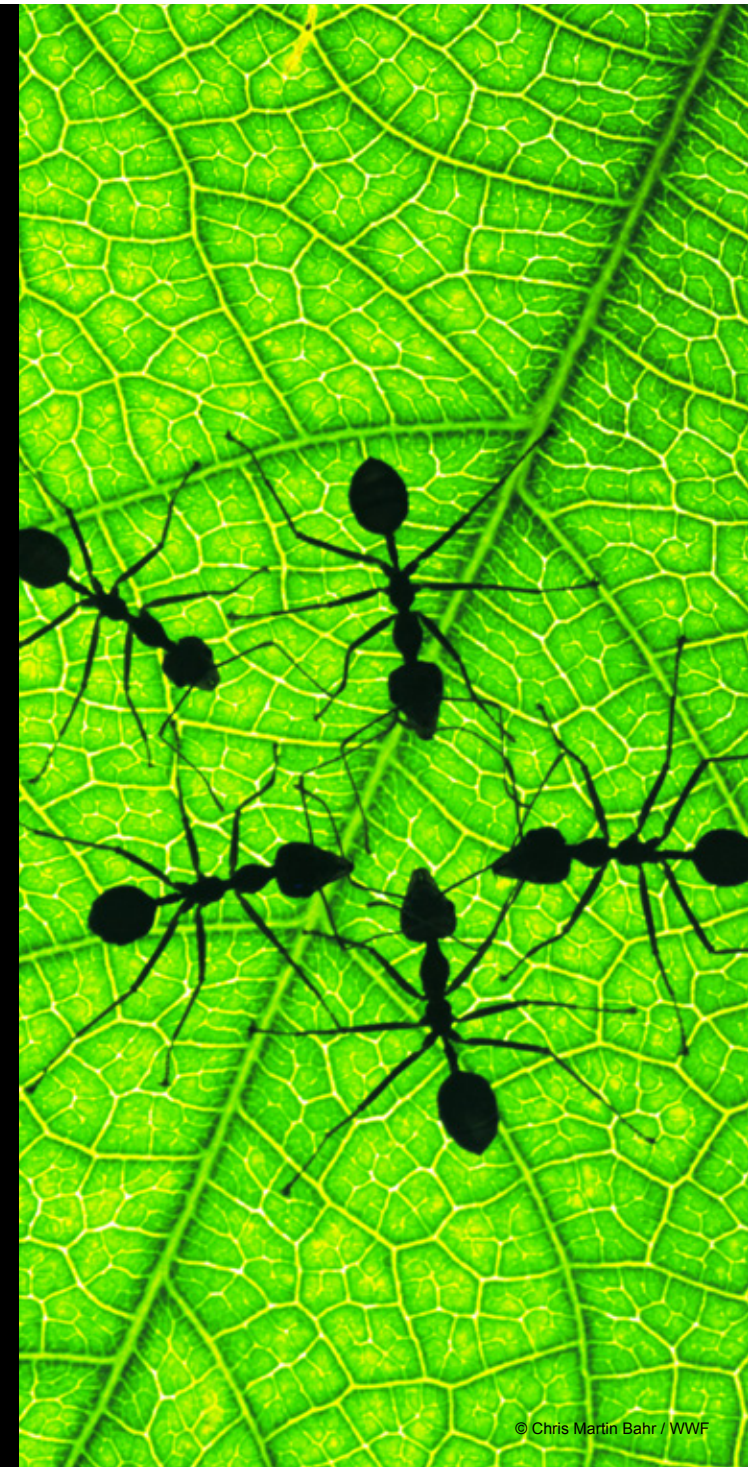
## PHILANTHROPIC PARTNERSHIPS

The third approach is articulated through specific programmes designed for companies to fund for the conservation of key places and species, building capability and tools to deliver conservation impact.

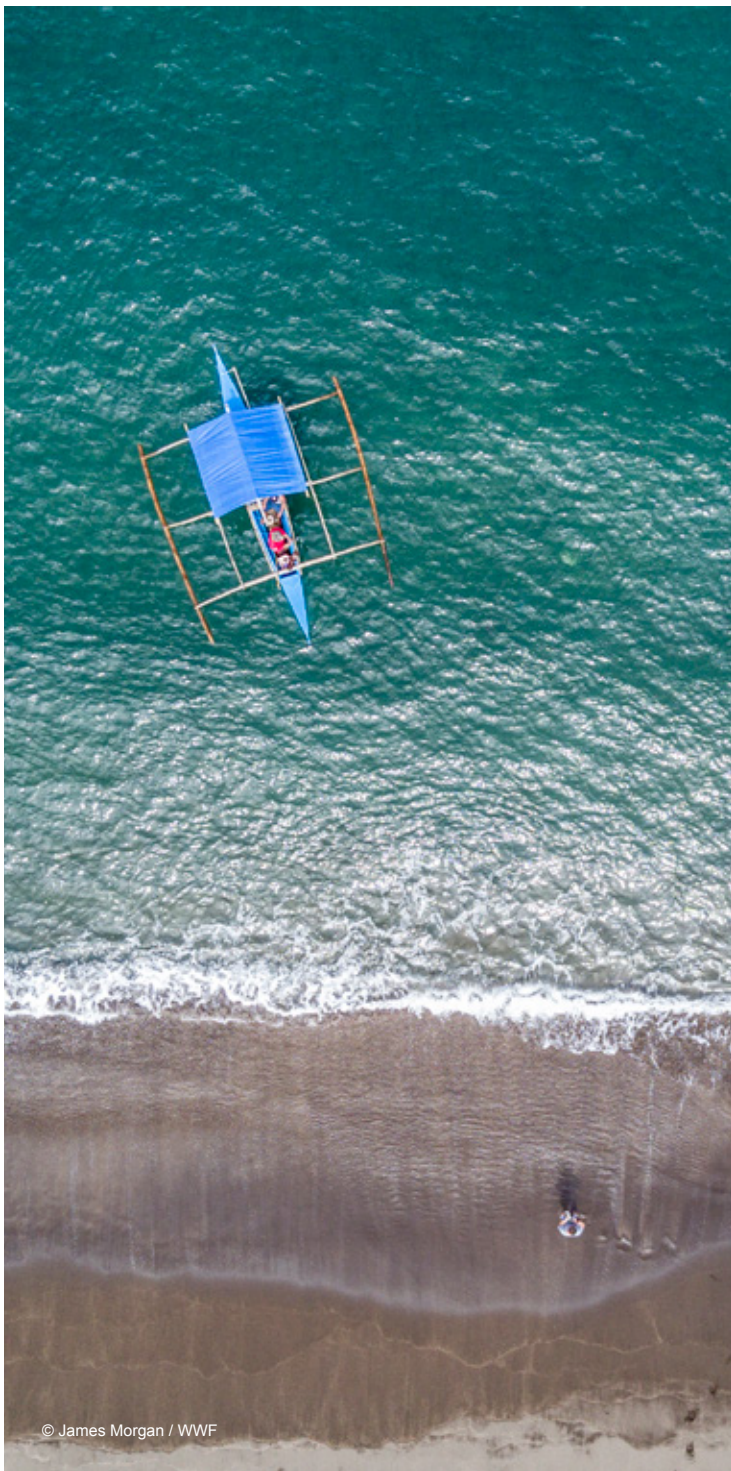
WWF partners on a philanthropic or awareness-raising level with companies that are undertaking substantial action to improve their sustainability performance, or that have negligible environmental impacts.

Many partnerships with companies use a combination of these approaches.

WWF engages companies in constructive dialogue to achieve our conservation goals, while challenging each other with real issues. As such, they involve opportunities and risks for both parties. At WWF, we manage the risks by having clear guidelines and criteria in place, imposing due diligence process and exercising the right to public commentary.



© Chris Martin Bahr / WWF



# TRANSPARENCY & 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 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.

WWF offices around the world 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](#).

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## THIS REPORT

**THE AIM OF THIS REPORT IS TO GIVE AN OVERVIEW OF THE PARTNERSHIPS THAT WWF-SINGAPORE HAS WITH INDIVIDUAL COMPANIES.**

Funds obtained through corporate partnerships are typically used by WWF to:

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

WWF-Singapore 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 FY21, income from corporate partnerships represented 12.48% of WWF-Singapore's total income.

# SUSTAINABLE DEVELOPMENT GOALS



**THE SUSTAINABLE DEVELOPMENT GOALS WERE ADOPTED BY UNITED NATIONS MEMBER STATES IN SEPTEMBER 2015 AS THE CORE OF THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT. THEY AIM TO SET OUT A 'PLAN OF ACTION FOR PEOPLE, PLANET AND PROSPERITY' TO 'STIMULATE ACTION OVER THE NEXT 15 YEARS IN AREAS OF CRITICAL IMPORTANCE FOR HUMANITY AND THE PLANET.'**

The goals are 'universal' – calling on governments, businesses and civil society to deliver them. They are also 'indivisible', which means the achievement of one goal depends on the achievement of all the other goals.

For businesses, the SDGs are a comprehensive framework to innovate business models that address global challenges like climate change and inequality, to respond to changing consumer expectations, enhance brand and reputation, and drive sustainability.



© Jürgen Freund / WWF



## ABOUT WWF-SINGAPORE

**WORLD WIDE FUND FOR NATURE (WWF) IS ONE OF THE WORLD'S LARGEST AND MOST RESPECTED INDEPENDENT CONSERVATION ORGANISATIONS.**

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

As one of WWF's international hubs, WWF-Singapore supports a global network spanning over 100 countries. WWF-Singapore works closely with local stakeholders towards a greener and more sustainable Singapore and the region around us. We work to address key conservation areas, such as deforestation, illegal wildlife trade, oceans, food security, sustainable finance and sustainable consumption through education and outreach efforts with individuals, businesses and governments.

For more information, please visit [wwf.sg](https://www.wwf.sg).



**"WHAT WE DO IN THE NEXT TEN  
YEARS WILL PROFOUNDLY IMPACT  
THE NEXT FEW THOUSAND"**

**SIR DAVID ATTENBOROUGH**

# ASIAN TIGERS GROUP

## ABOUT THE PARTNERSHIP

Asian Tigers Group has been partnering with WWF-Singapore since 2017 to reverse the decline of wild tigers that led to their extinction in three of the remaining tiger range countries, namely Cambodia, Viet Nam and Lao PDR in the last two decades, plummeting to around 5% of their original range.

Through its Tiger Action Fund, Asian Tigers Group has been contributing directly to WWF's TX2 project to double the number of wild tigers globally by 2022. The support from Asian Tigers Group has been channeled towards combating wildlife trafficking and implementing a South East Asia Tiger Recovery Plan, resulting in a 90% reduction in snares encountered across the Malaysian forests.

## ABOUT THE COMPANY

Founded in 1998, the Asian Tigers Group is a leading provider for international moving and relocation services, with 25 offices in 14 territories throughout Asia. The company established the Tiger Action Fund in 2001 to achieve environmental sustainability by supporting global efforts in preserving nature and protecting wildlife.

➔ [LEARN MORE ABOUT THE PARTNERSHIP](#)



ASIAN TIGERS  
GROUP

### INDUSTRY:

International and  
Domestic Relocation

### TYPE OF PARTNERSHIP:

Strategic Philanthropy

### CONSERVATION FOCUS:

Wildlife

### FY21 BUDGET RANGE:

S\$25,000 - S\$100,000



© naturepl.com / Edwin Giesbers / WWF

# GRAB

## ABOUT THE PARTNERSHIP

Grab renewed its partnership with WWF for the third time, in support of WWF's efforts to raise awareness and funds, for the protection of some of the most iconic wildlife species in Southeast Asia and their habitats. The exchanged reward points have been channeled not only to protect local endangered species such as Asian elephants, Malayan tigers and tamaraws, but also to secure the livelihoods of indigeneous communities in the region.

Grab users across eight markets in Southeast Asia (Cambodia, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Viet Nam) can continue to exchange their loyalty points for donations to support WWF's conservation efforts.

## ABOUT THE COMPANY

Grab is Southeast Asia's leading superapp, offering a suite of services consisting of deliveries, mobility, financial services, enterprise and others to millions of southeast asians.

➔ [LEARN MORE ABOUT THE PARTNERSHIP](#)



### INDUSTRY:

Technology

### TYPE OF PARTNERSHIP:

Communications and  
Awareness Raising

### CONSERVATION FOCUS:

Wildlife

### FY21 BUDGET RANGE:

\$25,000 - \$100,000



© Ola Jennersten / WWF-Sweden



#### ABOUT THE PARTNERSHIP

The Ripples Programme, an initiative by WWF-Singapore and HSBC Singapore, kickstarted in 2018 has since evolved and expanded to place greater emphasis on Climate Change and its interlinks between Oceans and Forests. The programme aims to raise awareness on climate emergency and keep Singapore's green spaces and coral reefs alive by educating and mobilising communities as well as the general public to take action against environmental degradation, through volunteer work and outreach efforts to keep Singapore's green spaces and coral reefs alive.

#### ABOUT THE COMPANY

HSBC is one of the largest banking and financial services organisations in the world, with operations in 64 countries and territories. It has been at the forefront of opening up new opportunities for growth and helping to create a better world for businesses and communities.

➔ [LEARN MORE ABOUT THE PARTNERSHIP](#)



#### INDUSTRY:

Banking

#### TYPE OF PARTNERSHIP:

Strategic Philanthropy

#### CONSERVATION FOCUS:

Climate Change

#### FY21 BUDGET RANGE:

S\$25,000 - S\$100,000





#### ABOUT THE PARTNERSHIP

IKEA partnered with WWF-Singapore in the effort to reduce waste, protect natural ecosystems, and promote a Circular Economy among communities in Singapore through the Eco-Schools Programme. With a vision of equipping young learners with the skills and understanding of how to better use our natural resources. The partnership aims to promote eco-stewardship, by helping students to create an action plan to tackle a real waste challenge and apply their knowledge in an interactive process to improve their schools' waste management and influencing their community to make a sustainable change. This is also aligned with the SG Green Plan that was announced recently.

The partnership engaged over 300 students and 40 teachers from eight schools across Singapore, through the 7-steps project approach in the course of the programme, creating an opportunity for the schools and their coordinating teachers to learn about Circular Economy and design thinking principles.

#### ABOUT THE COMPANY

IKEA was founded in 1953 and in the last 70 years has grown to become a global home furnishing brand that brings affordability, design and comfort with a vision of creating a better everyday life for many.

IKEA aims to make a positive impact on the people and the planet through its business – from supporting the communities where its materials are sourced, to the way its products enable people to live a more sustainable life at home. To be part of a positive change in society, IKEA is committed in transforming its operations to become circular and climate positive.

➔ [LEARN MORE ABOUT THE PARTNERSHIP](#)



#### INDUSTRY:

Home Improvement  
and Furniture

#### TYPE OF PARTNERSHIP:

Communications and  
Awareness Raising

#### CONSERVATION FOCUS:

Education

#### FY21 BUDGET RANGE:

S\$25,000 - S\$100,000



© WWF-Singapore

# MARINA BAY SANDS

## ABOUT THE PARTNERSHIP

Recognising the lack of sustainability in seafood supply chains across Asia, WWF-Singapore and Marina Bay Sands entered into a landmark partnership in 2017 to improve sustainable seafood sourcing by the integrated resort. The partnership aimed to increase the volume procured of responsibly sourced seafood products.

With the support from WWF-Singapore, Marina Bay Sands journeyed well into its fourth year and continued working towards its goal. In 2020, the integrated resort achieved close to 50% of its volume of seafood procured as responsibly sourced. This partnership remains monumental in addressing the lack of sustainability in seafood supply chains across Asia.

Marina Bay Sands further supports six aquaculture farms and a fishery across Malaysia with the aim of increasing supply of responsible seafood in the region. With the guidance provided by WWF, these farms and the fishery are set to improve their aquaculture and fishery practices, protect marine environments, and secure livelihoods and food security for communities across Johor, Sabah, Selangor, Penang, and Perak.

## ABOUT THE COMPANY

Marina Bay Sands is Asia's leading business, leisure and entertainment destination. The integrated resort features Singapore's largest hotel with over 2,200 luxurious rooms and suites, crowned by the spectacular Sands SkyPark and iconic infinity pool. Its multi-faceted offerings including the convention and exhibition facilities, Asia's best luxury shopping mall, exhibitions at ArtScience Museum and more, have transformed the country's skyline and tourism landscape since it opened in 2010.

Marina Bay Sands is dedicated to being a good corporate citizen to serve its people, communities and environment. It drives social impact through its community engagement programme, Sands Cares, and leads environmental stewardship through its global sustainability programme, Sands ECO360.

➔ [LEARN MORE ABOUT THE PARTNERSHIP](#)



### INDUSTRY:

Hospitality

### TYPE OF PARTNERSHIP:

Driving Sustainable Business Practices, Strategic Philanthropy

### CONSERVATION FOCUS:

Oceans

### FY21 BUDGET RANGE:

S\$100,000 - S\$250,000



© WWF-Malaysia



WWF and Pigeon are working in partnership to protect forests and biodiversity in Indonesia



## FEATURED STORY

# FROM MOTHER TO DAUGHTER, LIKE FRUIT TREES TO SEEDLINGS

**NESTLED DEEP AMIDST THE DENSE TROPICAL RAINFORESTS OF WEST SUMATRA, INDONESIA, SITS THE MUARO SUNGAI LOLO VILLAGE. KNOWN AS THE LARGEST MATRILINEAL SOCIETY IN THE WORLD, THE MINANGKABAU PEOPLE, OR MINANG FOR SHORT, PASS ON AND INHERIT PROPERTY THROUGH THEIR MOTHERS' LINE, IN CONTRAST TO MOST INDONESIAN CULTURES AND MUCH OF THE REST OF THE WORLD.**



© Yayasan WWF-Indonesia

Whereas 'self-earned' assets are retained to whoever acquired them, ancestral assets, such as farmland and houses are only passed on to female descendants—though they can be used by all members of the clan—to give them security and a place in political participation.

In a country like Indonesia where many intact forests have been lost, West Sumatra still holds a relatively low deforestation rate. Ranked 11th in terms of forest cover and highly biodiverse ecosystem where unique and threatened species such as the Sumatran tiger (*Panthera tigris sumatrae*), Malayan tapir (*Tapirus indicus*) and Sun bear (*Helarctos malayanus*) still roam.

Ratna Dewi, Project Officer of WWF-Indonesia's Freshwater Programme—who has been working closely with the Muaro Sungai Lolo community for the past three years—believes this is largely thanks to the traditional matrilineal kinship system and a strong society formed by mothers who are guaranteed the fulfilment of their basic needs. And through her possession of collective assets that are traditionally unsalable and only used for collective needs, the chain of inheritance ensures that the property is always available for the community and passed on to the next generation.

## A BOND WITH MOTHER EARTH

Living at the foot of Bukit Barisan mountain range where the Kampar River originates, the community of Muaro Sungai Lolo have long held a tight-knitted relationship with the landscape as Datuk Bendaro, the community's supreme traditional leader shared. The river is where people harvest clean drinking water and bathe. It is where they forage, fish and farm. It is how they travel from village to village to meet one another and transport goods. It is where they hold ceremonies like the balimau bath—in which people bathe using lime to purify themselves physically and spiritually before entering the holy month of fasting—and many other sacred rituals.

And while lands and waters provide for the people, they are also protected by the Minang community through their traditional laws and customary practices—referred to as adat—vital and inseparable from self-sufficient agrarian cultures who are interdependent on nature. For instance, the deeply-rooted tradition of Lubuk Larangan allows communities to only catch fish at certain times and places, as agreed upon by the customary chief and local community, in order to preserve them.



### IN NEED OF CARE AND PROTECTION

However, as the seasons change, so have the kinds of challenges and threats brought on by the industrialisation and environmental degradation of the 21st century. Being a small remote village only accessible by few via boats, motorbikes and four-wheel drive trucks, Muaro Sungai Lolo still has very limited infrastructure and access to essential services, said Misrawati, a farmer at the village and mother of five.

At the same time, natural catastrophes are happening more frequently and severely, said the village's headman Ogi Arianto. Whether landslides or flash floods, major disasters—which cost not only devastating amounts of property damage but also several lives—have been occurring annually for the past three years. With climate change, the watershed forests and rivers are rapidly degrading, as irregular weather patterns are causing more crop failures.

Subdued by poverty, ecological deterioration and pressures from industrialisation, many families in West Sumatra—though less so in Muaro Sungai Lolo village—have been

forced to clear forests for plantations for commodities such as rubber, lemongrass and gambier which compromises soil quality and makes it more prone to erosion. Furthermore, the practice of shifting cultivation, in which farmers burn forests and plant crops for consecutive seasons before abandoning the degraded land—not to be confused for rotational farming, where farmers leave harvested fields to regrow back into natural forests—along with the heavy use of newly-introduced chemical fertilisers and pesticides, is exacerbating the issue.

### PLANTING SEEDS FOR THE CHILDREN AND THEIR FUTURE

With the support from WWF-Singapore, WWF-Indonesia, Pigeon Singapore and local partners including the Village Government of Muaro Sungai Lolo, Provincial Forestry Service of West Sumatra, State University of Padang, and Tropical Fruit Research Agency of West Sumatra, the community members off Muaro Sungai Lolo began planting durian, mangosteen, and avocado to restore their forests under the NEWtrees programme in 2021.

Though unorthodox to receive outside guests, community members and their traditional elders have since shared and exchanged indigenous knowledge with the WWF team they have gotten to know over the years, while the latter shared scientific findings. As a result, the community was able to learn more about the current conditions of their landscape, as well as sustainable agroforestry and geotagging.

The Minang people highly value equality and respect every person's rights and role, much like how they highly value the trees in their lands for the produce and functions that each tree species contributes. Though met with steep slopes and remote locations, they have planted more than 5,000 seedlings across 50 hectares of shared customary lands, or ulayat, belonging to nine tribes. And although some seedlings have been snacked on by pigs and monkeys, the community members are able to monitor the growth of the remaining through geotags and work together to look after the trees until they mature.

And as they wait for these trees to mature and become a source of food and income for their families, farmers and housewives are also learning about financial literacy



and planning, household-scale investment, micro-finance management, and entrepreneurship to develop livelihoods. Through workshops conducted by WWF-Indonesia, they have also begun to explore business opportunities such as vegetable gardening, chicken farming, ecotourism and food processing.

With hopes to build and pass on a healthy planet for their children, the community members will spend the next two years taking care of the saplings and monitoring their growth for five more years, with intentions to plant even more in the future. As they begin to take root in the ground, these trees will help to mitigate natural disasters and restore the watershed's health, capture carbon and bring back wildlife and biodiversity to the area—protecting and giving back to the same people who planted them, much like mothers and daughters do for each other.



# PIGEON

## ABOUT THE PARTNERSHIP

As part of its Go Green Program, Pigeon partnered with WWF-Singapore to address key goals such as halting deforestation, creating sustainable livelihoods and educating youth. To restore forests, the partnership is supporting the rehabilitation of 50 hectares of land with the planting of 5,000 seedlings of perennial crops in Muaro Sungai Lolo, West Sumatra, Indonesia, under the NEWtrees programme. Implemented on the ground by local community farmers and monitored over a period of five years using geotagging technology, the programme also provided a series of training workshops to help the farmers improve their livelihoods without compromising environmental conservation values.

Recognising our dependence on the planet's natural resources, Pigeon sponsored the Environmental Education Resource Kit, which contains curated content for educators and parents to engage preschoolers on key environmental topics.

## ABOUT THE COMPANY

Pigeon is a market leader in mother and baby care products known to offer the highest levels of comfort, safety and quality. Pigeon aims to make the world more baby-friendly and achieve sustainable growth as a company by reducing environmental impact and solving social issues surrounding babies and mothers everywhere through partnerships, product innovations and programmes.

➔ **LEARN MORE ABOUT THE PARTNERSHIP**



### INDUSTRY:

Personal Care and Retail

### TYPE OF PARTNERSHIP:

Communications and Awareness Raising, Strategic Philanthropy

### CONSERVATION FOCUS:

Climate Change, Forests

### FY21 BUDGET RANGE:

\$S\$25,000 - \$S\$100,000



© Yayasan WWF-Indonesia



PACT

## KEEPING PLASTIC OUT OF NATURE

WWF-SINGAPORE LAUNCHED PACT (PLASTIC ACTION) IN 2019 TO ENGAGE BUSINESSES TO REDUCE THEIR WASTE FOOTPRINT AND ULTIMATELY MOVE TOWARDS A CIRCULAR ECONOMY.



© Shutterstock 1325162501

In a challenging year brought about by the COVID-19 pandemic, businesses had to adapt their operations to retain customers, while ensuring the safety and well-being of those under their care. As restaurants and shops temporarily closed due to national lockdowns, many Singaporeans opted for food deliveries, purchased groceries online and switched to disposable utensils for convenience. This resulted in an extra 1,334 tonnes of plastic waste over eight weeks of Circuit Breaker.

PACT recognises these challenges and has been partnering with businesses to develop and adopt innovative business models that make it easier for customers to choose sustainable alternatives. Despite these difficulties, PACT companies have doubled down efforts to reduce plastic and collectively avoided using 85 million pieces of plastic items and packaging annually.

In 2020, our food delivery partners, Deliveroo, foodpanda and Grab, collectively saved 1.3 million pieces of cutlery every week (30% more than 2019) by introducing an automatic 'opt-out of receiving cutlery' toggle button on their apps. The enhancement effectively put the onus on the customer to ask for cutlery proactively.

To continue identifying sustainability challenges and opportunities faced by local businesses and consumers, WWF-Singapore also partnered with Accenture to produce "**Sustainability in Singapore**", highlighting actionable insights on sustainability.

In January 2021, the first eight participating retailers of the Retail Bag Charge Pledge announced that the pledge had shown positive results, with over 60% of consumers refusing a bag and more than 300,000 bags saved monthly. The retailers shared that consumers understood and supported the bag charge, with sentiments improving over time. The pledge has since witnessed a steady increase in participants with Decathlon, Watsons, UNIQLO, VeganBurg, Liu Jo and Metro jumping on the bandwagon in the last year.



#### ABOUT THE PARTNERSHIP

In 2019, H&M implemented a S\$0.10 bag charge across all of its stores in Singapore for every plastic or paper shopping bag requested by customers. The full proceeds were donated to WWF-Singapore to support critical projects under the Plastic ACTION (PACT) initiative, including the development of WWF-Singapore's Alternative Material Tool (AMT)—a tool to help businesses make informed decisions in their procurement process.

Together with a handful of other businesses, H&M has pledged its commitment as a PACT Champion to:

- take action to eliminate problematic and unnecessary plastic packaging by 2025;
- take action to move from single-use towards reuse models where relevant by 2025;
- 100% of plastic packaging to be reusable, recyclable, or compostable by 2025;
- 25% post-consumer recycled content target across all plastic packaging used by 2025; and
- support conservation and research projects for better waste management, the collection of plastics in nature, alternative materials or circular economy.

#### ABOUT THE COMPANY

Founded in Sweden in 1947, the H&M group consists of eight brands, including H&M, COS and Monki, with around 4,950 stores in 74 markets in 2020. The group's vision is enabling people to express themselves through fashion and design, while making it easier to live more circular.

H&M and WWF have worked together in a long-term transformational global partnership since 2011 in tackling key environmental threats such as climate change to make way for a more sustainable fashion industry.



#### INDUSTRY:

Manufacturing and Retail

#### TYPE OF PARTNERSHIP:

Driving Sustainable Business Practices

#### CONSERVATION FOCUS:

Circular Economy for Plastic

#### FY21 BUDGET RANGE:

S\$25,000 - S\$100,000



© iStock 482602158

# LENDLEASE

## ABOUT THE PARTNERSHIP

Waste in Retail Research Initiative (WRI) is part of the Plastic ACTION (PACT) initiative which conducted a landmark study, **Circularity in Retail - Tackling the Waste Problem**.

Launched in August 2021, the partnership aimed to undertake research, data analysis, and identification of best practices in waste reduction and recycling, providing guidance for the retail property management industry and key stakeholders. This included practical and tailored recommendations that can also be adopted by other industry players. The study focused on identifying sources of waste, particularly plastic packaging waste in food and beverage, fashion and supermarket sectors. The study also helped gather on-the-ground insights to improve Lendlease's back-of-house operations and waste management processes, with the objective to reduce waste generation and increase recycling rates.

## ABOUT THE COMPANY

Lendlease is an international real estate group with core expertise in shaping cities and creating strong and connected communities. Headquartered in Sydney, Australia, Lendlease has operations Australia, Asia, Europe and the Americas, with approximately 8,000 employees internationally across operating segments of investments, development and construction.



### INDUSTRY:

Retail Management

### TYPE OF PARTNERSHIP:

Driving Sustainable Business Practices

### CONSERVATION FOCUS:

Circular Economy for Plastic

### FY21 BUDGET RANGE:

S\$25,000 - S\$100,000



© WWF-Singapore

# THE BODY SHOP

## ABOUT THE PARTNERSHIP

In support of the Plastic ACTION (PACT) initiative, The Body Shop Singapore appointed WWF-Singapore as the benefiting charity for the Kick The Bag initiative. The Body Shop imposed 10 cent charge for every single-use bag requested at any of its 40 outlets across Singapore to encourage shoppers to bring their own bags. For every single-use bag refused, The Body Shop also contributes 10 cents with full proceeds being donated to support WWF-Singapore's conservation efforts.

## ABOUT THE COMPANY

The Body Shop is a global manufacturer and retailer of naturally inspired, ethically produced beauty and cosmetics products. It is a certified B Corporation and has a long-standing commitment to supporting social and environmental movements.



## THE BODY SHOP

### INDUSTRY:

Personal Care and Retail

### TYPE OF PARTNERSHIP:

Driving Sustainable Business Practices

### CONSERVATION FOCUS:

Circular Economy for Plastic

### FY21 BUDGET RANGE:

S\$25,000 - S\$100,000



## KICK THE BAG

NEED  
ME?



10 CENTS  
WILL BE DONATED  
BY YOU

OR

BROUGHT  
YOUR OWN BAG?  
FANTASTIC!

10 CENTS  
WILL BE DONATED  
BY



© The Body Shop Singapore



#### ABOUT THE PARTNERSHIP

Recognising how e-commerce has become an indispensable part of retail, offering benefits and convenience for businesses and consumers alike, WWF-Singapore's Plastic ACTION (PACT) launched **Delivering on Circularity - Feasibility Study for Reusable e-Commerce Packaging in Singapore** with the support of UNIQLO Singapore. The study looks at sustainability of reusable packaging in Singapore and determine steps to reduce the generation of packaging waste in e-commerce.

The report highlights the importance of:

- designing a customer journey which maximises opt-in and return rates;
- creating a compelling value proposition for retailers to invest in reusable packaging capability;
- developing processes that leverage opportunities in Singapore (e.g. existing logistic networks); and
- packaging that balances durability, cost and carbon footprint.

#### ABOUT THE COMPANY

UNIQLO, a global apparel company, operating over 2,300 stores in 25 countries and regions with its first store in Hiroshima in 1984. The LifeWear philosophy enriches the lives of people everywhere with simple, high-quality clothing that is also the commitment to reduce the environmental impact of UNIQLO's daily business to help achieve sustainable growth for society, and to make the world a better place through its business and products.



#### INDUSTRY:

Manufacturing and Retail

#### TYPE OF PARTNERSHIP:

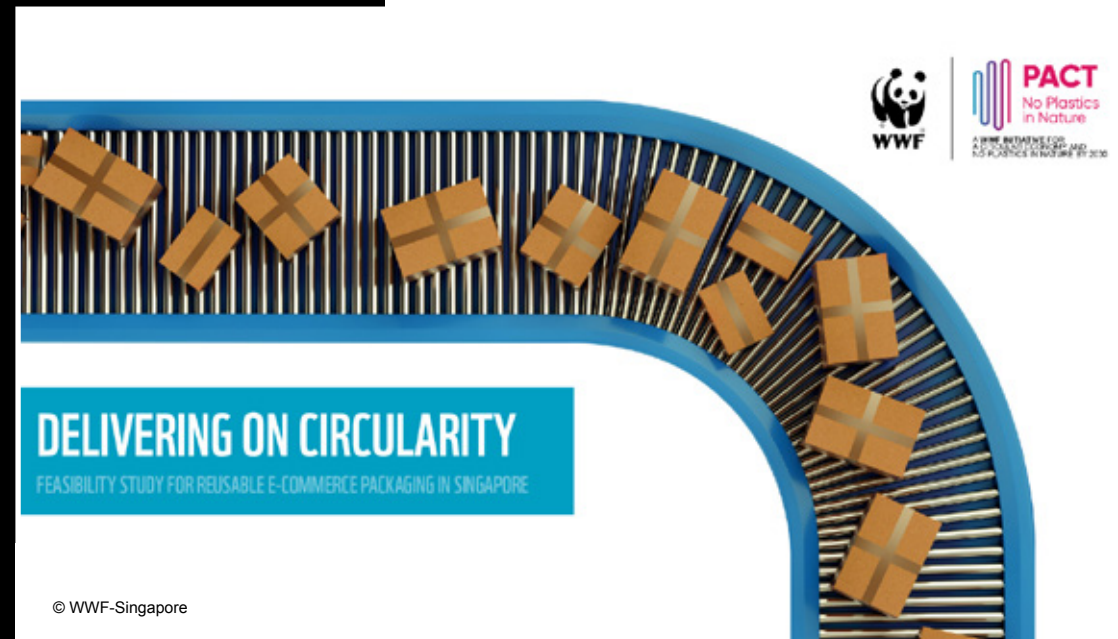
Driving Sustainable Business Practices

#### CONSERVATION FOCUS:

Circular Economy for Plastic

#### FY21 BUDGET RANGE:

S\$25,000 - S\$100,000



© WWF-Singapore

# WATSONS

## ABOUT THE PARTNERSHIP

Watsons Singapore introduced its #SayNoToPlasticBags sustainability campaign and is the first within the Health & Beauty industry to kickstart the “Bring Your Own Bag (BYOB) Day” initiative with the aim of reducing the use of plastic bags in its retail operations. To create a meaningful plastic action, Watsons pledged its commitment to support WWF-Singapore's Plastic ACTION (PACT) Retail Bag Charge initiative, implementing a plastic charge of \$0.10 for every transaction involving a request for plastic bags during BYOB days, and donating 100% of the proceeds to support WWF-Singapore's conservation efforts, including critical projects related to reducing plastic in nature.

Started as a one day per week initiative in December 2020, this BYOB campaign quickly gained momentum and recorded a remarkable reduction of two-thirds of the amount of plastic bag issued on BYOB days in less than two months, saving about 200,000 bags between December 2020 and January 2021. Since September 2021, Watsons has expanded its BYOB days to three days a week (Monday to Wednesday) and aims to continue educating the public about the impact of plastic on the environment by providing more sustainable choices, promoting refills and products with eco-friendly packaging in stores.

## ABOUT THE COMPANY

Watsons is Singapore's leading health and beauty retailer with close to 100 stores located islandwide. With the vision of bringing more to customers' lives and enabling them to “look good, do good and feel great”, Watsons is committed to creating a shared mission together to inspire behavioural change leading to a more sustainable world.



### INDUSTRY:

Health & Beauty

### TYPE OF PARTNERSHIP:

Driving Sustainable Business Practices

### CONSERVATION FOCUS:

Circular Economy for Plastic

### FY21 BUDGET RANGE:

S\$25,000 - S\$100,000



© Watsons Singapore



SASPO

## ADVANCING THE SUSTAINABLE PALM OIL AGENDA

**FOUNDED JUNE 2016, SASPO (SINGAPORE ALLIANCE FOR SUSTAINABLE PALM OIL) IS A REGIONALLY-FOCUSED, INDUSTRY-LED ASSOCIATION OF LIKE-MINDED ORGANISATIONS INVOLVED IN THE USAGE OF PALM OIL.**

Through capacity building, workshops and educational resources, SASPO lowers the barriers for businesses to adopt sustainable sourcing policies. Businesses that are part of SASPO collectively account for over 81 brands and 200 Food and Beverage (F&B) outlets across Singapore today.

SASPO is committed to utilising the power of market demand to incentivise the production of sustainable palm oil and envisions an Asia where businesses are using 100% Certified Sustainable Palm Oil (CSPO). SASPO will mobilise strategies that generate demand, commitments and uptake of sustainable palm oil in the Asian markets.

As secretariat for SASPO, WWF-Singapore facilitates industry discussions and acts as a knowledge partner on sustainable palm oil.



## EARTH HOUR LIGHTS OUT

**EARTH HOUR IS WWF'S FLAGSHIP GLOBAL ENVIRONMENTAL MOVEMENT WHICH STARTED IN 2007 AND HAS SINCE BECOME ONE OF THE WORLD'S LARGEST GRASSROOTS MOVEMENTS FOR THE ENVIRONMENT—INSPIRING INDIVIDUALS, COMMUNITIES AND BUSINESSES IN MORE THAN 192 COUNTRIES TO TAKE TANGIBLE ACTION FOR THE PLANET.**

While still placing great emphasis on the climate crisis, Earth Hour also aims to highlight the pressing environmental issues and the need to rally for nature. The movement recognises the role of individuals and harnesses the collective power of millions of its supporters to drive change.

In 2021, Earth Hour shattered its record in Singapore with 744 establishments across the nation went dark during the one hour lights out, reflecting the society's shared ambition in building a sustainable future. Some of the participating companies and landmarks include CapitalLand, Esplanade, Helix Bridge, Jewel Changi Airport, Marina Bay Sands, Singapore Flyer and Watsons.

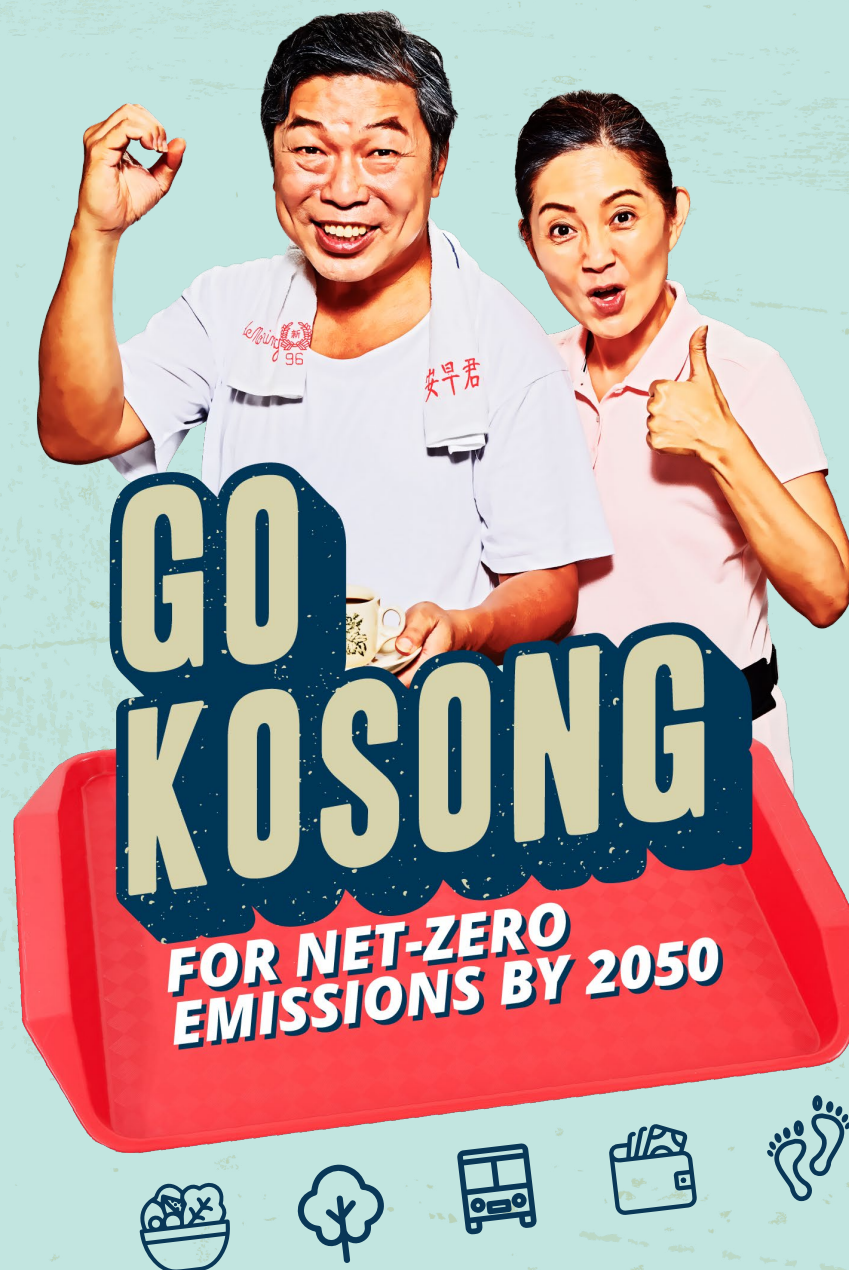
## EARTH HOUR KOSONG PLAN

TO AMPLIFY THE MOMENTUM, WWF-SINGAPORE ALSO LAUNCHED THE SINGAPORE KOSONG PLAN TO BRING BUSINESSES, ORGANISATIONS AND INDIVIDUALS TOGETHER IN SUPPORT OF A NET-ZERO EMISSIONS SINGAPORE BY 2050 WITH KEY CLIMATE ACTIONS.

Supporting Partners:



Official Media Partner:



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**“KOSONG” MEANS ZERO IN MALAY, AND THE KOSONG PLAN IS A DIGITAL PLATFORM WITH CLEAR CLIMATE ACTIONS THAT WILL EQUIP COMMUNITIES WITH THE SKILLS AND KNOWLEDGE TO ENCOURAGE POSITIVE ACTION FOR THE CLIMATE AND NATURE.**

Simple actions such as shopping responsibly and opting for public transport will enable Singapore as a country to collectively move towards the goal of reaching net-zero emissions.

Number of Kosong Plans submitted by individuals:  
**1,229**

Number of Kosong Plans submitted by businesses/organisations:  
**70** (including Hilton Singapore, Schenker Singapore, CRUST Group and Colt Technology Service)

The campaign received special mentions from Prime Minister Lee Hsien Loong, Deputy Prime Minister Heng Swee Keat and Minister Grace Fu, and received strong support from local personalities and sustainability advocates—Angelique Teo, Charmaine Lee, Charlotte Mei and Paul Foster, who used their own platforms to spread the word on Kosong Plan. A live countdown video, a three-part educational video series and ‘Kosong Plan Kakis’ volunteer programme were developed to raise awareness and empowered individuals to spread awareness on the Kosong Plan.

The success of this campaign was made possible with the support of our corporate partners and long-term Earth Hour supporters that continue to support the movement—HSBC Singapore and Sky Premium as Supporting Partners and StarHub as Official Media Partner.

## PARTNERSHIPS FOR OUTREACH AND FUNDRAISING

# PROTECTING NATURE THROUGH EMPLOYEE ENGAGEMENT



## IN RESPONSE TO THE COVID-19 PANDEMIC, WWF-SINGAPORE TOOK ON THE CHALLENGE TO MODIFY AND DEVELOP NEW ENGAGEMENT OFFERINGS TO MEET THE GROWING INTEREST AMONG OUR CORPORATE AUDIENCE.

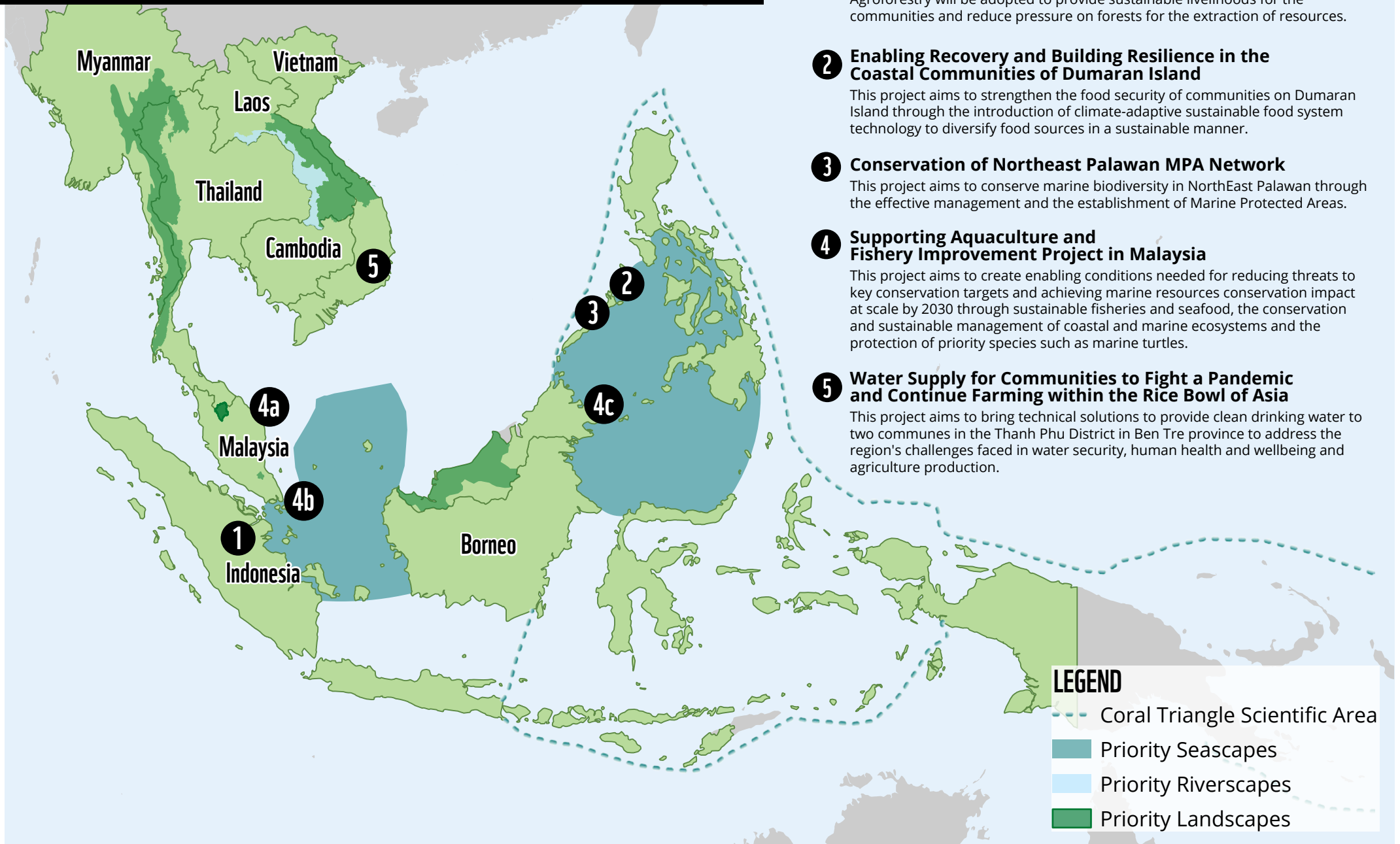
The workshops and activities were designed with flexibility and can be executed either as physical or virtual events in mind to ensure their longevity. Factors such as the audience's low attention span, limited interactivity and "Zoom fatigue" were taken into consideration during the development phase. Certain physical engagements, including Solar Light Challenge and Pulau Ubin Mangrove Kayaking Clean Up were able to be activated under strict guidelines and safe distancing measures.

Popular corporate engagements include:

- Virtual Escape Room
- Scavenger Hunt
- Wildlife Origami Workshop
- Biodiversity Doodling
- Rebalancing Nature Green Talk
- Rethinking Waste Workshop

Responses from corporate partners have been overwhelmingly positive. It is also very encouraging to see more companies embracing sustainability and setting targets to reduce their carbon emissions. Over the past financial year, WWF-Singapore collaborated with 17 companies across the various sectors, from finance to retail, to engage and educate their employees as well as other stakeholders on the importance of preserving nature.

# CORPORATE FUNDED - CONSERVATION PROJECTS



# TRANSPARENCY AND ACCOUNTABILITY

THE FOLLOWING LIST REPRESENTS ALL CORPORATE PARTNERSHIPS THAT WWF-SINGAPORE HAS WITH AN ANNUAL BUDGET UP TO S\$30,000.

BlackRock	Norton Rose Fulbright (Asia) LLP
BricksWorld	PayPal
CAF America	perromart (25 Holdings)
CFI Pte Ltd	PwC Singapore
CME Group	SaladStop!
Cisco Systems	Samsonite Singapore
Credit Suisse	SeraphCorp
Facebook	Shangri-La Hotel Singapore
Floral Magic	Shopee
Fullerton Asset Management	Sky Premium
IBTT	Southern Ridges Capital
Innotrust Solutions Pte Ltd	StarHub
LIDL Singapore Pte. Limited	Taylor & Francis
Love Beauty Planet	Thekchen Choling
Metro	Thryft
MUJI	Transamerica Life (Bermuda) Ltd
Natixis Investment	UBS
NN Investment Partners (S) Ltd	Wing Tai Clothing
Nomura	

# WWF NETWORK

## WWF OFFICES\*

Armenia	Georgia	Panama
Australia	Germany	Papua New Guinea
Austria	Greece	Paraguay
Azerbaijan	Guatemala	Peru
Belgium	Guyana	Philippines
Belize	Honduras	Poland
Bhutan	Hong Kong	Romania
Bolivia	Hungary	Russia
Brazil	India	Singapore
Bulgaria	Indonesia	Slovakia
Cambodia	Italy	Solomon Islands
Cameroon	Japan	South Africa
Canada	Kenya	Spain
Central African Republic	Korea	Suriname
Chile	Laos	Sweden
China	Madagascar	Switzerland
Colombia	Malaysia	Tanzania
Croatia	Mexico	Thailand
Cuba	Mongolia	Tunisia
Democratic Republic of	Morocco	Turkey
Congo	Mozambique	Uganda
Denmark	Myanmar	Ukraine
Ecuador	Namibia	United Arab Emirates
Fiji	Nepal	United Kingdom
Finland	Netherlands	United States of America
France	New Zealand	Vietnam
French Guyana	Norway	Zambia
Gabon	Pakistan	Zimbabwe

## WWF ASSOCIATES\*

Fundación Vida Silvestre (Argentina)  
Pasaules Dabas Fonds (Latvia)  
Nigerian Conservation  
Foundation (Nigeria)

\*As at October 2018



OUR MISSION IS TO CONSERVE  
NATURE AND BUILD A FUTURE IN  
WHICH PEOPLE LIVE IN HARMONY  
WITH NATURE.

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Working to sustain the natural  
world for the benefit of people  
and wildlife.

together possible™

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