



WWF

SINGAPORE

# CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-SINGAPORE  
CORPORATE PARTNERSHIPS  
FISCAL YEAR 2022

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



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Published on March 2023 by WWF-World Wide Fund For Nature Singapore (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.

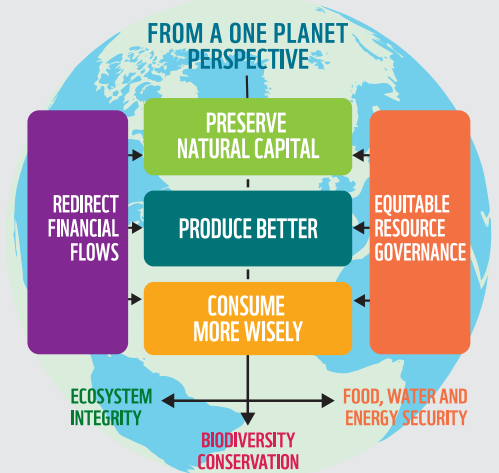
We know that one organisation alone can't effect the change needed. The changes we want to see in the world can only come about through the efforts of many actors: local communities, national and multinational corporations, governments and non-governmental organisations, finance institutions and development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

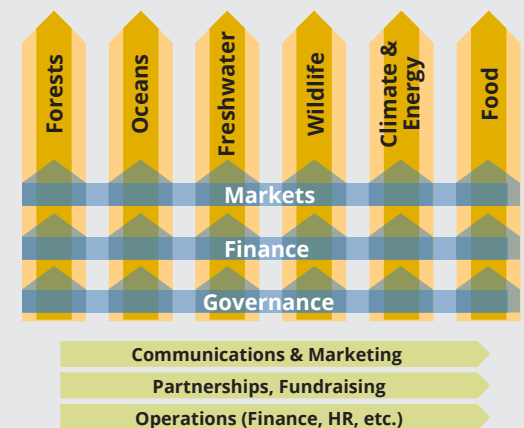
BETTER CHOICES

FROM A ONE PLANET PERSPECTIVE

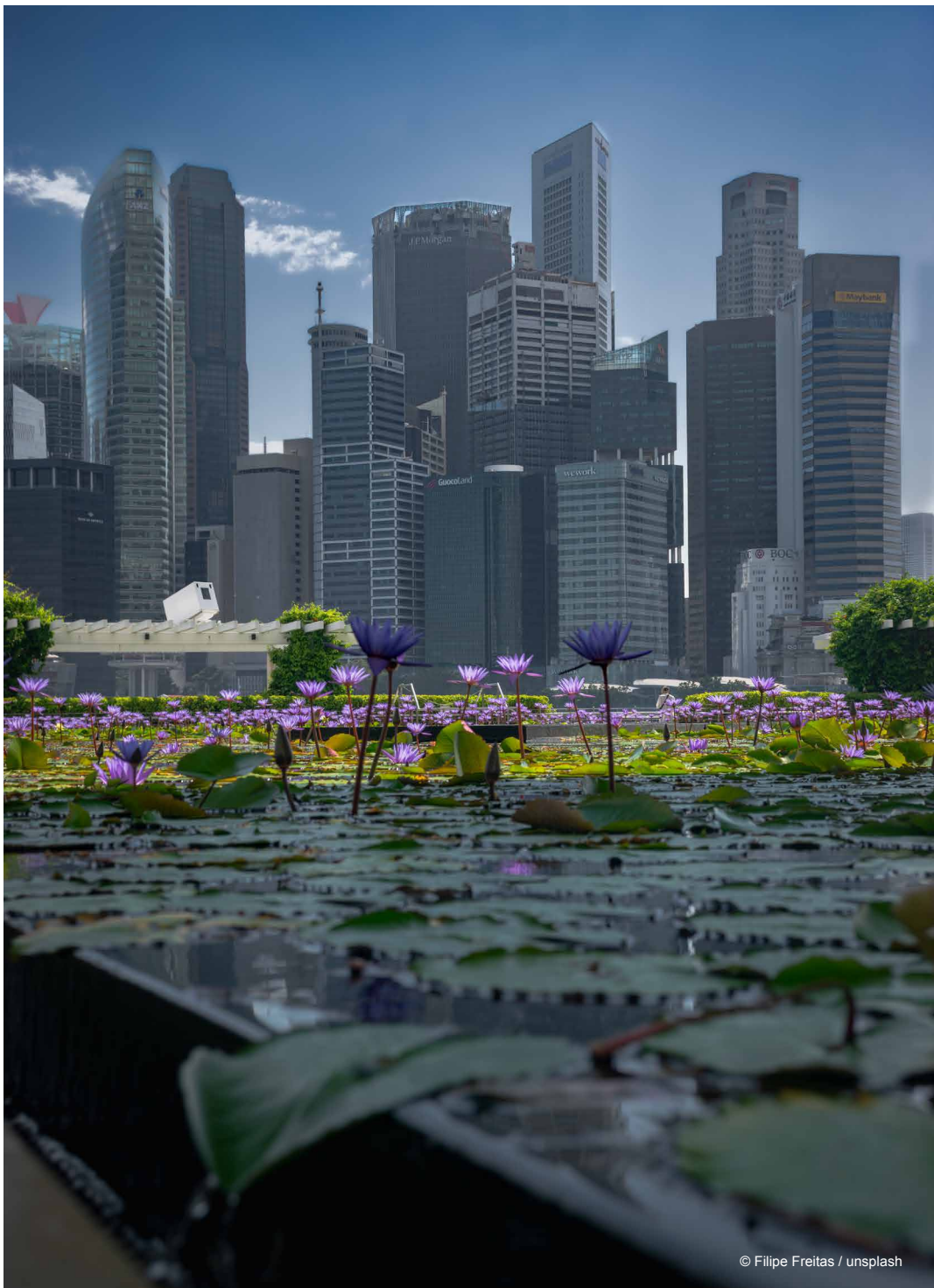


## HOW WE MAKE IT HAPPEN

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







© Filipe Freitas / unsplash

## 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, No Deep Sea Mining, 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.

# OUR WORK IN 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.

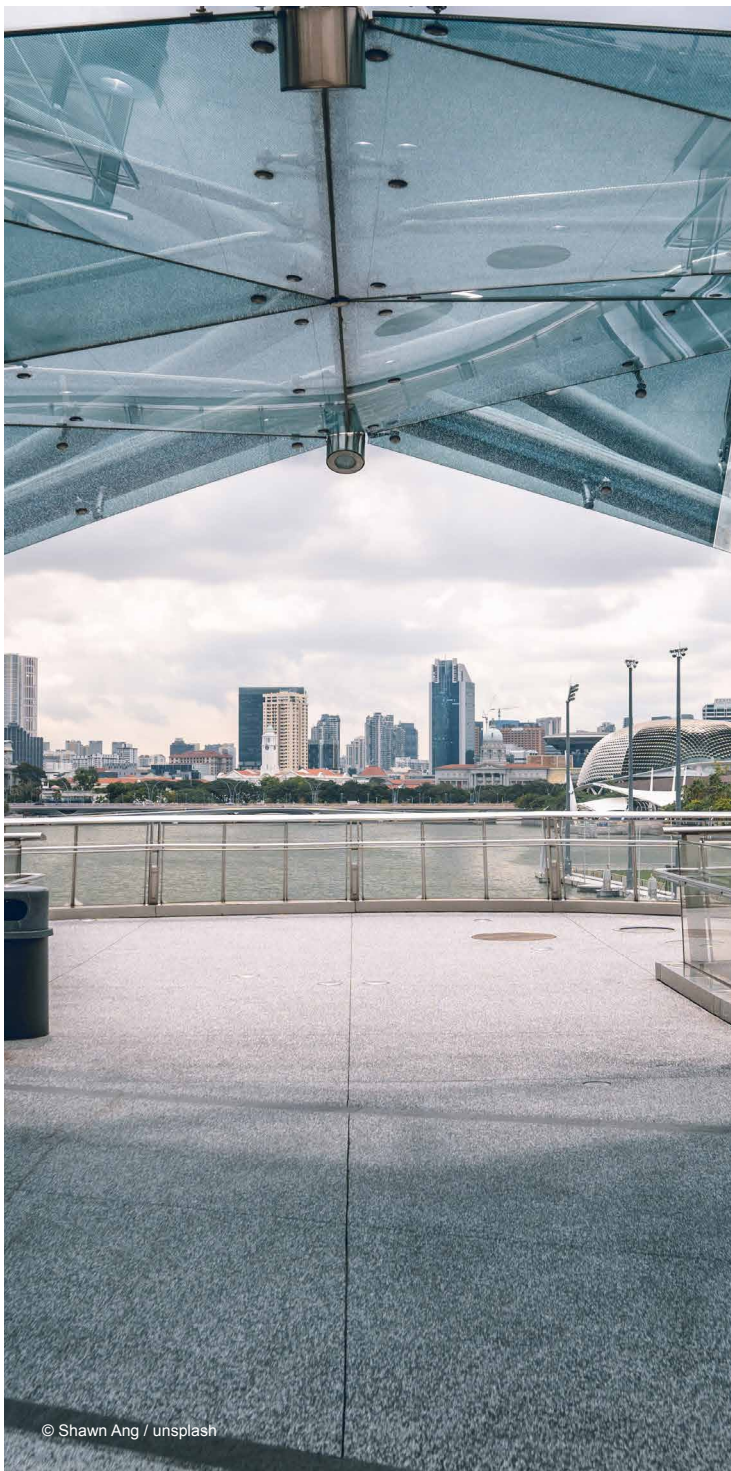
Many partnerships with companies use a combination of these approaches.

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.



© Matthieu Paley





# 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](#).

## 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 FY22, income from corporate partnerships represented 19.70% of WWF-Singapore's total income.



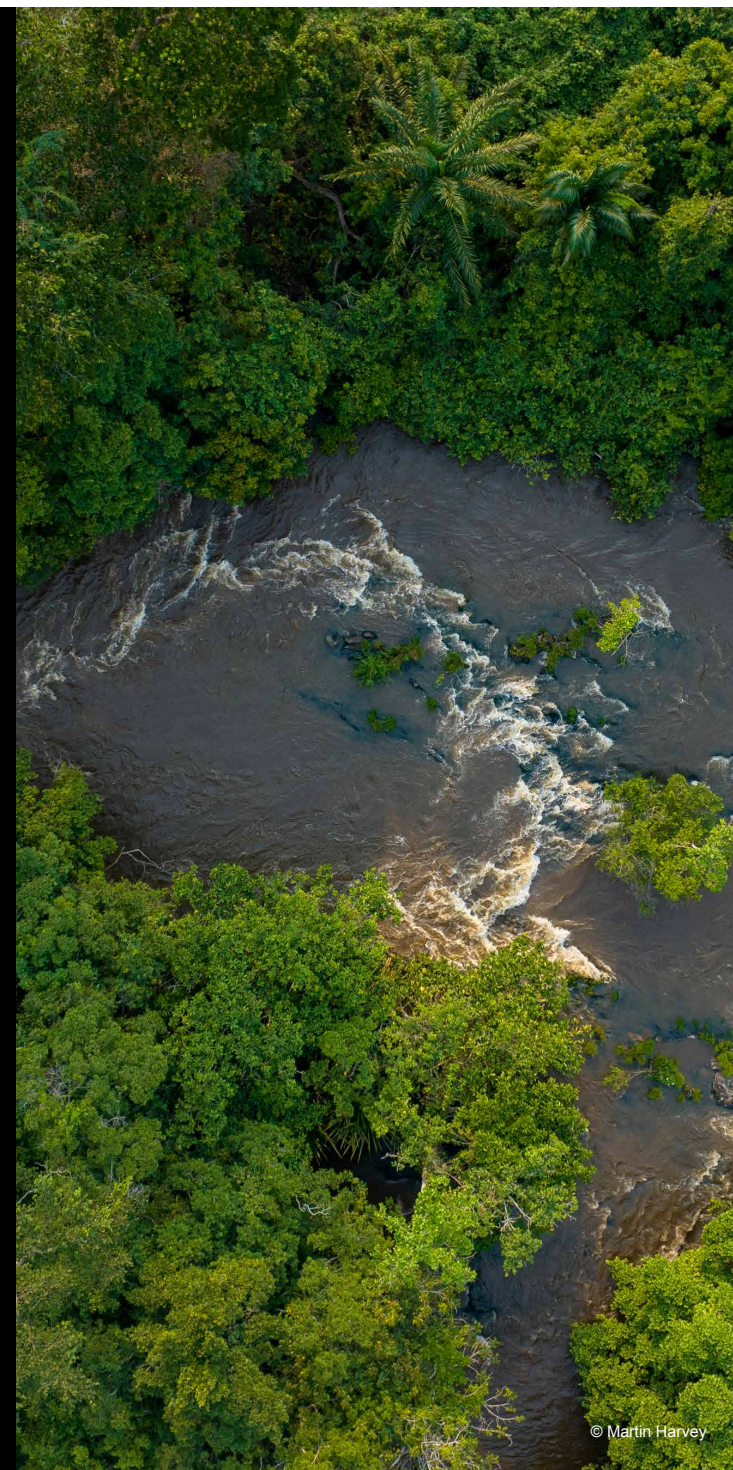
# SUSTAINABLE DEVELOPMENT GOALS



**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.



© Martin Harvey





© Ranjan Ramchandani / 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).



A young orangutan with reddish-brown fur is perched on a thick, textured tree branch. The orangutan is looking upwards with large, dark, expressive eyes. Its mouth is slightly open, and its hands are resting on the branch. The background is a soft-focus green forest, suggesting a natural habitat. The lighting is natural, highlighting the texture of the orangutan's fur and the bark of the tree.

**"THE VALUE WE PLACE ON THE  
NATURAL WORLD WILL ULTIMATELY  
DETERMINE ITS FUTURE. DO WE  
INVEST MONEY INTO THE PRACTICES  
THAT WILL TAKE US DEEPER INTO  
THIS CRISIS OR IN THE SOLUTIONS  
THAT GET US OUT OF IT?"**

**SIR DAVID ATTENBOROUGH**



# ALLEN & OVERY

## ABOUT THE PARTNERSHIP

Allen & Overy's donation supports WWF-Singapore's WeGotThis programme (Year 2), an incubator programme that aims to empower sustainability leaders of the future. The support from Allen & Overy aids in continuing this youth-led movement by developing science-based content and training on digital communications to drive change via social media.

## ABOUT THE COMPANY

Allen & Overy's Singapore office is an intrinsic part of its Asia Pacific network. Aligned with its philosophy of maintaining personal contact and offering first-class advice on Singapore, English and U.S. law to its clients, the organisation believes in the effective worldwide management of know-how and adopting a proactive approach to manage transactions, playing the dual role of legal adviser and project coordinator for its clients.

# ALLEN & OVERY

## INDUSTRY:

Legal Services

## TYPE OF PARTNERSHIP:

Communications &  
Awareness Raising

## CONSERVATION FOCUS:

Education

## FY21 BUDGET RANGE:

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



# ASIAN TIGERS GROUP

## ABOUT THE PARTNERSHIP

In the last two decades, the world witnessed a devastating trend of wild tigers going extinct in several regions, with their numbers plummeting by approximately 5%. The Asian Tigers Group has emerged as a vital partner since 2017, joining forces with WWF-Singapore to reverse the alarming trend in three tiger range countries: Cambodia, Viet Nam, and Lao PDR.

Through its Tiger Action Fund, Asian Tigers Group has contributed directly to WWF's efforts to double the number of wild tigers globally. These funds aid in empowering rangers in Cambodia's Eastern Plains Landscape (EPL), enabling the reintroduction of tigers and combating wildlife trafficking by implementing SMART technology. These efforts have resulted in a 90% reduction in snares encountered and increased sightings of tiger cubs across Malaysian forests.

## ABOUT THE COMPANY

Founded in 1998, the Asian Tigers Group is a leading provider of 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 to preserve nature and protect wildlife.

➔ [LEARN MORE ABOUT THE PARTNERSHIP](#)



**ASIAN TIGERS**  
GROUP

### INDUSTRY:

International and  
Domestic Relocation

### TYPE OF PARTNERSHIP:

Philanthropic Partnerships

### CONSERVATION FOCUS:

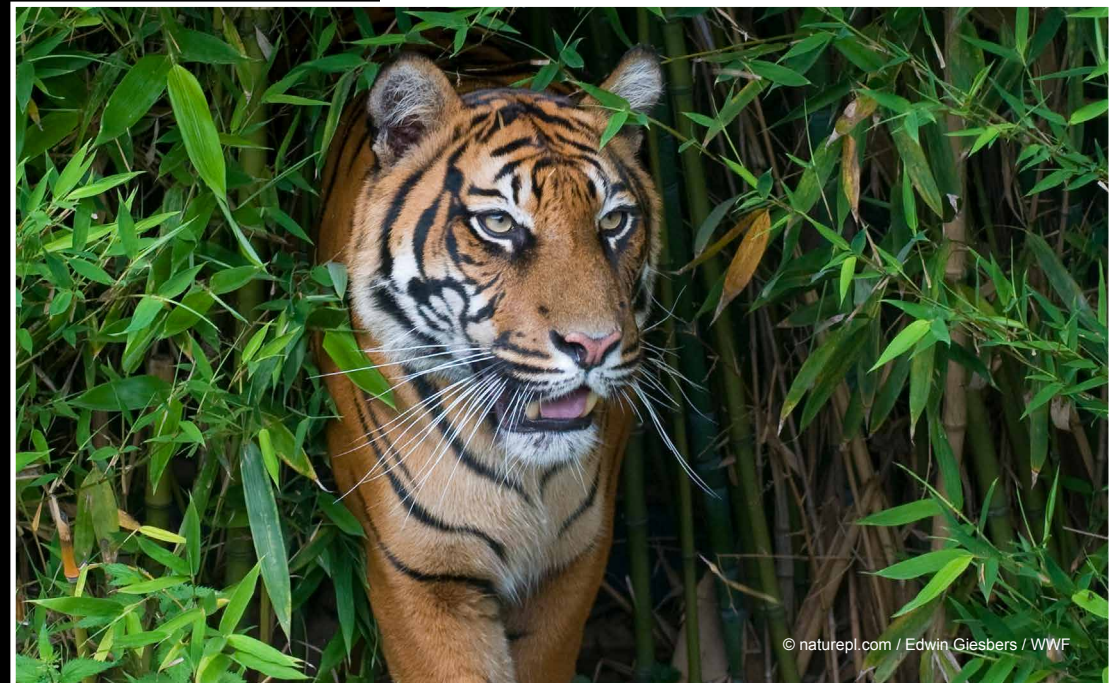
Wildlife

### FY22 BUDGET RANGE:

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

### MULTI-YEAR PARTNERSHIP:

FY17 - FY23



© naturepl.com / Edwin Giesbers / WWF





#### ABOUT THE PARTNERSHIP

Cisco's partnership supported the For Nature For Us (FNFU) programme, which aimed to future-proof communities in Southeast Asia by protecting food security and livelihoods in sustainable and resilient ways. The double threat of the COVID-19 pandemic and drought caused by climate change pushed thousands of people living along the Mekong River and in the Philippines islands to dire conditions.

To aid these communities, Cisco-Singapore and WWF-Singapore worked together to establish:

- Two water supply plants benefiting approximately 2,000 people, primarily children and women, in the Mekong Delta, Viet Nam.
- Eight food sheds to support over 200 families, comprising approximately 1,200 residents in Dumaran, the Philippines, with fresh, nutritious, and sustainably-produced food.

#### ABOUT THE COMPANY

Cisco offers an industry-leading portfolio of technology innovations to securely connect industries and communities with networking, security, collaboration, cloud management, and more. Putting people, technology, and resources toward Powering an Inclusive Future for All, Cisco aims to provide opportunities for everyone to thrive, multiply efforts, and scale impact through partnership and collaboration with customers and stakeholders throughout its value chain and the industry.



#### INDUSTRY:

Technology

#### TYPE OF PARTNERSHIP:

Philanthropic Partnerships

#### CONSERVATION FOCUS:

Freshwater, Climate Change

#### FY22 BUDGET RANGE:

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





Future-proofing  
communities in  
Southeast Asia



## FEATURED STORY

# RESTORING A BEACON OF HOPE

**HOPE DRIVES THE HUMAN RACE. WITHOUT IT, WE LOSE SIGHT OF WHAT'S IMPORTANT—TO CONTINUALLY SEEK INNOVATIVE SOLUTIONS, OVERCOME HURDLES, AND PURSUE A BRIGHTER FUTURE. IN 2020, HUMANITY'S METTLE WAS TESTED AS THE COVID-19 PANDEMIC EMERGED. FROM DETRIMENTAL DROUGHTS ECLIPSING THE GREAT MEKONG DELTA TO CRIPPLING FOOD SCARCITY IN THE PHILIPPINES, MANY COMMUNITIES—IN SOUTHEAST ASIA AND THE WORLD—FOUND THEMSELVES IN THE SHADOW OF CHALLENGES THAT THREATENED THEIR VERY LIVELIHOODS.**



But where there is darkness, there is also light. In the same year, CISCO, a worldwide technology leader, partnered with WWF through the For Nature, For Us (FNFU) programme to extend help and resources to communities in need. In turn, WWF worked with local communities in Viet Nam and the Philippines to rebuild their livelihoods affected by climate change and the pandemic.

### INSPIRING A RIPPLE OF CHANGE IN VIET NAM

The Greater Mekong region spans nearly 3,000 miles from Tibet to the South China Sea, hosting Asia's rice bowl: the majestic Mekong Delta River and the world's largest inland fishery, which supports over 60 million people. It provides 27% of Viet Nam's agricultural land and 40% of the country's agricultural Gross Domestic Product (GDP), making it an indispensable source of livelihood for the populace. However, climate change threatens the region's water resources, agriculture, and by extension, the well-being of its people and community.

In 2020, a prolonged drought and saltwater intrusion inflicted significant adversity on the region. Water shortages made crop growing difficult, leading to economic pressures and unemployed workers returning from cities.

In addition, limited access to freshwater for sanitation and drinking further exacerbated the situation. Without the Mekong River, life stood still for thousands of citizens who relied on it for food, clean water, and income.

Through the FNFU programme, WWF worked alongside the community to build two water supply plants and bring clean water to the affected area. Despite meticulous planning, the project team contended with issues in engaging and persuading local communities to construct the plants. "Each plant site had to be near a water source like a river or canal to transport fresh water easily," said Nguyen Tan Lam, Vice Chairman of My An Commune People's Committee, "and this made it difficult to ask locals to part with their land to build the plants."

To navigate this, the team worked closely with local communities and relevant authorities to find suitable homes for each water plant. The team expounded the advantages of the plants, including how they aimed to reduce pressure on local water resources, increase the locals' capacity, and improve environmental services in the Mekong Delta.





The COVID-19 pandemic also gave rise to further delays caused by restrictions and lockdowns. Field activities, training, and installations were hindered, and visits and location confirmations were deferred. Despite the pandemic's obstructions, the team persevered, working nimbly and flexibly around the new obstacles to restore the region's water supply. A local consultant company was also engaged to manufacture components for the water supply system. Once travel restrictions were lifted, the components were installed, reducing further delays.

The programme successfully established two water supply plants that benefitted over 2,000 people, especially women and children. To further future-proof the community, the team provided training and manual guides to 80 successive trainers to ensure the plants' ongoing maintenance. Through localised education and innovative solutions, the project demonstrates how collaboration and resilience in the face of adversity can effectively rekindle balance and spark hope in people's lives.

"I was happy that the project has helped end the scarcity of potable water in the area, making it easier for residents to live their everyday lives and generate income," Vu Nguyen Hoang Giang, WWF-Viet Nam Project Manager said.



## STRENGTHENING PANDAMAYAN IN THE PHILIPPINES

There's nothing more powerful than people coming together. *Pandamayan*, the Filipino term for "being in solidarity with one another", encapsulates this very spirit, and where better to witness it than on the island of Dumarán—a biodiversity-rich island at the mercy of climate change. With over 38,000 residents relying on tourism, agriculture, and fishing for their livelihoods, the island is a crucial source of income for the community.





To protect this fragile ecosystem, WWF-Philippines and the Provincial Government of Palawan established the Northeast Palawan Marine Protected Area (MPA) Network with six municipalities in 2017. With support from WWF-Singapore, they manage and monitor over one million hectares of MPA by promoting conservation, sustainable fisheries, food security, and ecotourism development.

But the road to sustainability was not without its challenges. In 2020, COVID-19 beset the island's residents, creating a deep chasm of uncertainty and doubt. "Our lives were disrupted because of the pandemic lockdowns. We were prohibited from leaving our homes and couldn't attend to our respective livelihoods or our food gardens," said Zosima Llacuna, President of Bolocot Vegetable Grower Association, who lives on the island.

To assist the community, the WWF team designed eight food sheds to provide over 200 families with fresh, nutritious, and sustainably-produced food. The sheds also aimed to foster environmental conservation by optimising fertilisers, reducing waste, and promoting climate-friendly food choices.

In July 2021, the project team began work on the construction of the sheds—a task of no easy measure as COVID-19 hurdles plagued the project, causing delays and disrupting progress. But in December 2021, the team's fortitude was truly tested when Typhoon Odette slammed into the island, laying waste to several completed sheds. In the wake of the destruction, many communities involved in the programme were left devastated and demoralised, as great effort had been put into building the sheds.

"We almost lost hope when Typhoon Odette destroyed our households and food shed. We thought that it would be almost impossible to recover," said Llacuna.

Despite the harrowing setback, the team rallied together. "We conducted disaster relief operations through the *Pandamayan* donation drive for affected project sites and communities in Northeast Palawan," said Geoffrey M. Aludia, Project Manager overseeing the endeavour. They also worked closely with the government, fishers, and the people's organisation engaged in vegetable growing to repair the destroyed units with a fierce, renewed focus while extending much-needed morale support to those affected by the tragedy.



After months of hard work, the team emerged successful. Not only did they repair the damaged sheds caused by Typhoon Odette, but they also went above and beyond by building two additional food sheds—all while incorporating cost savings in other areas of the programme.

"We felt grateful, and our group was recently recognised as an 'Outstanding Vegetable Grower Association' in the Province of Palawan," said Llacuna. To this end, the award represents not just the community's agricultural triumph—but also a source of renewed optimism for the district.

### STEMMING THE TIDE

In a world of challenges and uncertainty, hope is crucial. It helps us see the world not as it is, but as it could be, and empowers us to take action towards creating that better world. In that vein, the For Us, For Nature programme enables us to work with local communities and stakeholders through climate change impediments, in turn inspiring positive change and optimism for our beneficiaries, and those who strive to make a difference in the world.



# EPSON

## ABOUT THE PARTNERSHIP

In March 2022, Epson Southeast Asia and WWF partnered to scale the impact of marine conservation and climate solutions by working with youths, citizen scientists, businesses, and local communities. The partnership aims to restore the health of critical marine ecosystems in the region with projects taking place in Singapore, Philippines, Malaysia, Indonesia and Thailand. Beyond restoring nature, the partnership places great emphasis on building capacity among local communities as key stake holder in the long term maintenance and management of their coastal resources.

In Viet Nam, the supported project aims to inspire businesses and stimulate sustainable practices on climate mitigation through facilitation and engagements.

## ABOUT THE COMPANY

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia and South Asia. Led by the regional headquarters of Epson Singapore, Epson's business in Southeast Asia spans an extensive network of 11 countries with a comprehensive infrastructure of close to 500 service outlets, seven manufacturing facilities and six solution centres.

➔ [LEARN MORE ABOUT THE PARTNERSHIP](#)

# EPSON

## INDUSTRY:

Technology

## TYPE OF PARTNERSHIP:

Philanthropic Partnerships

## CONSERVATION FOCUS:

Oceans, Climate Change

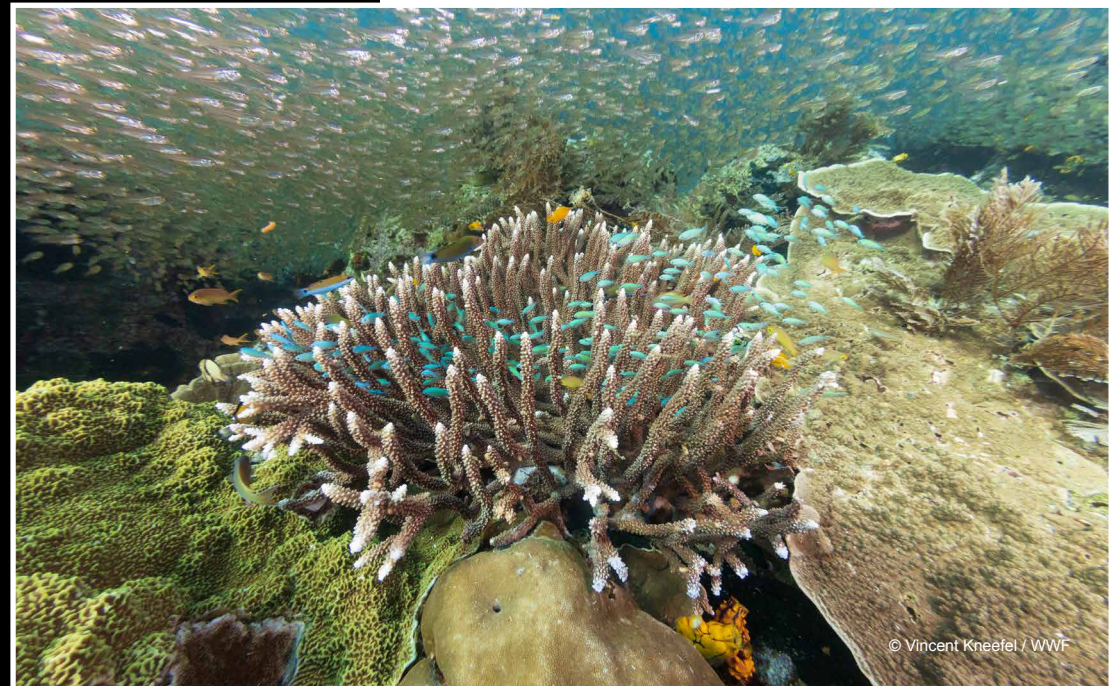
## FY22 BUDGET RANGE:

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

## MULTI-YEAR

## PARTNERSHIP:

FY22 - FY24



© Vincent Kneefel / WWF

# GRAB

## ABOUT THE PARTNERSHIP

For the fourth consecutive time, Grab renewed its partnership with WWF to raise awareness and funds to protect Southeast Asia's unique and precious wildlife species and habitats.

A vital element of the partnership has been the innovative utilisation of Grab's reward points system on the app. Grab users could choose to channel their reward points towards WWF's efforts to protect critically endangered local species, including Asian elephants, Malayan tigers, and Irrawaddy dolphins. As a result, this movement also aids in securing the livelihoods of indigenous communities residing within the region. Today, Grab users across eight markets (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

## FY22 BUDGET RANGE:

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



© naturepl.com / Cyril Ruoso / WWF



# MARINA BAY SANDS

## ABOUT THE PARTNERSHIP

The world's oceans, seas and coastal areas are critical ecosystems and provide a vital source of protein for millions of people. However, the current practices in wild-capture fisheries have resulted in the loss of habitats and over 90% of global fish stocks being over-exploited or fished to their capacity.

Singapore is a significant consumer of seafood, with an annual consumption of 120,000 tonnes, and three out of four seafood species being unsustainable. In 2017, WWF-Singapore and Marina Bay Sands joined forces to address the sustainability issues in the seafood supply chains in the region by enhancing the resort's procurement of responsibly sourced seafood products.

With the help of WWF-Singapore, Marina Bay Sands has achieved almost 50% of seafood volume procurement as responsibly sourced seafood in 2020 and 2021. To increase the supply of responsible seafood in the area, Marina Bay Sands is supporting six aquaculture farms and a fishery across Malaysia, which will improve their practices and protect marine environments. Marina Bay Sands is also supporting local aquaculture farms in Singapore with the same objective.

These efforts will aid in the long-term sustainability of the seafood industry in the region, reducing the negative impacts on the environment and support the livelihoods and food security of local communities.

## 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, Philanthropic Partnerships

## CONSERVATION FOCUS:

Oceans

## FY22 BUDGET RANGE:

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

## MULTI-YEAR PARTNERSHIP:

FY17 - FY23





# PIERRE FABRE (AVÈNE)

## ABOUT THE PARTNERSHIP

As part of its 'Skin Protect, Ocean Respect' campaign, Eau Thermale Avène, a Pierre Fabre brand, has partnered with WWF-Singapore to support coral restoration efforts locally.

Since 2021, Pierre Fabre has worked closely with NParks Singapore to plant 150 corals in Sisters' Island Marine Park. These efforts have played a crucial role in restoring the park's delicate ecosystem, home to rare and endangered species of seahorses, clams, sponges, and various other marine life forms. In addition, the partnership also aims to raise awareness about oceans by educating and empowering the community to take action through outreach efforts such as talks and beach cleanups.

## ABOUT THE COMPANY

Pierre Fabre is the second-largest dermo-cosmetics laboratory in the world and the second-largest private pharmaceutical group in France. Its portfolio includes several medical franchises and international brands, including Pierre Fabre Oncology, Pierre Fabre Dermatology, Eau Thermale Avène, Klorane, Ducray, René Furterer, A-Derma, Darrow, Glytone, Naturactive and Pierre Fabre Oral Care.



### INDUSTRY:

Personal Care and Retail

### TYPE OF PARTNERSHIP:

Strategic Philanthropy

### CONSERVATION FOCUS:

Oceans

### FY22 BUDGET RANGE:

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

### MULTI-YEAR PARTNERSHIP:

FY22 - FY23



# 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

## FY22 BUDGET RANGE:

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

## MULTI-YEAR PARTNERSHIP:

FY21 - FY23





## TIGER TRAIL

# THE AR-MAZING TIGER TRAIL 2022



IN 2010, THE WILD TIGER POPULATION HIT AN UNPRECEDENTED LOW OF 3,200. IN RESPONSE TO THIS CATASTROPHIC DECLINE, ALL 13 TIGER RANGE GOVERNMENTS CONVENED AT THE ST. PETERSBURG SUMMIT FOR THE FIRST TIME IN HISTORY AND PLEDGED TO DOUBLE THE TIGER POPULATION BY THE LUNAR YEAR OF THE TIGER IN 2022.

To fulfil this ambitious goal, the WWF-Singapore AR-mazing Tiger Trail was conceived in January 2022. This immersive experience featured 33 life-sized tiger sculptures designed by renowned artists worldwide. The trail attracted active participation from nearly 3,000 individuals while its captivating presence on social media generated an impressive reach of approximately 3 million impressions. In partnership with Sotheby's, an online auction of the sculptures and tiger-inspired art pieces was also curated.

The campaign's media coverage gained a total PR value of over S\$1 million and a media sponsorship value of over S\$500,000—becoming WWF-Singapore's largest PR and media campaign to date. By June 2022, the campaign raised over S\$3 million and these funds have been strategically channelled towards initiatives to safeguard the endangered tiger populations and accelerate their recovery across Southeast Asia.



## TIGER TRAIL

# THE AR-MAZING TIGER TRAIL 2022



© WWF-Singapore

The AR-mazing Tiger Trail 2023 was not WWF's success alone. Tiger Brokers, a WWF **Premier Partner** and leading global online broker, supported the trail by sponsoring five tiger sculptures for auction and developing educational marketing activities centred on tiger conservation. Interactive games, giveaways and digital communication efforts were also organised to engage the public and raise awareness of the challenges wild tigers face today.

Interactive games, giveaways and digital communication efforts were also organised to engage the public and raise awareness of the challenges wild tigers face today.

Corporate partners and long-term sponsors were also instrumental in raising vital funds for the preservation of wild tigers. These include:

### **Premier Partner: Tiger Brokers**

#### **Official Partners:**

- B.Grimm
- CMA CGM

#### **Sculpture Sponsors:**

- abrdn
- Federated Hermes
- Maybank
- Raffles Hotel Singapore
- Rakuten Viber
- The Fullerton Hotel Singapore
- Watsons Singapore

#### **Local Transportation Partner: Asian Tigers Singapore**

#### **Official 5G Partner: Singtel**

#### **Merchandise Partner: Talking Toes**

WWF-Singapore continues to be deeply grateful to its partners' steadfast commitment in protecting our planet's remaining populations of wild tigers.





PACT

# KEEPING PLASTIC OUT OF NATURE

TO ELIMINATE PLASTIC POLLUTION AND EXTEND MATERIAL LIFE BEYOND SINGLE USE, WWF-SINGAPORE LAUNCHED ITS PACT (PLASTIC ACTION) INITIATIVE IN 2019. PACT AIMS TO HELP BUSINESSES REDUCE THEIR WASTE FOOTPRINT BY FOLLOWING CIRCULAR ECONOMY PRINCIPLES.

As Singapore recovered from the COVID-19 pandemic, organisations across sectors began to rejuvenate themselves and welcome consumers with new expectations. Citizens have returned to malls and restaurants, although in-person purchasing is now complemented by an uptick in online shopping, a consumer-learned behaviour that soared during the pandemic. This, in turn, increased Singaporean economic activity and generated 18% more tonnes of solid waste in 2021 compared to 2020.

Through PACT, WWF-Singapore encourages businesses to reduce plastic use, promote reusable packaging and be more aware of the available alternative materials. The following partnerships and initiatives are intended to inspire enterprises and industries to embark on their sustainability journey and move towards a circular economy.

➔ [LEARN MORE ABOUT PACT](#)



© Teslariu Mihai / unsplash

# METRO

## ABOUT THE PARTNERSHIP

In May 2021, Metro signed the Retail Bag Charge Pledge with WWF-Singapore. By implementing a bag charge of 10 cents for every transaction and donating all proceeds to support WWF-Singapore's conservation efforts, the movement encouraged customers to bring their own bags and reduce single-use plastic under the Plastic ACTION (PACT) initiative. In addition, Metro also communicated the initiative through press ads, social media and in-store reminders, effectively raising awareness of the importance of avoiding unnecessary plastic.

## ABOUT THE COMPANY

Starting as a textile store in 1957, Metro has grown into a property investment and development group with a diversified asset portfolio. Today, the Group operates two core business segments—property investment and development, and retail. In recent years, Metro's retail arm has been growing its e-commerce presence in Singapore to deliver value to every shopper through its two department stores, Metro Online, LazMall and Shopee Mall.



### INDUSTRY:

Retail

### TYPE OF PARTNERSHIP:

Driving Sustainable  
Business Practices

### CONSERVATION FOCUS:

Circular Economy  
for Plastic

### FY22 BUDGET RANGE:

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





# SAMSONITE

## ABOUT THE PARTNERSHIP

As part of Samsonite Singapore's annual trade-in campaign, \$10 is channelled to WWF-Singapore's Plastic ACTION (PACT) initiative with every piece of luggage traded in. Samsonite's support of the PACT initiative brings us closer to eliminating plastic pollution in nature. PACT provides businesses with resources, tools and expertise to reduce waste in daily operations and shift towards a circular economy. Through the process of elimination or replacement, the businesses that have joined PACT have reduced over 80 million pieces of plastic packaging and single-use products.

## ABOUT THE COMPANY

Samsonite, the world's leading and most innovative lifestyle bag and travel luggage company with over 100 years of history, has built a legacy of acting responsibly and with integrity. The brand has long been committed to incorporating sustainable practices into its product innovation and positively impacting communities.

Samsonite

## INDUSTRY:

Manufacturing and Retail

## TYPE OF PARTNERSHIP:

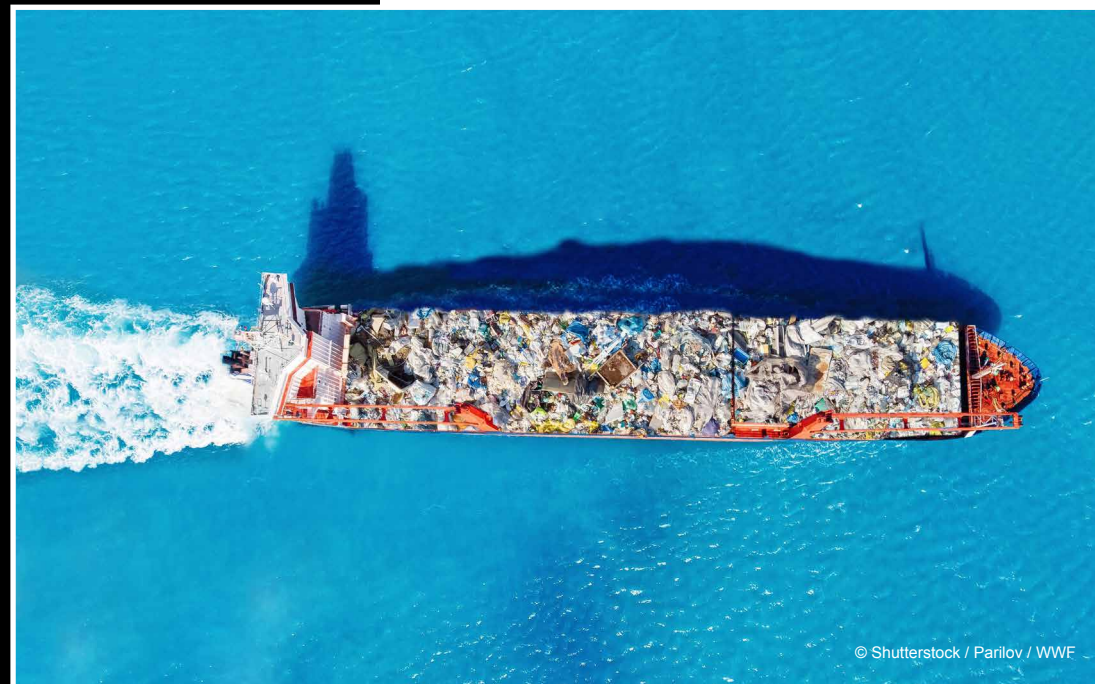
Communications and  
Awareness Raising

## CONSERVATION FOCUS:

Circular Economy for  
Plastic

## FY22 BUDGET RANGE:

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



© Shutterstock / Parilov / WWF

# THE BODY SHOP

## ABOUT THE PARTNERSHIP

In support of 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 a 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 saved, The Body Shop also contributes an additional 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. Founded in the UK in 1976 by Dame Anita Roddick, it now has over 2,500 stores in 61 countries, with a range of over 1,200 products.



## THE BODY SHOP

### INDUSTRY:

Personal Care and Retail

### TYPE OF PARTNERSHIP:

Driving Sustainable Business Practices

### CONSERVATION FOCUS:

Circular Economy for Plastic

### FY22 BUDGET RANGE:

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

## KICK THE BAG

NEED  
ME?

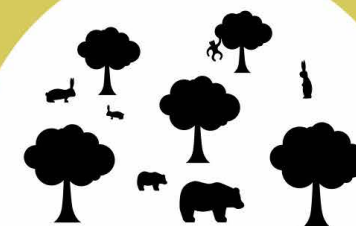


OR

BROUGHT  
YOUR OWN BAG?  
FANTASTIC!

10 CENTS  
WILL BE DONATED  
BY YOU

10 CENTS  
WILL BE DONATED  
BY



**TOWARDS CONSERVING  
OUR PLANET**

All donations will go towards supporting World Wide Fund for Nature (WWF) Singapore's conservation efforts.

© 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:

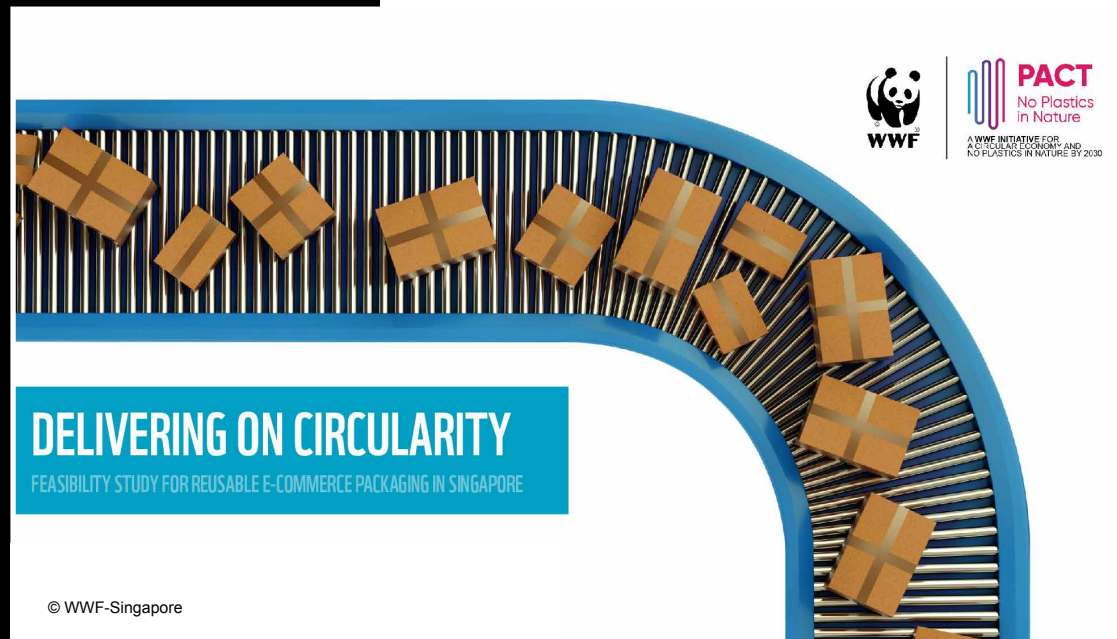
Driving Sustainable Business Practices

#### CONSERVATION FOCUS:

Circular Economy for Plastic

#### FY22 BUDGET RANGE:

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



© WWF-Singapore

# UOB

## ABOUT THE PARTNERSHIP

Singapore's e-commerce market has been growing fast and is projected to grow by nearly 50% by 2025. With 200,000 daily e-commerce parcels in circulation currently, e-commerce packaging compounds Singapore's waste problem. Motivated by these trends, WWF-Singapore's PACT programme has completed a feasibility study to understand and identify the barriers to using reusable packaging in e-commerce, focusing on business-to-consumer packaging. To drive a circular economy in Singapore, UOB joined WWF-Singapore as a Lead Partner to conduct a reusable e-commerce packaging pilot and bring these insights to the market.

## ABOUT THE COMPANY

UOB is a leading bank in Asia. Operating through its head office in Singapore and banking subsidiaries in China, Indonesia, Malaysia, Thailand and Vietnam, UOB has a global network of around 500 offices in 19 countries and territories in Asia Pacific, Europe and North America. UOB is committed to helping businesses forge a sustainable future by fostering social inclusiveness, creating positive environmental impact and pursuing economic progress. UOB believes in being a responsible financial services provider and is steadfast in supporting art, the social development of children and education, and doing right by its communities and stakeholders.

➔ [LEARN MORE ABOUT THE PARTNERSHIP](#)



## INDUSTRY:

Financial Services

## TYPE OF PARTNERSHIP:

Driving Sustainable  
Business Practices

## CONSERVATION FOCUS:

Circular Economy  
for Plastic

## FY22 BUDGET RANGE:

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





# WATSONS

## ABOUT THE PARTNERSHIP

Watsons introduced its first sustainability campaign, #SayNoToPlasticBags, with the aim of reducing plastic bag use 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 by charging ten cents for every transaction involving a plastic bag request, and donating the proceeds to WWF-Singapore's conservation efforts—including critical projects related to reducing plastic in nature.

Beginning as a one-day-per-week initiative in December 2020, the Bring Your Own Bag (BYOB) campaign quickly gained momentum and recorded an impressive reduction of two-thirds of plastic bags issued in less than two months, saving about 200,000 bags. Watsons has since expanded its BYOB days to include all seven days and aims to continue educating the public about the impact of plastic on the environment by providing more sustainable choices and promoting refills and products with eco-friendly packaging in stores. The bag charge proceeds have since been channelled to support WWF-Singapore's various programmes, including the AR-Mazing Tiger Trail and We Got This (Year 2).

## ABOUT THE COMPANY

Watsons is Asia's No.1\* Personal Care and Beauty Offline + Online Retailer, with close to 100 stores islandwide and the flagship health and beauty brand of the A.S. Watson Group. It continually sets the standard in health, wellness and beauty by providing personalized and related advice and counselling to customers and a market-leading product range in their offering, so that they can 'LOOK GOOD, DO GOOD, FEEL GREAT' every day.

watsons

## INDUSTRY:

Personal Care and Beauty

## TYPE OF PARTNERSHIP:

Driving Sustainable  
Business Practices

## CONSERVATION FOCUS:

Circular Economy  
for Plastic

## FY22 BUDGET RANGE:

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



REDUCE,  
REUSE, BYOB

PLASTIC BAG(S) IS CHARGED  
at 10¢ Per Transaction



All proceeds go to  
WWF-Singapore's  
conservation efforts.  
Learn more at  
[plastic-action.asia](https://plastic-action.asia)

© Watsons Singapore

OUTREACH AND FUNDRAISING

## TOGETHER POSSIBLE @ WORK



AS THE WORLD EMERGED FROM THE PANDEMIC, A SURGE IN INTEREST AMONG COMPANIES IN SINGAPORE TO ENGAGE THEIR EMPLOYEES IN SUSTAINABILITY PRACTICES AS AN INTEGRAL PART OF THEIR CORPORATE SOCIAL RESPONSIBILITY (CSR) EFFORTS WAS OBSERVED. HOWEVER, THE EVOLVING COVID MANAGEMENT RESTRICTIONS ON GROUP SIZES PRESENTED A PERSISTENT OBSTACLE TO CONDUCTING PHYSICAL ACTIVITIES.

WWF-Singapore's comprehensive selection of green activities through our **Together Possible @ Work** pillar provided companies a one-stop shop in managing these activities, whether in-person or virtually. Notable corporate engagements included popular activities such as The Solar Light Challenge, Virtual Escape Room experiences, and our extensive range of Green Talks.

Since its inception, WWF-Singapore has conducted 51 sessions throughout the year encompassing various activities and forging collaborations with 20 companies. The increasing participation of these companies in sustainability-related endeavours is an encouraging trend, as it reflects a growing commitment to driving meaningful action for the betterment of our planet.

WWF-Singapore acknowledges the following key corporates who demonstrated their commitment to sustainability by participating in a series of engagements:

- Credit Suisse
- Coca-Cola
- Facebook Singapore
- OCBC Singapore
- UBS

➔ **LEARN MORE ABOUT TOGETHER POSSIBLE @ WORK**



© WWF-Singapore



# TRANSPARENCY AND ACCOUNTABILITY

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

Bloomberg	NNIP
BricksWorld	Nomura
Eastspring Investments	Revolut
Eliphant	Sciente
Fullerton Health	Shopee
HSBC	StarHub
IKEA	Yo Star
Lendlease	Wing Tai Asia Retail
LIDL Singapore	Zendesk
MSIG	

# 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

A photograph of a Brown-winged Kingfisher perched on a thin, light-colored branch. The bird has a brown head and back, a white breast, and a long, sharp, reddish-brown beak. The background is a soft-focus green forest. Overlaid on the right side of the image is the text "OUR MISSION IS TO CONSERVE NATURE AND BUILD A FUTURE IN WHICH PEOPLE LIVE IN HARMONY WITH NATURE." in large, white, bold, sans-serif capital letters.

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

© Ranjan Ramchandani / WWF



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

together possible™

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