



WWF

SINGAPORE

# CORPORATE PARTNERSHIPS REPORT

WWF-SINGAPORE  
CORPORATE PARTNERSHIPS  
FISCAL YEAR 2023

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

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# NATURE AT THE BRINK

**WWF'S LIVING PLANET REPORT SHOWS THAT HUMANITY AND THE WAY WE FEED, FUEL, AND FINANCE OUR SOCIETIES AND ECONOMIES IS PUSHING NATURE AND THE SERVICES THAT POWER AND SUSTAIN US TO THE BRINK.**

Agricultural expansion, deforestation, overfishing, urban development, energy use, mining and pollution are all driving habitat loss, water shortages and climate change. In addition, every year, the [World Economic Forum Risks Report](#) continues to show the increase in the scale and urgency of environmental risks to the global economy, as well as the deepening interconnections between environmental issues, economic strains, and geopolitical tensions.

We cannot afford to be complacent. In fact, we need to move into an emergency and solutions-based mindset. The landmark [Intergovernmental Panel on Climate Change \(IPCC\) report, Global Warming of 1.5°C](#), paints a clear but dire picture. It states that to avoid the most serious impacts of climate change, we need to drastically transform the world economy in the next few years. Allowing nature to fail will disrupt business, undermine economies and drive social instability.

The good news is that we also have an unparalleled opportunity for positive change – the science is clearer, awareness is greater, and innovation more powerful than ever before. We can redefine our relationship with nature – but we need to work together. One organisation alone cannot deliver the change we need. That is why WWF collaborates with business – working in partnership – to find solutions and act at a scale that matters.



© Suzi Eszterhas / Wild Wonders of China / WWF





# TAKING BOLD COLLECTIVE ACTION

**THE TIME TO ACT IS NOW. WE HAVE PUT IN PLACE A GLOBAL CONSERVATION STRATEGY THAT REFLECTS THE WAY THE WORLD IS CHANGING, MEETS THE BIG ENVIRONMENTAL CHALLENGES OF THE AGE AND HELPS US SIMPLIFY, UNITE AND FOCUS OUR EFFORTS FOR GREATER IMPACT.**

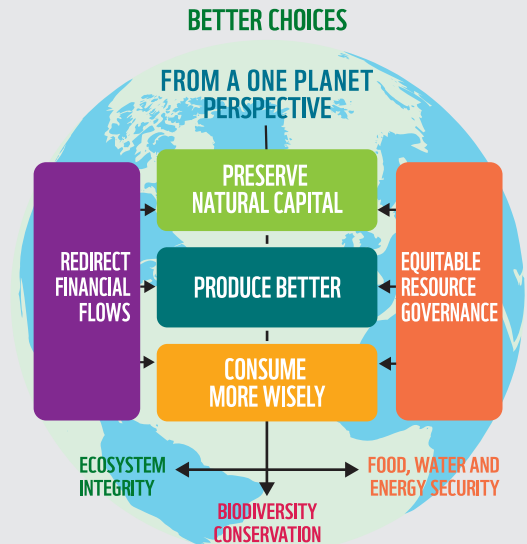
WWF continues to deliver locally in crucial ecoregions around the world but sharpen our focus on six global goals – wildlife, forests, oceans, freshwater, climate and energy, and food – and three key drivers of environmental degradation – markets, finance and governance. We are creating global communities of practice for each of the goals and drivers composed of specialists from WWF and key external partners. This will foster greater collaboration and innovation, incubating new ideas and taking promising ones to scale, as we unite our efforts toward making ambitious targets a reality.

We know that one organisation alone can't effect the change needed. That is why our work on the goals and drivers includes our partnerships with institutions and corporations, both local and international. The changes we want to see in the world can only come about through the efforts of many actors: local communities and national and multinational corporations, governments and NGOs, finance institutions and development agencies, consumers, and researchers.

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

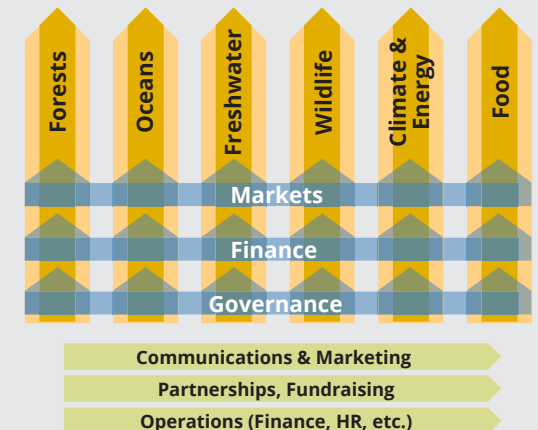
© WWF-Malaysia / Mazidi Abd Ghani

## OUR VISION FOR CHANGE



## HOW WE MAKE IT HAPPEN

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





# OUR WORK WITH THE CORPORATE SECTOR

**WWF'S MISSION IS TO STOP THE DEGRADATION OF THE PLANET'S NATURAL ENVIRONMENT AND TO BUILD A FUTURE IN WHICH HUMANS LIVE IN HARMONY WITH NATURE.**

Therefore, WWF seeks to work with those who have the greatest potential to reduce the most pressing threats to the diversity of life on Earth and together find solutions to conservation challenges such as deforestation, over-fishing, water scarcity and climate change. The corporate sector drives much of the global economy, so we consider that companies also have a specific responsibility to ensure that the natural resources and ecosystems that underpin their business are used sustainably.

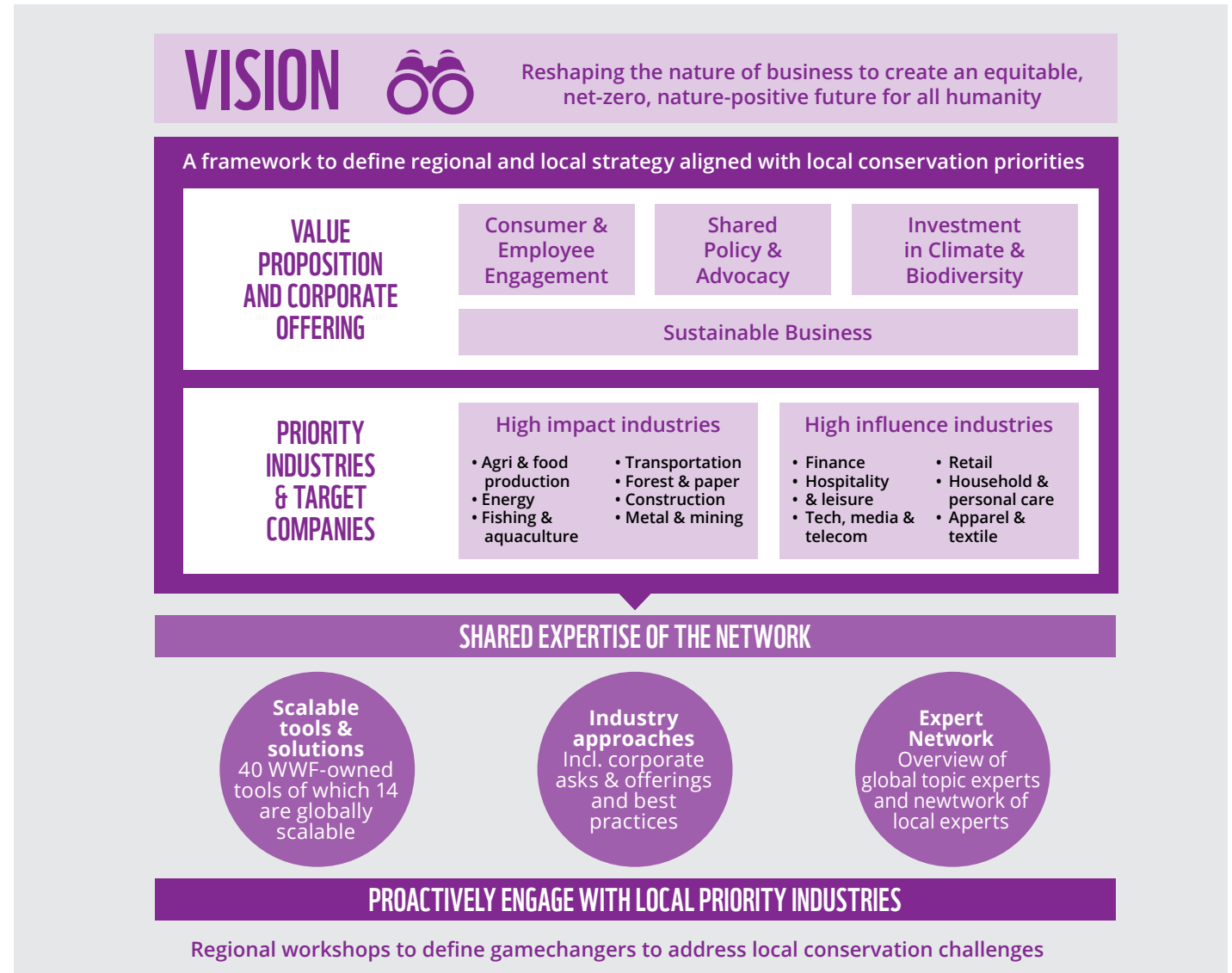


©Guo Xin Goh / Unsplash

# WWF CORPORATE ENGAGEMENT: A STRATEGIC APPROACH TO UNLOCK UNTAPPED POTENTIAL

Companies are also primed to lead on rapid adaptation and on the innovative solutions needed to drive change. We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms such as the [UN Global Compact](#), [Science Based Targets](#), the [Consumer Goods Forum](#) to make ambitious commitments while also to engage in public policy discussions at global and local levels, and supporting credible certification schemes (e.g. [Forest Stewardship Council](#) (FSC), [Aquaculture Stewardship Council](#) (ASC), [Roundtable on Sustainable Palm Oil](#) (RSPO), [Roundtable on Responsible Soy](#) (RTRS), [Better Cotton Initiative](#) (BCI)). We also publish scorecards and reports on company or sector performance (e.g. [palm oil scorecard](#), [soy scorecard](#), and [sustainable cotton](#) ranking), 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), as well as working in partnership with individual companies.

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



# OUR WORK IN CORPORATE PARTNERSHIPS

## WWF WORKS WITH COMPANIES TO ACHIEVE OUR CONSERVATION GOALS.

NGO and company partnerships involve engaging in constructive dialogue while challenging each other with real issues. As such, they involve opportunities and risks for both parties. At WWF, we manage the risks by having clear guidelines and criteria in place, including a due diligence process. In all relationships, we maintain and exercise the right to public commentary.

Our collaboration with partners is based on a common understanding of issues, shared ambitions or activities, and a willingness to speak out in public.

In general, we distinguish four 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 some of the world's largest companies, achieve conservation results that would not otherwise be possible, 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). These partnerships also aim to highlight the beauty and uniqueness of WWF's priority places and species. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as FSC-certified wood, or results in companies supporting campaigns that inspire action in favour of special places such as the Arctic or endangered species like the tiger.

### 3 PHILANTHROPIC PARTNERSHIPS

The third approach is articulated through specific programmes with companies to fund conservation projects and the institutions that deliver them. Philanthropic relationships with companies raise money for the conservation of key places and species, and the capability and tools to deliver such conservation impact.

### 4 POLICY AND ADVOCACY

The fourth approach involved collaborating with businesses to influence policies, regulations, and industry practices for sustainability. These partnerships are crucial for shaping policies that align nature and business, creating a sustainable future.

## OUR VISION FOR CHANGE

### CONSUMER & EMPLOYEE ENGAGEMENT



**Drive awareness and activate behavioral change** by communicating, education and incentivising consumers and employees on sustainable behavior issues

### SHARED POLICY & ADVOCACY



**Build value chains that value nature** through public-private alliances and by influencing policies that lead to bold ambitions and integrated action

### INVESTMENT IN CLIMATE & BIODIVERSITY



**Conserve nature by investing in nature** by participating in nature protection and restoration efforts on site and landscape-level and beyond

### SUSTAINABLE BUSINESS



**Rethink business models for a nature-positive future** by addressing business drivers of nature loss and implementing sustainable business practices in accordance with the mitigation hierarchy



Many of our partnerships with companies use a combination of these approaches.





# TRANSPARENCY AND ACCOUNTABILITY

**RESULTS AND IMPACT, BOTH QUALITATIVE AND QUANTITATIVE, ARE ESSENTIAL FOR US. WE ADVOCATE TRANSPARENCY IN ACTION BY ALL STAKEHOLDERS AS A CRUCIAL STEP TOWARD SUSTAINABILITY.**

We believe that accountability for results and transparency to our supporters and our members on how we deliver those results are key to our approach of working in a constructive, cooperative manner with all our partners, including the corporate sector.

We want all our partnerships with companies to deliver the greatest impact possible, with the goal of creating lasting results at scale. We have, therefore, started a process of deeper and more systematic assessment of the targets and the outcomes we achieve in our work with the private sector and specifically through our bilateral partnerships.

All WWF offices are committed to continue reporting publicly on all our company relationships, their intent, objectives, and impacts, of which this report is one part. A Global Report of WWF's largest corporate partnerships globally can also be found [here](#).

## THIS REPORT

**THE AIM OF THIS REPORT IS TO GIVE AN OVERVIEW OF THE PARTNERSHIPS THAT WWF-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;
- Influence policies that lead to bold ambitions and integrated actions;
- Directly support WWF conservation projects.

This WWF office is responsible for the (contractual) agreement(s) with the companies concerned. The activities of the engagements in many cases take place in other countries or regions.

In FY23, income from corporate partnerships represented 13% of this WWF office's total income.



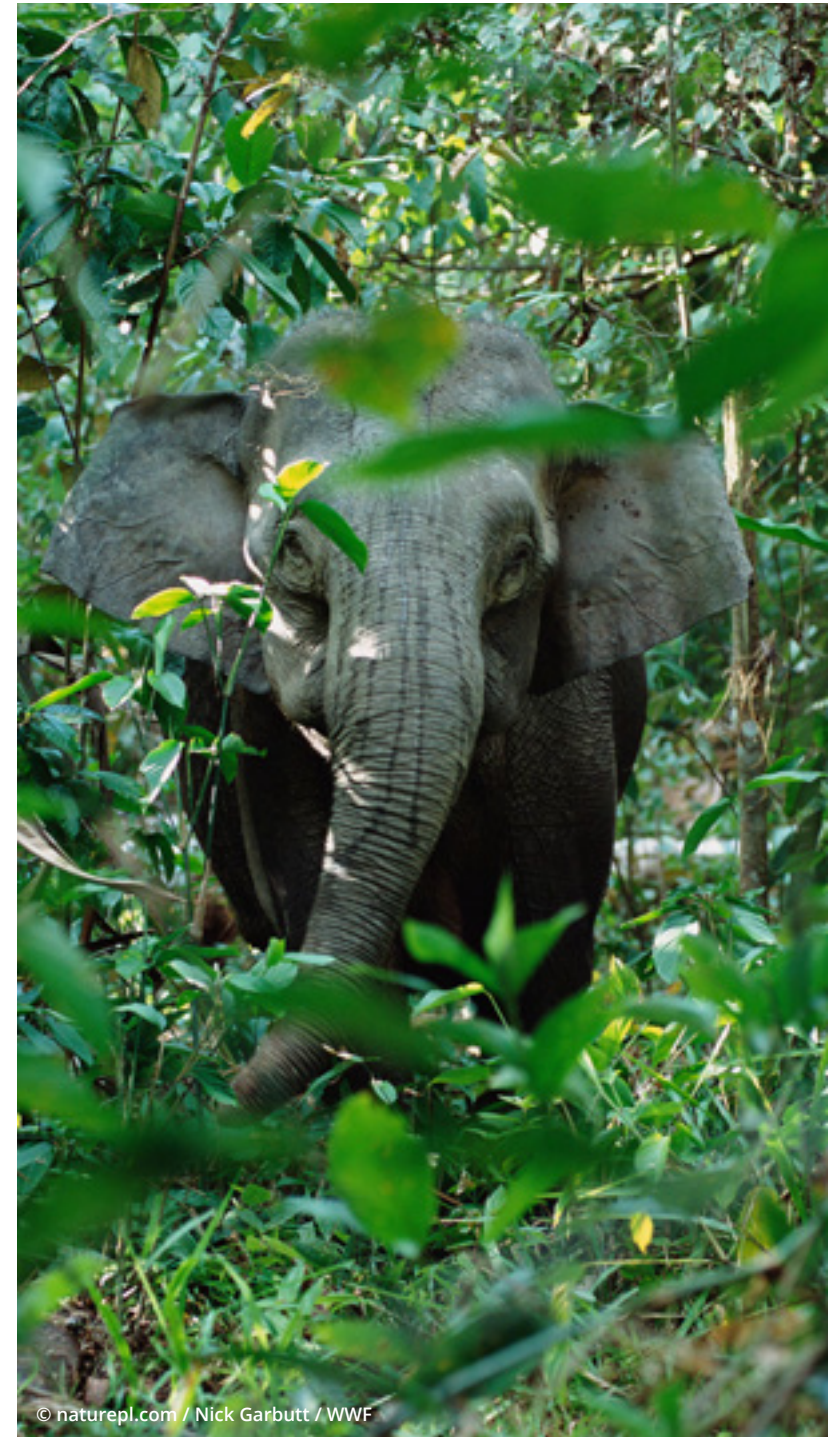
# SUSTAINABLE DEVELOPMENT GOALS



**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.



© naturepl.com / Nick Garbutt / WWF





© 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 white egret with a long yellow beak stands on a thin branch, surrounded by green foliage. The background is a soft-focus natural setting.

**“ This is a story of our  
changing planet, and  
what we can do to  
help it thrive...”**

**Sir David Attenborough**

# WWF-SINGAPORE PROGRAMMES

## NATURE & BIODIVERSITY



**Illegal Wildlife Trade**



**Marine Conservation**

- Singapore - Karimata Straits
- Coral Triangle



**Forest Landscape Restoration**

## CLIMATE & SUSTAINABILITY



**Responsible Sourcing  
& Circular Economy**



**Net Zero Carbon**



**Sustainable Finance**

## COMMUNITY



**Future Sustainability Leaders**



**Green Cities**



A tiger with orange fur and black stripes is walking towards the camera through a dense forest. The forest floor is covered with dry leaves and fallen branches. Large trees with thick trunks are visible in the background. Sunlight filters through the canopy, creating dappled light on the ground.

# NATURE & BIODIVERSITY



# AGODA

## ABOUT THE PARTNERSHIP

The Coral Triangle boasts unparalleled marine biodiversity, nurturing over 6,000 fish species, 76% of the world's coral species, and more than half of the globe's mangrove species. Termed the 'Amazon of the seas,' it sustains the livelihoods, incomes, and food security of over 130 million coastal inhabitants.

WWF-Singapore and Agoda are working together to raise funds for and awareness of, marine habitat restoration efforts in the Coral Triangle and Asia-Pacific region. Launched in five countries – Australia, Indonesia, Malaysia, the Philippines, and Singapore – travelers receive up to 15% discounts on their bookings under Agoda's Eco Deals Program. For each program booking, Agoda donates USD 1 towards the restoration of marine habitats in the Coral Triangle, raising awareness about responsible tourism, and protecting wildlife affected by floods in Australia.

[LEARN MORE](#)


**INDUSTRY:**  
Tourism & Hospitality

**TYPE OF PARTNERSHIP:**  
Philanthropic Partnership,  
Communications &  
Awareness Raising

**CONSERVATION FOCUS:**  
Oceans

**FY23 BUDGET RANGE:**  
S\$100,000 - S\$250,000

## ABOUT THE COMPANY

Agoda, a digital travel platform, helps anyone see the world for less with its great value deals on a global network of 4.5M hotels and holiday properties worldwide, plus flights, activities, and more. Agoda.com and the Agoda mobile app are available in 39 languages and supported by 24/7 customer support. Headquartered in Singapore, Agoda is part of Booking Holdings (Nasdaq: BKNG) and employs more than 6,900 staff in 25 markets, dedicated to leveraging best-in-class technology to make travel even easier.



© WWF - Malaysia - Eric Madeja



# 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 tiger range countries.

Through its Tiger Action Fund, Asian Tigers Group has contributed directly to WWF's efforts to double the number of wild tigers globally. The partnership supports the training rangers in the Eastern Plains Landscape (EPL) in Cambodia on how to utilise SMART technology while on patrols to log and collect critical information regarding wildlife and illegal activities. A total of 1,200 snares were removed and 13 illegal poaching and logging camps were recorded during the rangers patrols.

[LEARN MORE](#)

**INDUSTRY:**

International and Domestic Relocation

**TYPE OF PARTNERSHIP:**

Philanthropic Partnership

**CONSERVATION FOCUS:**

Wildlife / Biodiversity

**FY23 BUDGET RANGE:**

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

## 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.



© Ranjan Ramchandani / WWF



# COTTON ON FOUNDATION

## ABOUT THE PARTNERSHIP

Forests are home to more than half of the world's land-based species, they support the livelihoods of over 1 billion people and are rich carbon sinks. Borneo is the third largest island in the world and is a global biodiversity hotspot hosting an array of species such as orangutans and elephants.

In support of Cotton On's global goal to plant 1 million trees, WWF-Singapore and Cotton On Foundation (COF) have joined forces to safeguard forest landscapes, protect wildlife and develop sustainable livelihood opportunities for local communities in Sarawak. Building on that, the partnership also supports the implementation of outreach activities within Singapore to engage the local communities on the importance of conservation.

[LEARN MORE](#)

## COTTON:ON FOUNDATION

**INDUSTRY:**  
Manufacturing & Retail

**TYPE OF PARTNERSHIP:**  
Philanthropic Partnership,  
Communications & Awareness  
Raising

**CONSERVATION FOCUS:**  
Forests

**FY23 BUDGET RANGE:**  
S\$25,000 - S\$100,000

## ABOUT THE COMPANY

Cotton On Foundation – Cotton On's philanthropic arm – envisions a world where every young person can thrive. With outreach programs in Uganda, South Africa, Thailand and Australia, and partnerships with impactful organisations worldwide, the Cotton On Foundation focuses on three key areas: Holistic Education, Mental Health and Environment. Over its 15-year lifespan, Cotton On Foundation has raised \$180 million AUD together with their team and customers.



© Karan Gurnani



# EPSON

## ABOUT THE PARTNERSHIP

In 2022, Epson and WWF partnered to scale the impact of marine conservation in Southeast Asia by focusing on scaling coral restoration efforts in Indonesia, Malaysia, Thailand and Singapore, as well as mangrove restoration in the Philippines. By working with local stakeholders and institutions, these restoration efforts aim to support and restore the critically important marine ecosystem health that we all depend on, while building capacity among local communities as key stakeholders in the long-term maintenance and management of their coastal resources.

The Epson partnership also focuses on climate solutions and business sustainability, working to influence businesses and consumers in Viet Nam to support the transition towards a low-carbon economy.

[LEARN MORE](#)

# EPSON

**INDUSTRY:**  
Electronics

**TYPE OF PARTNERSHIP:**  
Philanthropic Partnership

**CONSERVATION FOCUS:**  
Oceans, Climate & Energy

**FY23 BUDGET RANGE:**  
S\$100,000 - S\$250,000

## 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 Epson Singapore, Epson's business in Southeast Asia spans an extensive network of 11 countries with 7 manufacturing facilities and 6 Epson solution centres.



© WWF - Philippines



EPSON

WWF and Epson are working together for marine conservation and climate action in Southeast Asia.

## FEATURED STORY

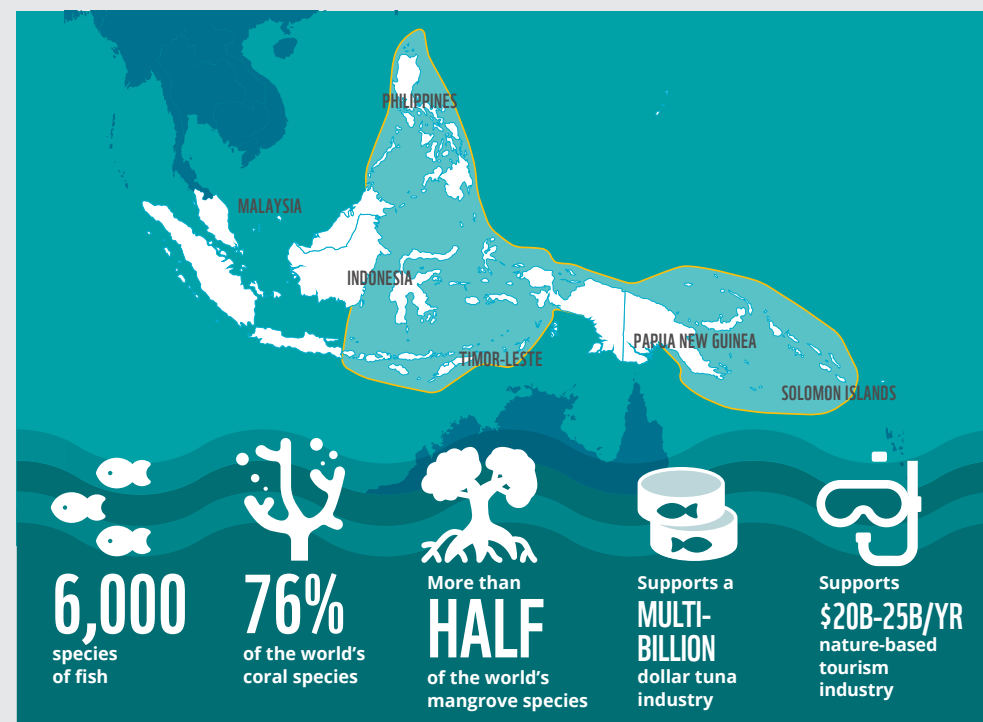
# Securing Our Ocean's Future: Restoring the Coral Triangle's Critical Habitats



© WWF-Singapore/Gwendolyn Chow

**SOUTHEAST ASIA, RICH IN BIODIVERSITY AND NATURAL BEAUTY, IS HOME TO SOME OF THE WORLD'S MOST STUNNING AND ECOLOGICALLY SIGNIFICANT PLACES. NESTLED BETWEEN ASIA AND THE PACIFIC LIES THE BLUE HEART OF THE PLANET—THE CORAL TRIANGLE, A MARINE REGION RENOWNED FOR ITS UNPARALLELED BIODIVERSITY.**

Spanning Indonesia, Malaysia, the Philippines, Papua New Guinea, Timor Leste, and the Solomon Islands, the Coral Triangle harbours over 6,000 fish species, 76% of the world's coral species, and more than half of the globe's mangrove species. Crucial in our fight against climate change, these areas serve as carbon sinks, coastal protectors, and nurseries for ocean life.



Often called the 'Amazon of the seas,' it supports over 130 million coastal inhabitants, providing essential resources and security. However, unsustainable fishing, pollution, and climate change threaten its existence. To safeguard this treasure, WWF and Epson have partnered to champion habitat restoration in the Philippines, Indonesia, and Malaysia, as well as the health of our oceans and the communities they sustain.



## Reinvigorating Coral Ecosystems in Indonesia



In 2013, WWF-Indonesia launched several reef rehabilitation initiatives in the Alor Marine Protected Area (MPA) to safeguard marine life in the Coral Triangle. These efforts to empower community-based tourism groups and enhance knowledge within the Plastic Free Ocean Network have been supported by Epson since 2022 through its regional partnership with WWF-Singapore.

Over the years, illegal fishing practices have significantly harmed many coral reefs in the area, disrupting marine ecosystems and affecting tourism. To combat this and support the rehabilitation of these reefs, WWF, in partnership with Epson, has been engaging local communities to actively participate in conservation efforts.

This initiative aims to restore vibrant marine life and boost the economic welfare of local communities through sustainable tourism. Additionally, it seeks to raise public awareness about marine conservation and responsible tourism, fostering a deeper respect for our oceans.

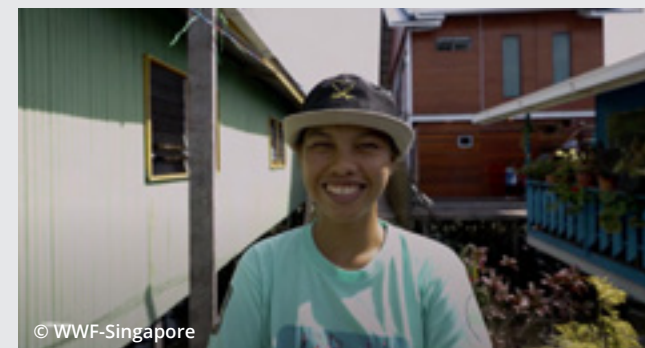
## Revitalising Mangroves in the Philippines

Further up north in the Coral Triangle, a dedicated initiative was launched in August 2022 to restore and protect mangroves in Southern Palawan, focusing on Bataraza and the neighbouring municipality of Balabac.

This project aims to restore three additional mangrove sites in Bataraza, coordinate conservation efforts, and conduct capacity-building programmes for local communities.

A key highlight of the initiative is the establishment of the Bataraza Learning and Innovation Hub (BLIH) in January 2023. This hub bridges knowledge gaps, strengthens resource management, builds local capacity, and provides opportunities for learning exchanges. Through these efforts, we aim to restore vital ecosystems and empower communities to safeguard their natural heritage for future generations.





## Reconstructing Coral Paradises in Malaysia

Continuing our commitment to protecting the Coral Triangle for future generations, we increased conservation efforts in Semporna, Malaysia. Semporna has been identified as a priority conservation area, due to its abundance of coral reefs, mangrove forests, and seagrass beds. Mabul Island, one of Semporna's 46 islands, is a popular diving destination due to its rich marine biodiversity, including endangered species like sea turtles and sharks. The island plays a crucial role in the local tourism industry, providing an alternative income source for the coastal communities who largely rely on fishing activities. However, mass tourism, fish bombing, and climate change have damaged its precious coral reefs.

To address this, reef restoration efforts are now underway, focusing on training local youths on Mabul Island to become certified Eco-Divers. Over 10 local youths have attained the Eco-Diver certification, equipping them with skills to replant corals and monitor reefs. As of June 2024, over 150 reef stars with more than 2,000 coral fragments were successfully deployed.

Overcoming her community's initial gender bias, Aija Haikal has emerged as a young leader in reef restoration and has completed over 100 dives planting corals and cleaning reefs. Inspired by WWF, Mabul Climate Youth Leaders, Green Semporna, and other local conservation groups, Aija and her friends are working together to protect their environment.

"The sea means a lot to us because it is the source of our income. Not only that, the sea is also a

tourist attraction and is important for the marine animals around Mabul Island," she says.

Her joy and pride in seeing restored corals and abundant marine life reflect the project's success. With her father's support, Aija dreams of mobilising her village to restore and protect their precious reefs for future generations.

## A Brighter Tomorrow for Our Oceans

Through our partnership, significant strides are being made to restore habitats critical to ensuring the climate resilience of the Coral Triangle. By supporting community-driven projects in the region, as well as local restoration efforts in Singapore, we can better protect these vital ecosystems and ensure a sustainable future for the oceans and the communities that depend on them.





## ABOUT THE PARTNERSHIP

WWF-Singapore is supporting efforts led by the National University of Singapore's Tropical Marine Science Institute (TMSI, NUS) to drive marine conservation research and impact in and around Singapore. Taking place in our Southern Islands, the TMSI, NUS project pilots the planting and restoration of coral species native to Singapore, the first of its kind to target deeper depths.

The partnership supports the restoration of 100m light limited coral reefs. Progress to achieve this is currently underway with the establishment of coral nurseries. In addition to that, 11 skilled volunteers were recruited to aid in the coral restoration and monitoring efforts of this project. Three outreach activities were conducted, engaging 176 members of the public and 55 students to educate them about the importance of ocean conservation.

## ABOUT THE COMPANY

HSBC opened its first branch in Singapore in 1877. A qualifying full bank serving international needs of individual, corporate and institutional clients, HSBC in Singapore offers a comprehensive range of banking and financial services including retail banking and wealth management; commercial, investment and private banking; insurance; forfeiting and trustee services; securities and capital markets services. It was recognised by Euromoney as Best International Bank in Singapore in 2024 and is a Champion of Good, the highest recognition conferred by the National Volunteer and Philanthropy Centre.



**INDUSTRY:**  
Banking & Financial Services

**TYPE OF PARTNERSHIP:**  
Philanthropic Partnership

**CONSERVATION FOCUS:**  
Oceans

**FY23 BUDGET RANGE:**  
S\$25,000 - S\$100,000



© Jürgen Freund / WWF

# MARINA BAY SANDS

## ABOUT THE PARTNERSHIP

Since 2017, WWF-Singapore and Marina Bay Sands have been working together to transform the resort's procurement of responsibly sourced seafood products. The partnership supports projects to improve fishery and aquaculture farming practices in the region and increase responsible seafood supplies in the market.

Marina Bay Sands has supported eight farms and one fishery across Malaysia and Singapore in their work with WWF's aquaculture improvement programmes. In 2022, the programme was extended to include an additional farm in Singapore. One Malaysian farm has made the necessary enhancements needed to be ready for the Aquaculture Stewardship Council (ASC) certification, including minimising the use of wild fish as ingredient for feed and adhering to rigorous requirements to reduce disease outbreaks to the minimum.

Marina Bay Sands remains committed to its goal of 50% responsibly sourced seafood by 2025. In 2023, the resort neared this goal, procuring 49.3% per cent of its seafood responsibly. This amounted to around 580 tonnes.

[LEARN MORE](#)


**INDUSTRY:**  
Tourism & Hospitality

**TYPE OF PARTNERSHIP:**  
Driving Sustainable Business Practices

**CONSERVATION FOCUS:**  
Oceans

## ABOUT THE COMPANY

Marina Bay Sands is Asia's leading business, leisure and entertainment destination. The integrated resort features Singapore's largest hotel with approximately 1,850 luxurious rooms and suites, crowned by the spectacular Sands SkyPark and iconic infinity pool. Its stunning architecture and compelling programming, including state-of-the-art convention and exhibition facilities, Asia's best luxury shopping mall, world-class dining and entertainment, as well as cutting-edge exhibitions at ArtScience Museum, 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.



© WWF - Malaysia



# CLIMATE & SUSTAINABILITY





# EARTH HOUR 2023

CREATING THE BIGGEST HOUR FOR EARTH



© May Tolentino / WWF-Singapore

Since its beginnings in 2007, Earth Hour has been known for the “lights off” moment, with individuals from around the globe switching off their lights to show symbolic support for the planet and to raise awareness of the environmental issues affecting it.

Earth Hour 2023 transitioned the movement from advocacy to action and thereby extending beyond just the one hour switch off. We aimed to inspire and galvanise collective action from communities and individuals towards a low carbon, climate-resilient Singapore through multiple business, government, public and community engagements.

**Lead Partner**



**Supporting Partners**



**Earth Hour Donor**



**TYPE OF PARTNERSHIP:**

Communications & Awareness Raising

**CONSERVATION FOCUS:**

Climate & Energy

**FY23 BUDGET RANGE PER PARTNER:**

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





## EARTH HOUR SUMMIT

WWF-Singapore's inaugural, in-person Earth Hour Summit kicked off on 2 March 2023 at Marina Bay Sands, Singapore. The Summit brought together CEOs, thought leaders and decision-makers from the private and public sector to discuss green transition opportunities and how participants could take practical action to address climate change.

A total of 343 individuals attended the Summit with 76% of the attendees consisted of C-suite level executives, directors and decision makers. They represented 246 organisations across Singapore from both the public and private sectors.

© WWF-Singapore



# EARTH HOUR FESTIVAL

The Earth Hour Festival took place from 24 - 26 March 2023 at the beautiful Esplanade - Theatres on the Bay. The Festival was curated as a form of community and public engagement, delivering an action-packed weekend filled with activities for all ages, including performances, workshops, and talks by WWF-Singapore experts.

As part of the Festival, WWF set up a physical booth to guide individuals in charting their own Kosong Plans. But the true highlight of the Festival weekend was the symbolic Switch Off event, where guests and members of the public were able to watch our iconic Singapore city skyline go dark for one hour in support of our cause.

© WWF-Singapore



# PACT

## KEEPING PLASTIC OUT OF NATURE

### CLIMATE & SUSTAINABILITY

Started by WWF-Singapore in support of WWF's No Plastic in Nature Initiative, Plastic ACTION (PACT) is a business initiative that aims to reduce waste and move towards a circular economy. The programme empowers companies to adapt their business models and processes to be more resource-efficient.

By providing businesses with guidance and best practices, PACT enables them to make science-based decisions for responsible production and consumption. This will lower their environmental footprint, and address the growing consumer demand for sustainability.

# SENTOSA

## ABOUT THE PARTNERSHIP

In Singapore, each person uses at least one to three plastic takeaways per week, resulting in 473 million plastic disposables used in a year. In collaboration with Sentosa Development Corporation (SDC), WWF-Singapore developed a 'Sentosa Playbook for Reducing Disposables' to consolidate feasible and innovative recommendations for businesses on the island.

The Playbook outlines 16 measures to reduce disposables grouped into six categories from takeaway bags, food containers to amenity kits, across integrated resort, hotels, attractions, and F&B industries. Strategies outlined in the Playbook will also help act as guide for other businesses within the tourism industry to reduce their use of single-use disposables.

## ABOUT THE COMPANY

Sentosa Development Corporation (SDC), manages Sentosa, a unique leisure and lifestyle destination with an exciting array of themed attractions, award-winning spa retreats, lush rainforests, golden sandy beaches, resort accommodations, world-renowned championship golf courses, exclusive waterfront residences and a deep-water yachting marina. It is also home to Singapore's first integrated resort, Resorts World Sentosa (RWS). SDC has been conferred the Global Sustainable Tourism Council – For Destinations (GSTC-D) certificate, making Sentosa the first island destination in Asia to receive this accolade.



### INDUSTRY:

Tourism & Hospitality

### TYPE OF PARTNERSHIP:

Driving Sustainable Business Practices

### CONSERVATION FOCUS:

Circular Economy







## ABOUT THE PARTNERSHIP

With the number of people shopping online increasing year after year, it is no surprise that global ecommerce sales have also been rising. With that, comes an unprecedented problem of waste caused by e-commerce packaging. Motivated by these trends, WWF-Singapore's Plastic ACTION (PACT) initiative launched a pilot programme together with UOB as the Lead Partner, to promote the scalability of reusable e-commerce packaging in Singapore and shape a circular economy.

The pilot provided valuable insights into the successful implementation of reusable packaging, serving as a useful resource for retailers and organisations looking to create a more sustainable and circular e-commerce ecosystem in Singapore.

## 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 also committed to forging a sustainable future through working with its stakeholders to create positive environmental impact, fostering social inclusiveness 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.



**INDUSTRY:**  
Banking & Financial Services

**TYPE OF PARTNERSHIP:**  
Driving Sustainable Business Practices

**CONSERVATION FOCUS:**  
Circular Economy

**FY23 BUDGET RANGE:**  
S\$100,000 - S\$250,000



© Alan Ng



WWF is working in partnership with UOB to pilot reusable e-commerce packaging towards sustainable lifestyles and a circular economy in Singapore.

## FEATURED STORY

# Unpacking Green: Making an ImPACT on Sustainability within Singapore's E-Commerce Industry



THE ASIA PACIFIC REGION'S E-COMMERCE MARKET VALUE IS PROJECTED TO GROW TO OVER US\$28.9 TRILLION BY 2026. IN SINGAPORE, THE ESTIMATED TOTAL REVENUE FOR E-COMMERCE IN 2021 ALONE WAS \$337.1 BILLION.



However, with market growth comes an increase in waste, further straining Singapore's already limited landfill space. Packaging waste comprised about a third of the [1.82 million tonnes of domestic waste discarded](#) in 2021. In addition to the amount of waste generated, packaging is accountable for [45% of carbon emissions](#) in the e-commerce supply chain. This is why looking into sustainable packaging solutions in the e-commerce sector has become more crucial than ever.

Recognising this urgent need, WWF-Singapore, under its Plastic ACTION (PACT) initiative, launched a reusable e-commerce packaging pilot programme in 2022, which built on findings from a [feasibility study on reusable e-commerce packaging](#). The pilot was a first of its kind in Asia Pacific and aimed to promote the concept of a reusable e-commerce packaging system in Singapore to foster a circular economy.

As an advocate of building a sustainable future, UOB decided to collaborate with WWF-Singapore on the pilot programme.





## MR ERIC LIM, UOB'S CHIEF SUSTAINABILITY OFFICER, SHARES MORE ABOUT UOB'S SUSTAINABILITY JOURNEY AND WHY THE ORGANISATION DECIDED TO SUPPORT THE PILOT.

### What are the key areas that UOB focuses on for sustainability?

Our key objectives are to help businesses and individuals transition to a sustainable future, as well as foster social and environmental well-being among colleagues and communities. These form the four pillars of our sustainability strategy, which are rooted in UOB's values of Honourable, Enterprising, United and Committed.

The four pillars are:

- 1. Drive Growth Sustainably;**
- 2. Keep Customers at the Centre;**
- 3. Develop Professionals of Principle;**
- 4. Uphold Corporate Responsibility**

We have also committed to net zero by 2050 as we recognise that climate change is one of the most complex and defining issues of our time.

### What does sustainability mean to UOB?

Creating long-term value for our customers, colleagues and communities has been UOB's commitment since 1935. Sustainability to us is about building a resilient and successful business over time and across borders. It is important that we remain pragmatic and progressive as we manage sustainability-related risks and opportunities. We must consider the impact our decisions and actions may have on

our stakeholders and the environment. More importantly, we must bring our stakeholders along on the journey for meaningful change, and as part of our promise to do right by them.

### What's next in UOB's sustainability journey?

We are focused on operationalising our net zero commitment. To do so, we are transforming our operating model in the areas of governance, risk management, capabilities and culture. While we have made steady progress on our net zero commitments, we recognise that there is still much we can do with our stakeholders to meet our collective sustainability targets. In the year ahead, we will continue to engage our clients through advisory and provide pragmatic solutions for their transition efforts. We will also deepen our collaboration with global and regional stakeholders by creating and expanding partnerships and ecosystems that support the just transition of ASEAN and the real economy. As an early adopter of the Taskforce on Nature-related Financial Disclosures recommendations, we will be exploring nature-related risks and considering how we can contribute to nature-positive outcomes as a bank.

### Any advice you'd like to offer other businesses who are looking to start or have yet to start their sustainability journey?

We believe that SMEs play a crucial role in helping the world achieve net zero and we want to help our SME clients on their transition journey. Businesses who are looking to embark or advance on their sustainability journey can tap on some of our initiatives, including:

- The [UOB Sustainability Compass](#), an online tool to help SMEs assess the maturity of their sustainability journey. SME owners can do this by filling out a complimentary 10-minute questionnaire about their business. They will then receive a report with details on their progress and areas for improvement, which we hope will provide manageable next steps that will deliver meaningful value to their business.
- The [Sustainability Innovation Programme](#), an innovation accelerator run by UOB FinLab that aims to build knowledge and capabilities within SMEs to incorporate sustainability into their business and operations. The two-week programme is supported by Enterprise Singapore and we saw more than 100 SMEs in Singapore participate in 2023. It covers a wide range of topics such as energy efficiency, sustainable packaging, carbon management, renewable energy certificates, sustainable finance and sustainability reporting.



© Troy Enekvist / WWF-Sweden

### Could you share more about why you chose to work with WWF?

To reduce single-use e-commerce packaging waste, we recognise that promoting awareness and understanding consumer sentiment is key to developing the right behaviour nudges.

This pilot initiative by WWF-Singapore was a step in the right direction, aiming to gain insights into consumer behaviour to change consumer habits. It also sought to encourage more companies, especially retailers and e-commerce players, to adopt a circular business model and contribute to a circular economy.

### What was the experience of working with the WWF team like?

As the Lead Partner of this pilot, we were encouraged by the efforts by WWF and participation by our corporate and retail customers. The findings from the pilot highlighted opportunities to scale up reusable e-commerce packaging in Singapore. Results also showed that consumers are willing to do more for the environment and helped dispel operational concerns from retailers and third-party logistic providers in adopting reusable packaging in their business models.

### Collaboration is key for change

The reusable packaging pilot was an ambitious undertaking. Having proved its feasibility, we can celebrate our first step towards a more circular economy. For reusable e-commerce packaging to take off and scale in Singapore, ecosystem-wide collaboration across various layers of stakeholders and businesses is needed. Together, we can create a sustainable future and lead the way in reducing e-commerce waste.



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# WATSONS

## ABOUT THE PARTNERSHIP

Single-use plastics now account for more than 70% of ocean plastic pollution. In line with its Bring Your Own Bag (BYOB) campaign, Watsons pledged support for WWF-Singapore's Plastic ACTION (PACT) Retail Bag Charge initiative by charging ten cents for every request for plastic bags. Proceeds are donated to support WWF-Singapore's conservation efforts—including critical projects related to reducing plastic in nature.

Bag charge proceeds are also channeled to outreach activities such as beach cleanups and campaigns such as Earth Hour 2023 to raise awareness about sustainability and conservation with members of the public.

## ABOUT THE COMPANY

Watsons is the leading O+O (Offline plus Online) health and beauty retailer in Asia, currently operating 8,000 stores and more than 1,500 pharmacies in 15 Asian, European and Middle-East markets.

Watsons is named as the No.1 Personal Care and Beauty retailer in Asia\*, providing personalised advice and counselling in health, beauty and personal care on top of its market-leading product range, making customers LOOK GOOD, DO GOOD, FEEL GREAT every day. Watsons is the flagship health and beauty brand of AS Watson Group.

\*Campaign Asia-Pacific's Top 50 Brands survey with 10,000 respondents across 6 Asian countries



**INDUSTRY:**  
Health and Beauty Retail

**TYPE OF PARTNERSHIP:**  
Driving Sustainable Business Practices, Communications & Awareness Raising

**CONSERVATION FOCUS:**  
Circular Economy

**FY23 BUDGET RANGE:**  
S\$100,000 - S\$250,000



© WWF-Singapore





# COMMUNITY



# ABRDN

## ABOUT THE PARTNERSHIP

The geography of Asia makes its forests some of the most critical biodiversity areas in the world. Unfortunately, the unsustainable extraction of forest products and land conversion for agriculture is leading to a rapid loss of biodiversity, as well as increasing the risks of zoonotic disease spillovers.

Spanning across two years, the partnership with abrdn focuses on reforestation within Asia. A total of 100 trees were planted in Singapore and a total of 76 staff were engaged in the first year of partnership.

## ABOUT THE COMPANY

abrdn is a global investment company that helps clients and customers plan, save and invest for the future. abrdn's strategy is to deliver client-led growth. Through a focus on environmental, social and governance considerations, abrdn aims to deliver better outcomes for their stakeholders, while supporting a credible transition toward a better world.



**INDUSTRY:**  
Banking & Financial Services

**TYPE OF PARTNERSHIP:**  
Philanthropic Partnership

**CONSERVATION FOCUS:**  
Forests

**FY23 BUDGET RANGE:**  
S\$25,000 - S\$100,000



© WWF-Singapore

# GOLDMAN SACHS

## ABOUT THE PARTNERSHIP

The Young Reporters for the Environment (YRE) is a youth capacity building programme designed to empower young people aged 11-25 to advocate about environmental issues they are passionate about. The programme provides a platform for youth to articulate these issues through the media of writing, photography, and video.

The partnership supported the implementation of the YRE Programme 2022-2023. Over 200 youth were engaged through a series of activities conducted as part of the programme including masterclasses and field trips. A total of 21 winners were awarded at the national level for their passion, creativity and determination to make a difference for the betterment of our planet and the environment.

## ABOUT THE COMPANY

The Goldman Sachs Group, Inc. is a leading global financial institution that delivers a broad range of financial services across investment banking, securities, investment management and consumer banking to a large and diversified client base that includes corporations, financial institutions, governments and individuals. Founded in 1869, the firm is headquartered in New York and maintains offices in all major financial centers around the world.

# Goldman Sachs

**INDUSTRY:**  
Banking & Financial Services

**TYPE OF PARTNERSHIP:**  
Philanthropic Partnership

**CONSERVATION FOCUS:**  
Education & Outreach

**FY23 BUDGET RANGE:**  
S\$25,000 - S\$100,000







## ABOUT THE PARTNERSHIP

Education is the first step in creating change - the crucial step in preparing future generations to be environmentally conscious and responsible. The partnership between HSBC Singapore and WWF-Singapore supports the Schools for Climate Action Programme which is a student-led initiative, empowering students to ideate and implement changes within their schools to reduce their carbon footprint.

In the first year of partnership, a total of six schools were enrolled in the Schools for Climate Action Programme. A total of 32 workshops were conducted as part of the programme, engaging 148 participants consisting of students and educators.

## ABOUT THE COMPANY

HSBC opened its first branch in Singapore in 1877. A qualifying full bank serving international needs of individual, corporate and institutional clients, HSBC in Singapore offers a comprehensive range of banking and financial services including retail banking and wealth management; commercial, investment and private banking; insurance; forfaiting and trustee services; securities and capital markets services. It was recognised by Euromoney as Best International Bank in Singapore in 2024 and is a Champion of Good, the highest recognition conferred by the National Volunteer and Philanthropy Centre.



**INDUSTRY:**  
Banking & Financial Services

**TYPE OF PARTNERSHIP:**  
Philanthropic Partnership

**CONSERVATION FOCUS:**  
Education & Outreach,  
Climate & Energy

**FY23 BUDGET RANGE:**  
S\$25,000 - S\$100,000





**INDUSTRY:**  
Banking & Financial Services

**TYPE OF PARTNERSHIP:**  
Philanthropic Partnership

**CONSERVATION FOCUS:**  
Climate & Energy, Finance

**FY23 BUDGET RANGE:**  
S\$25,000 - S\$100,000

## ABOUT THE PARTNERSHIP

The Ripples Programme, an initiative by WWF-Singapore and HSBC Singapore, kickstarted in 2017 with a conservation focus on Freshwater, and has since evolved and expanded to place greater emphasis on Climate Change. Through a series of engagements and campaigns, the programme aims to raise awareness about our planetary crisis and empower members of their organisation to take action.

A total of 100 trees were planted in Singapore and a total of 139 staff were engaged through the partnership. New activities conducted as part of the renewal and expansion include a series of Sustainable Finance workshops to educate staff on biodiversity and nature-related risks. An Urban Farming workshop was also conducted to educate staff about food security and teach them how to grow their own food.

## ABOUT THE COMPANY

HSBC opened its first branch in Singapore in 1877. A qualifying full bank serving international needs of individual, corporate and institutional clients, HSBC in Singapore offers a comprehensive range of banking and financial services including retail banking and wealth management; commercial, investment and private banking; insurance; forfeiting and trustee services; securities and capital markets services. It was recognised by Euromoney as Best International Bank in Singapore in 2024 and is a Champion of Good, the highest recognition conferred by the National Volunteer and Philanthropy Centre.



© WWF-Singapore / Ripples Programme



# TRANSPARENCY & ACCOUNTABILITY

THE FOLLOWING LIST REPRESENTS ALL CORPORATE PARTNERSHIPS THAT WWF-SINGAPORE HAS WITH AN ANNUAL BUDGET BELOW S\$25,000 IN FY23.


& Other Stories	Owndays
BlackRock	Paypal
Bo Tree International	Pazzion
CAF America	Perromart
City Developments Limited	Pierre Fabre
DBS	Pigeon
Eu Yan Sang	Refash
Grab	Revolut
Herbal Pharm	SaladStop!
IKEA	SG Eco Fund
Keppel	Temasek Foundation
Liu Jo	The Social Space
Maybank	Your Cause
Metro	

## TOGETHER POSSIBLE @ WORK PARTNERS

AIA	Edrington
Axis Capital	Fullerton Health
Bank of Singapore	HSBC
Bloomberg	OCBC
Brookfield	Sea Consortium
Credit Suisse	Standard Chartered
Credit Suisse	Transamerica Life
DP World	Tze Toh Productions



© Shawnn Tan / Unsplash

A brown monkey with a greyish face and chest is sitting on a dark, textured rock. The monkey is looking directly at the camera with a serious expression. The background is a lush, green forest with out-of-focus foliage.

**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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