



WWF

SINGAPORE

CORPORATE PARTNERSHIPS REPORT

FISCAL YEAR 2024
WWF-SINGAPORE
MAY 2025

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



DIRECTOR OF GROWTH & PARTNERSHIPS

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Published in April 2025 by WWF-World Wide Fund For Nature Singapore (WWF-Singapore).

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WWF is one of the world's largest and most experienced independent conservation organisations, with over 6 million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

NATURE AT THE BRINK

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

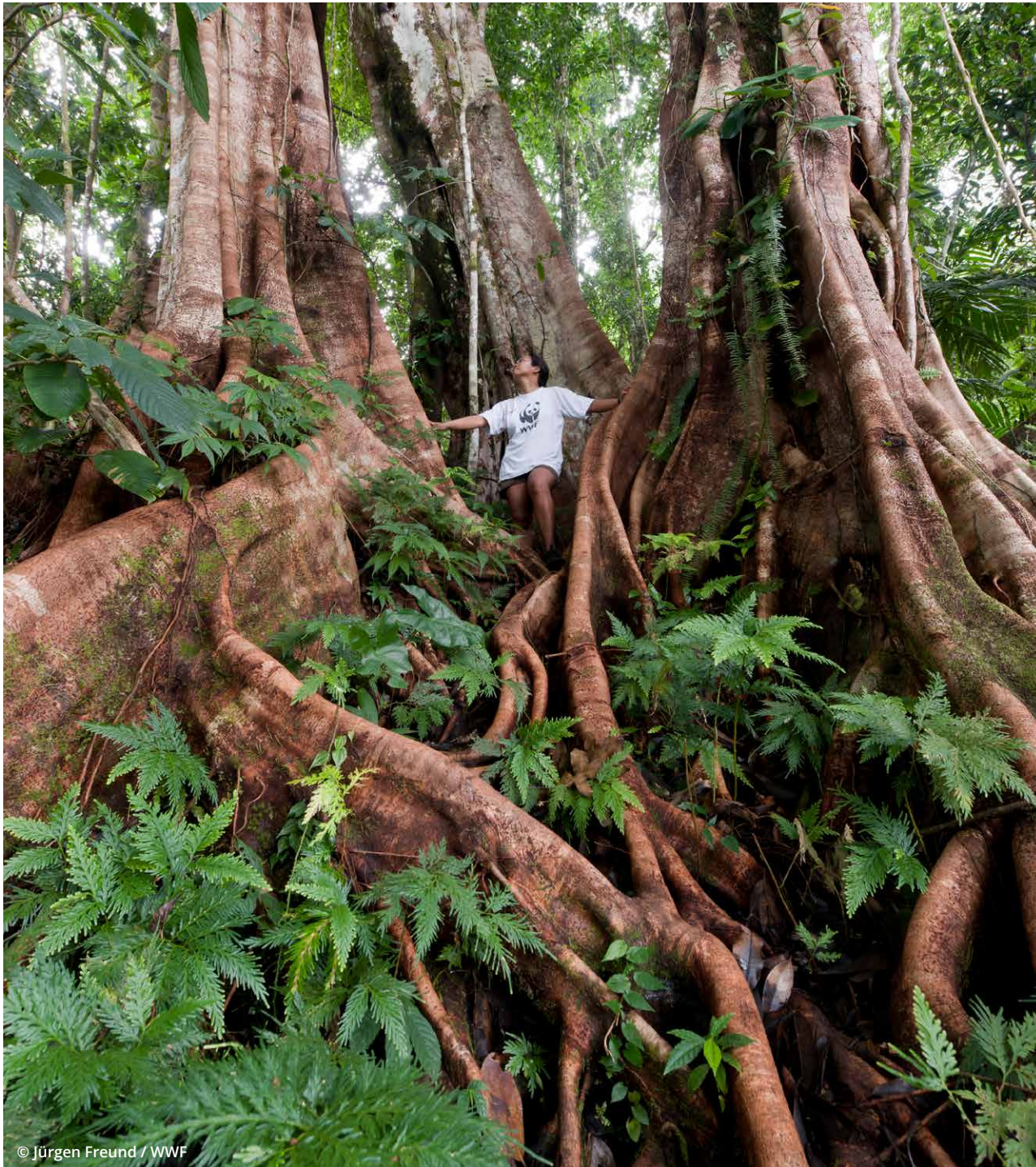
Agricultural expansion, deforestation, overfishing, urban development, energy use, mining and pollution are all driving habitat loss, water shortages and climate change. In addition, every year, the [World Economic Forum Risks Report](#) continues to show the increase in the scale and urgency of environmental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

We cannot afford to be complacent. In fact, we need to move into an emergency and solutions-based mindset. [The landmark Intergovernmental Panel on Climate Change \(IPCC\) report, Sixth Assessment Report \(AR6\)](#), paints a clear but dire and urgent picture. It states that to safeguard our future and 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 ecosystems, 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.



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© Jürgen Freund / 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 OUR TIME AND HELPS US SIMPLIFY, UNITE AND FOCUS OUR EFFORTS FOR GREATER IMPACT.

WWF continues to deliver locally in crucial ecoregions around the world but sharpen our focus on seven topic areas – biodiversity, forests, finance, oceans, freshwater, climate and energy, and food. We are creating strong cross-functional collaborations within 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.

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.

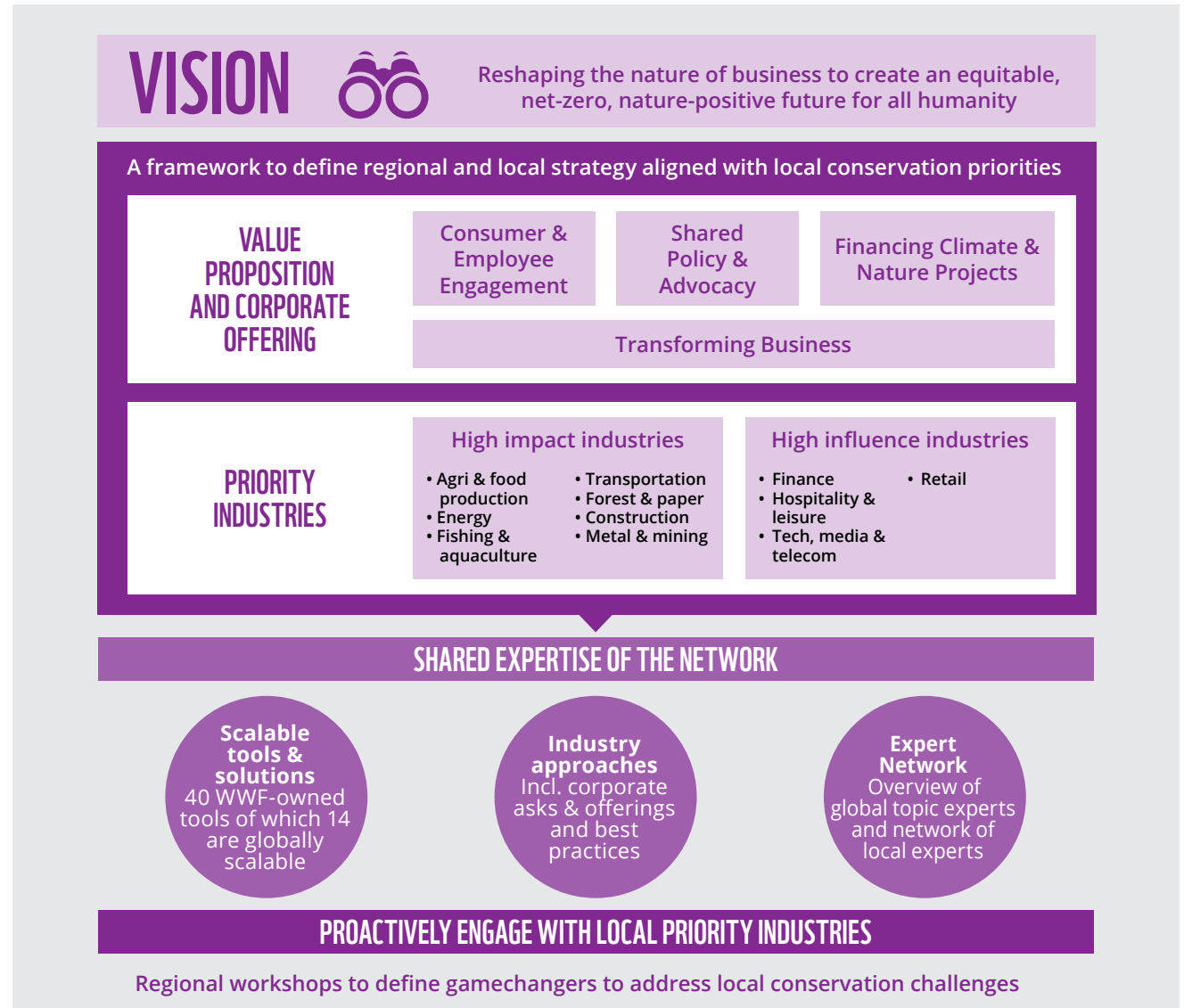
Therefore, WWF seeks to work with those who have the greatest potential to reduce the most pressing threats to the diversity of life on Earth and together find solutions to conservation challenges such as deforestation, over-fishing, water scarcity and climate change. The corporate sector drives much 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.



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 (e.g. [Science-Based Targets Initiative](#), [Science-Based Target Network](#), and the [Climate Business Network](#)) to make ambitious commitments while also engaging in public policy discussions at global and local levels (e.g. [Business Coalition for a Global Plastics Treaty](#), [Forest Forward](#), [Vision, Principles and Asks for DCF Supply Chains](#); providing helpful tools and frameworks (e.g. [Water Risk Filter](#), [Biodiversity Risk Filter](#), [Wood Risk Tool](#), and [The Taskforce for Nature-related Financial Disclosures \(TNFD\)](#)) and supporting credible certification schemes (e.g. [Forest Stewardship Council \(FSC\)](#), [Aquaculture Stewardship Council \(ASC\)](#), [Roundtable on Sustainable Palm Oil \(RSPO\)](#), [Roundtable on Responsible Soy \(RTRS\)](#), [Better Cotton Initiative \(BCI\)](#)). We also publish scorecards and reports on company or sector performance (e.g. [palm oil scorecard](#), [soy scorecard](#), and [sustainable cotton](#) ranking), mobilise public pressure through high-profile campaigns on issues related to business activities (e.g. [Business for Nature](#), [Moratorium for Deep Sea Mining](#), [Fossil to Clean Campaign](#)), as well as working in partnership with individual companies.

This report presents an overview of 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 10 clear asks for the corporate sector, 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.

WWF ENGAGES WITH COMPANIES AT THE DIFFERENT STAGES OF THEIR SUSTAINABILITY JOURNEY TO ENABLE SYSTEMIC CHANGE:

1 TRANSFORMING BUSINESS

Our partnerships aim to deliver direct conservation results on key issues or in priority places by changing practices throughout a company's operations and value chain. We focus on assessing impacts and dependencies on nature and climate across the value chain, setting science-based targets for climate and nature, and implementing robust reduction plans. These efforts intend to reduce the major environmental impacts of some of the world's largest companies, achieve conservation results that would not otherwise be possible, and influence related sectors and industries.

2 CONSUMER AND EMPLOYEE ENGAGEMENT

The second way that WWF partners with the private sector is by raising awareness of key environmental issues among consumers and employees. The goal is to encourage sustainable consumption and lifestyle choices as well as promote the protection of natural habitats and biodiversity, highlighting the importance of preserving our planet's unique ecosystems.

3 SHARED POLICY AND ADVOCACY

By partnering with businesses, we harness collective influence and power to achieve change through joint advocacy for sustainability. Together with our partners, we advocate for ambitious sectoral and national sustainability policies and standards. We mobilize corporate capital for conservation initiatives and ensure investments are aligned with sustainable finance principles.

4 FINANCING CLIMATE AND NATURE PROJECTS

Through our partnerships, businesses invest in the protection and restoration of nature by financing WWF's global conservation work and actively participating in projects within their operational areas. This includes supporting innovative nature-based solutions and empowering indigenous and community-led conservation efforts.

TRANSFORMING BUSINESS



- 1 Assess impacts and dependencies on nature and climate across the value chain
- 2 Set science-based targets for climate and nature, and implement robust reduction plans
- 3 Develop DCF and sustainable agri-forest supply chains
- 4 Engage in stewardship in WWF's priority landscapes, seascapes and basins
- 5 Reduce and eliminate plastic use and waste across value chains

CONSUMER & EMPLOYEE ENGAGEMENT



- 6 Encourage sustainable consumption and lifestyle choices
- 7 Promote the protection of natural habitats and biodiversity

SHARED POLICY & ADVOCACY



- 8 Advocate for ambitious sectoral and national sustainability policies and standards
- 9 Implement sustainable financing principles

FINANCING CLIMATE AND NATURE PROJECTS



- 10 Invest in nature protection and restoration



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:

- Drive conservation by transforming business practices and reducing environmental impacts.
- Raise awareness and inspire sustainable choices to protect natural habitats and biodiversity.
- Collaborate with businesses to advocate for ambitious sustainability policies and standards.
- Invest in nature protection and restoration through innovative projects and community-led efforts.

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 FY24, income from corporate partnerships represented 36.9% of this WWF office's total income.

SUSTAINABLE DEVELOPMENT GOALS



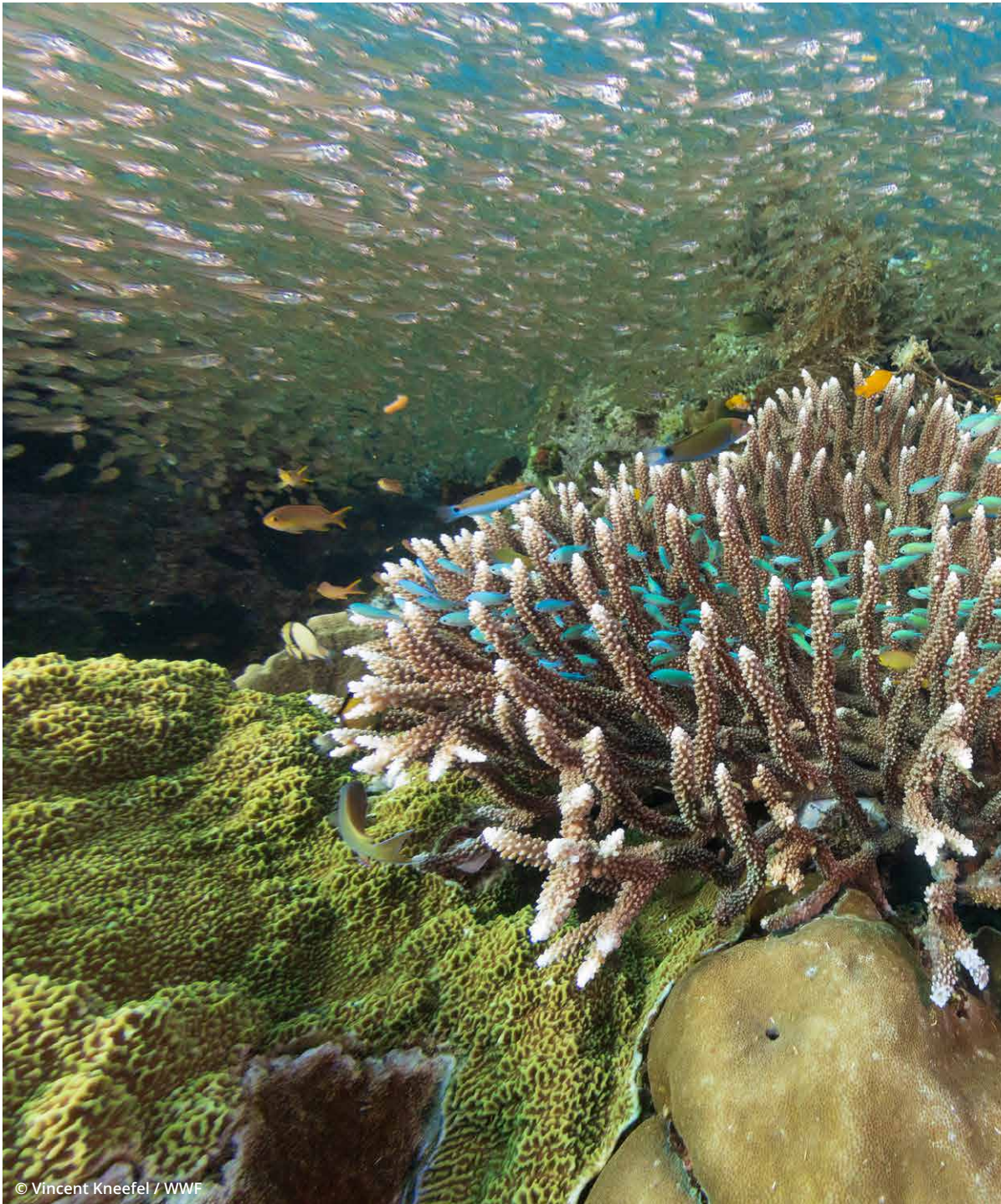
THE SUSTAINABLE DEVELOPMENT GOALS WERE ADOPTED BY UNITED NATIONS MEMBER STATES IN SEPTEMBER 2015 AS THE CORE OF THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT. THEY AIM TO SET OUT A 'PLAN OF ACTION FOR PEOPLE, PLANET AND PROSPERITY' TO 'STIMULATE ACTION OVER THE NEXT 15 YEARS IN AREAS OF CRITICAL IMPORTANCE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



© Nicolas Job




© Vincent Kneefel / 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 photograph of a herd of elephants in a lush green forest. In the foreground, a young elephant stands facing the camera, surrounded by tall grass and green foliage. Behind it, several adult elephants are visible, some with large tusks, partially obscured by the dense vegetation. The scene is set in a dense, green forest with sunlight filtering through the trees.

“The environment and the economy
are really both two sides of the same coin.
If we cannot sustain the environment,
we cannot sustain ourselves.”

Wangari Maathai

WWF-SINGAPORE PROGRAMMES

NATURE & BIODIVERSITY



© Suzi Eszterhas / Wild Wonders of China / WWF



Illegal Wildlife Trade



Marine Conservation
• Singapore - Karimata Straits
• Coral Triangle



Forest Landscape Restoration

CLIMATE & SUSTAINABILITY



© Alexa / pixabay



Circular Economy



**Responsible Sourcing
& Consumption**



Green Finance



Net Zero Carbon

COMMUNITY



© WWF-Singapore



Future Sustainability Leaders



Green Cities

A photograph of an orangutan with reddish-brown fur and a grey face, sitting on a thick tree branch in a lush green forest. The orangutan is looking towards the camera. The background is filled with dense foliage and tree trunks.

NATURE & BIODIVERSITY

AGODA

ABOUT THE PARTNERSHIP

In 2023, Agoda expanded its partnership with WWF-Singapore, embarking on its second year of collaboration to support critical conservation projects across eight Asian countries - Indonesia, Malaysia, Singapore, the Philippines, Thailand, Viet Nam, Cambodia, and India. Aligning with their mission to create a more sustainable travel ecosystem that maximises travel benefits while minimising adverse environmental and societal effects, Agoda donates USD \$1 for every Eco Deals booking to WWF's marine, forest, and wildlife conservation programmes in popular tourist destinations from March – September 2023 as part of the programme.

Through the partnership, Agoda contributed to the restoration of critical habitats, supporting rangers in both forest and ocean landscapes, and the protection of endangered wildlife species such as tigers and elephants across the eight countries.

[LEARN MORE](#)


INDUSTRY:
Tourism & Hospitality

TYPE OF PARTNERSHIP:
Philanthropic Partnership,
Communications &
Awareness Raising

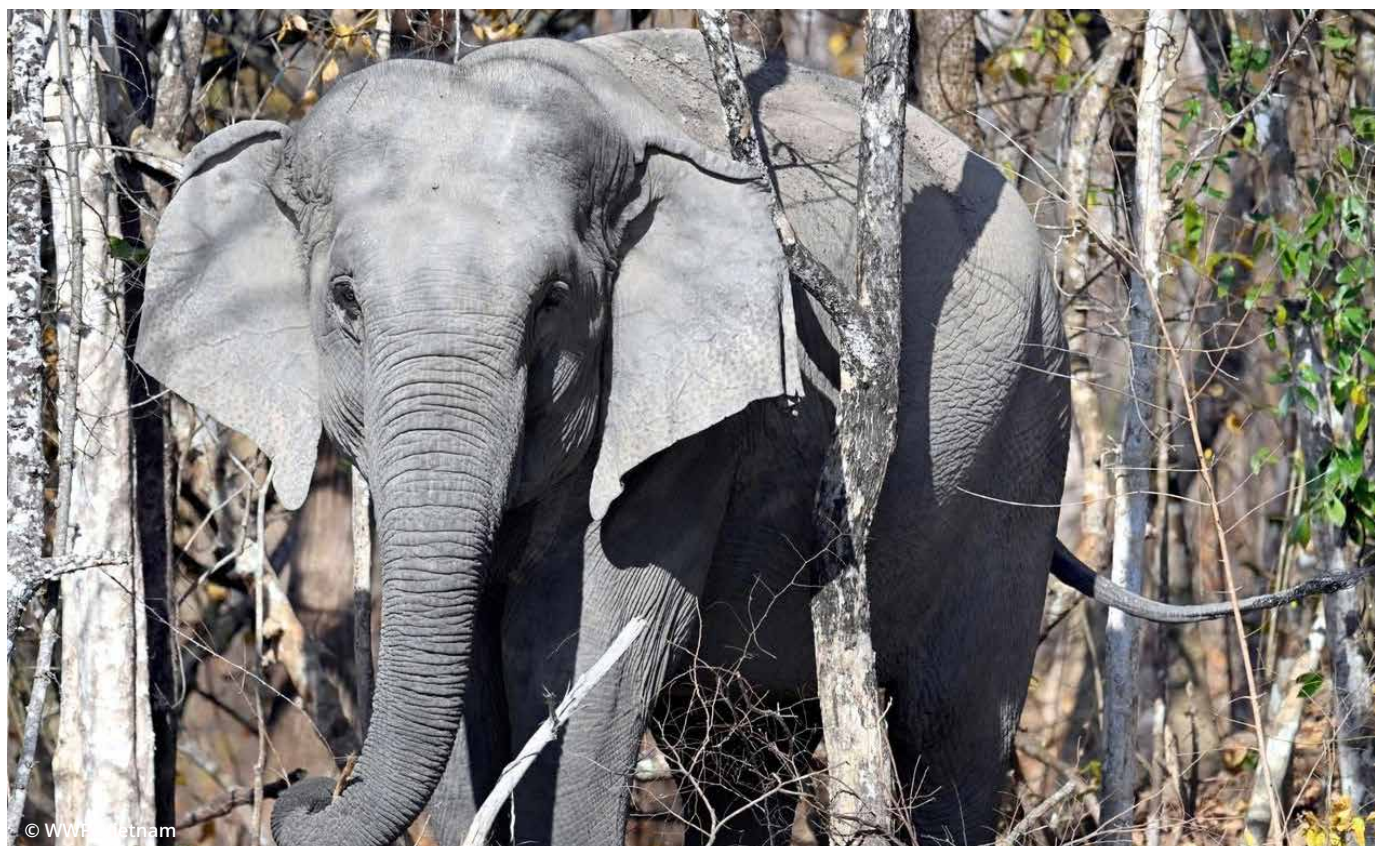
CONSERVATION FOCUS:
Oceans, Forests, Wildlife

FY24 BUDGET RANGE:
> S\$250,000

MULTI-YEAR PARTNERSHIP:
FY23 - Present

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.



BANK OF SINGAPORE



INDUSTRY:
Banking & Financial Services

TYPE OF PARTNERSHIP:
Philanthropic Partnership

CONSERVATION FOCUS:
Forests

FY24 BUDGET RANGE:
S\$100,000 - S\$250,000

ABOUT THE PARTNERSHIP

Bank of Singapore is sponsoring funds for WWF to tackle the pressing issue of climate change and promote ecosystem preservation and restoration in Thirty Hills, Sumatra, Indonesia. The project aims to restore degraded and burnt forest areas to improve connectivity for wildlife and protect important forest carbon stocks in the standing forest within the region. Through the sponsorship, Bank of Singapore is supporting on-ground conservation efforts to increase forest protection and reforestation by natural regeneration, enrichment and replanting priority areas

[LEARN MORE](#)

ABOUT THE COMPANY

Bank of Singapore is the dedicated private banking subsidiary of OCBC, Southeast Asia's second largest financial services group by assets. Bank of Singapore serves high net worth individuals and wealthy families in its key markets of Asia, Greater China, the Indian subcontinent and other international markets. Headquartered in Singapore, Bank of Singapore and its subsidiaries have offices in the Dubai International Financial Centre, Hong Kong, London, Malaysia and Manila.

Bank of Singapore's reputation as a global private bank is built on cross-asset research expertise, advisory and portfolio management capabilities, and the culture of integrity and innovation driven by a strong leadership team.



© WWF-US / Alexander Nicolas

“Protecting this forest isn’t just a local responsibility—it’s a global imperative. It requires collective action, long-term commitment, and innovative solutions to balance conservation with sustainable development. Every effort, big or small, counts in preserving this irreplaceable ecosystem for future generations.”

Alam Bukit Tigapuluh

FEATURED STORY

SEEDS OF CHANGE: Replanting Hope in the Forests of Bukit Tigapuluh



EVERY TREE BEGINS AS A SEED—A TINY CAPSULE OF POTENTIAL, GROWTH, AND HOPE. AS THESE SEEDS GROW TOGETHER, THEY FORM THRIVING FORESTS—POWERFUL CARBON SINKS, VIBRANT HABITATS FOR WILDLIFE, AND ESSENTIAL SOURCES OF LIVELIHOOD FOR INDIGENOUS COMMUNITIES.

But our forests are under threat. Globally, land-use change continues to expand, with an estimated 10 million hectares lost each year (source: [UNEP](#)). At Thirty Hills, Jambi, Sumatra, Indonesia—known locally as Bukit Tigapuluh—these threats have become increasingly urgent, placing immense pressure on the region’s rich biodiversity and the communities that depend on these forests.

In response to these pressing threats, WWF along with the Frankfurt Zoological Society and The Orangutan Project established the Thirty Hills Forest Company (Alam Bukit Tigapuluh, or ABT) in 2015. ABT manages a 38,000-hectare Ecosystem Restoration Concession within Jambi Province, dedicated to protecting and restoring Central Sumatra’s last intact lowland forests, conserving iconic wildlife, and developing sustainable forest management models that inspire broader conservation efforts.

In 2023, Bank of Singapore committed a two-year sponsorship through WWF-Singapore, to support WWF-Indonesia’s conservation area, the Bukit Tigapuluh Ecosystem Restoration Concession, alongside other funding partners. Together, we are planting seeds that go far beyond mere trees—working with local communities to nurture sustainable livelihoods, and protecting wildlife and the habitats they call home.

CONSERVING FORESTS, RENEWING HOPE

Just as a single seed sets the foundation for a thriving forest, conserving Bukit Tigapuluh is about rebuilding ecosystems while ensuring that the communities who depend on them can thrive alongside nature. As one of Sumatra's last intact lowland rainforests, this landscape plays a vital role in carbon storage, climate regulation, and biodiversity conservation. It is also home to the critically endangered Sumatran orangutan, elephant, and tiger, as well as Indigenous communities like the Melayu Tuo, Talang Mamak, Orang Rimba, and Suku Anak Dalam, who have lived here for generations.

To restore degraded areas, the Concession has prioritised natural regeneration, enrichment planting, and targeted replanting. Between July 2023 and June 2024, ABT planted 57,000 seedlings across 502 hectares of degraded and burnt forest areas. However, long term restoration success requires more than simply planting trees—it must also create lasting benefits for those who rely on this landscape.

That's why ABT works closely with local communities, empowering them to take an active role in protecting the forest while also ensuring they benefit from restoration efforts. To foster long-term shared stewardship, the project adopts an agroforestry approach that balances ecological restoration with sustainable livelihoods.

Under this model, ABT, together with local communities, has planted a variety of forestry and fruit-bearing trees, such as durian, dogfruit, stinky bean (petai) and candlenut that aim to improve forest cover while providing benefits to communities.

ABT highlights the importance of these efforts, stating, "To the community, the forest represents hope for a sustainable future where humans and nature can coexist harmoniously. Each seedling we plant supports biodiversity, sustains local livelihoods, and preserves our cultural heritage."

GUARDIANS OF THE FOREST

In addition to restoration efforts, safeguarding these ecosystems remains critical. Addressing the urgency of protection, ABT explains, "Our concession forest faces significant threats, including illegal logging, encroachment, forest fires from land clearing, and wildlife poaching. These activities endanger the forest's integrity, reduce its biodiversity, and disrupt the delicate balance of its ecosystems."

To combat these challenges, a dedicated team of 23 Forest Protection and Security Personnel conduct regular patrols, protecting wildlife and proactively addressing incidents of unauthorised forest clearing. These efforts are reinforced through collaboration with local communities and authorities, particularly during the dry season when fire risks are greater. Additional measures—including a gate pass system at guard posts, intensified monitoring patrols, and strengthened law enforcement capabilities—help to deter illegal activities and enhance forest protection.



BUILDING COMMUNITY RESILIENCE

Ensuring that local communities have the knowledge and resources to sustain this landscape is essential for long-term conservation success. As these seeds of change take root, they foster stronger, more resilient communities. Local communities—the driving force behind lasting change—have been trained and equipped with agricultural knowledge, seedlings, and market access.

With the introduction of non-timber forest products such as honey and coffee, these forest-based goods not only offer additional income streams but also reduce reliance on destructive land-use practices—further strengthening food security and contributing to long-term economic stability.

Women have also been empowered to contribute to these efforts, adopt sustainable practices and transform household food production into community-driven solutions. Across communities, they have repurposed backyards into food gardens, taken up small-scale livestock farming, and cultivated vegetables and handicrafts to support both livelihoods and food security. In the Talang Mamak community, a 0.5-hectare sustainable vegetable farming plot has been established with the aim of providing a steady food supply for households and school meals.

With support from WWF and ABT, farmers are integrating conservation with sustainable livelihoods. Through capacity-building programmes, they are refining agricultural techniques and expanding sustainable income opportunities, which balances livelihood needs with responsible land use and forest conservation.

By improving market access and ensuring fair pricing, these initiatives help build long-term stability, reinforcing conservation as a lasting priority. While challenges remain, farmers are increasingly embracing sustainable practices that strengthen both their economic opportunities and environmental stewardship.



INNOVATION FOR WILDLIFE

Bukit Tigapuluh is a critical habitat for endangered wildlife species. A protected forest provides these species with safe spaces to thrive, minimising human-wildlife conflict by ensuring an abundant food supply and intact habitat.

To enhance conservation efforts, advanced monitoring technologies, including camera traps and bioacoustic devices, have been deployed to track wildlife activity and assess ecosystem health. These tools provide important insights into species behavior, facilitating targeted conservation strategies and providing key evidence used to strengthen protection measures. From July 2023 to June 2024, rare footage of Sumatran tigers with their cubs, orangutans, and elephants have been captured by 47 camera traps, offering a deeper understanding of biodiversity within the Concession area.

The Concession champions the protection of this fragile ecosystem, with ABT affirming, “A protected forest means a healthy habitat, which helps minimise human-wildlife conflict by providing spaces for wildlife to thrive in a healthy ecosystem. To the community, the forest represents hope for a sustainable future where humans and nature can coexist harmoniously. It plays a vital role in maintaining watershed functions, carbon sequestration, and biodiversity conservation. Thus, the Concession forest is a shared responsibility—a lifeline for both the environment and the people, embodying the balance between conservation and sustainable development.”

GROWING A SUSTAINABLE FUTURE

Through their sponsorship of the Bukit Tigapuluh project, Bank of Singapore is contributing to WWF and ABT’s conservation efforts, demonstrating how collective action can turn challenges into opportunities. Together, these seeds of change support resilient communities, revitalised ecosystems, and lasting hope—proving that even the smallest seeds, when nurtured, have the power to transform landscapes and lives.

“We are proud to be sponsoring WWF-Singapore to support the Thirty Hills Ecosystem Restoration Concession Initiative in Sumatra, Indonesia. This is an important part of our long-term commitment to protect and preserve our planet for future generations.”

Kihui Teh, Chair of Bank of Singapore Sustainability Forum

BOOTH & PARTNERS

ABOUT THE PARTNERSHIP

Booth & Partners partnered with WWF-Singapore as part of its 1% For The Planet donation commitments. The partnership supported a scientific assessment conducted in collaboration between WWF-Singapore and Dr Zeehan Jaafar from the National University of Singapore (NUS).

Conducted around Sentosa Island and the Southern Islands, the project deployed Baited Remote Underwater Video Systems (BRUVS) and Non-Baited Remote Underwater Video Systems (RUVS), to better understand predatory marine species and their habitats.

The partnership also supported complementary research study on stingrays, providing insights into their vulnerability to fisheries and identifying potential conservation interventions to protect these species.

BOOTH
& PARTNERS®

INDUSTRY:
Offshoring Consulting

TYPE OF PARTNERSHIP:
Philanthropic Partnership

CONSERVATION FOCUS:
Oceans

FY24 BUDGET RANGE:
S\$25,000 - S\$100,000

ABOUT THE COMPANY

Booth & Partners was founded in 2013 by CEO Carmen Booth and Managing Director Jamie Booth with a vision to provide businesses from all around the world with their own full-time, first-rate offshore team in the Philippines. Booth & Partners aims to deliver smart tailored outsourcing and HR solutions to achieve high-quality results with reduced operating costs for companies of all sizes across a wide range of industries.



© National University of Singapore

CISCO FOUNDATION

ABOUT THE PARTNERSHIP

The Coral Triangle is the world's richest marine biodiversity hotspot, home to over 6,000 fish species and 76% of global coral species. Within the Coral Triangle, the Sulu-Sulawesi Seascape is characterised by a variety of habitats and productive coastal ecosystems, spanning 124,000 km² of mangroves, seagrass beds, and coral reefs.

Conservation efforts in the Coral Triangle are made possible in part through support provided by the Cisco Foundation. Through the partnership, Cisco contributed in safeguarding vulnerable island communities from the impacts of climate change by restoring degraded coral reefs and mangroves, enabling the sharing of best practices through the establishment of Community Innovation and Learning Hubs, and building community capacity by training community champions for co-management of protected coral reef and mangrove areas.



INDUSTRY:
Technology

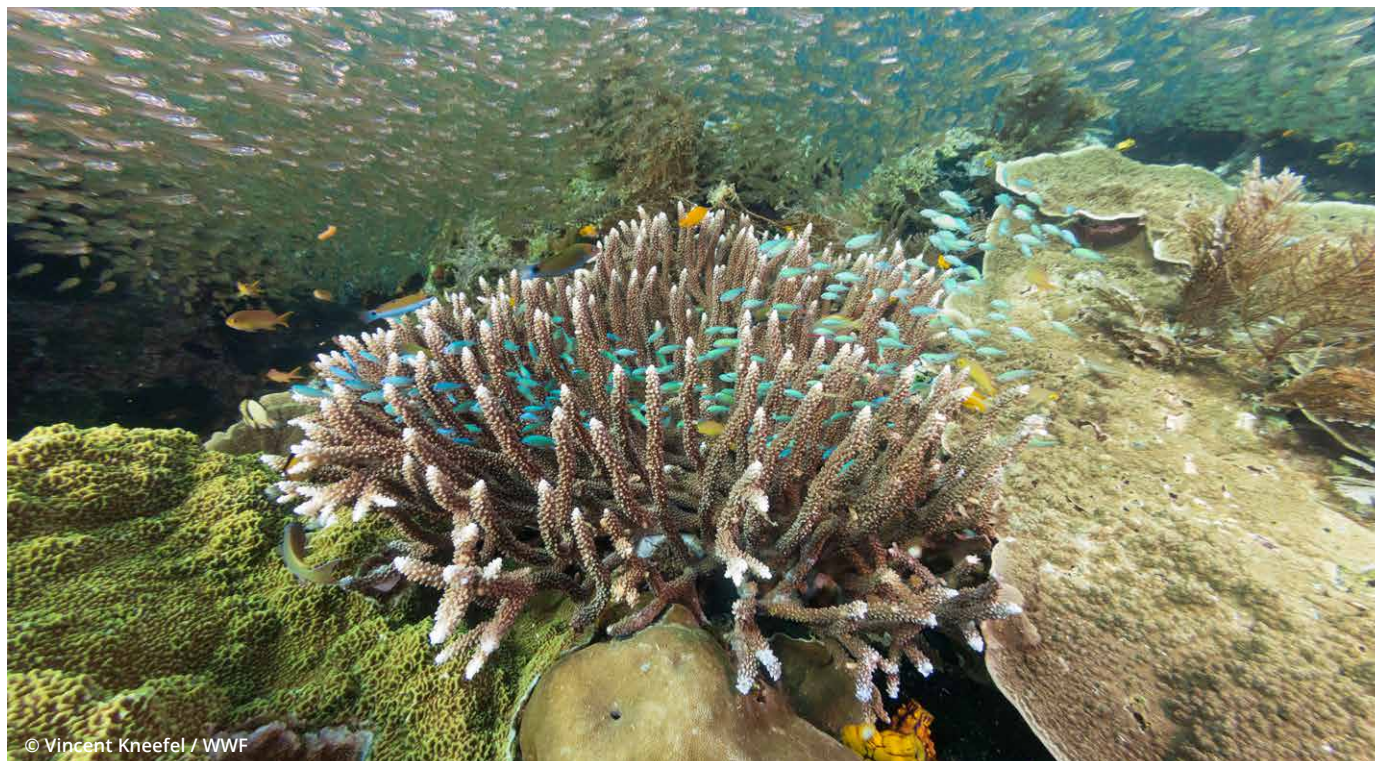
TYPE OF PARTNERSHIP:
Philanthropic Partnership,

CONSERVATION FOCUS:
Oceans

FY24 BUDGET RANGE:
S\$25,000 - S\$100,000

ABOUT THE COMPANY

The Cisco Foundation was established in 1997 by a gift from Cisco Systems, Inc. Together with Cisco's Social Impact Investments, the Foundation aims to catalyze a vibrant ecosystem of changemakers working to positively impact people and communities around the world. We envision a world of equitable, resilient, and empowered communities where everyone can reach their full potential and thrive. Our mission is to partner with organizations to create and scale innovative digital solutions that promote a healthy planet and advance the well-being and self-reliance of underserved communities globally. We accomplish this by harnessing the breadth of Cisco's offerings of strategic guidance, catalytic funding, technology donations, and support from the Cisco community.



COTTON ON FOUNDATION

ABOUT THE PARTNERSHIP

Situated amidst the scenic Sri Aman Division of Sarawak, Borneo, the Gunung Lesung and Ulu Sebuyau (GLUS) National Parks are designated biodiversity hotspots. These parks substantially enrich Sarawak's ecological diversity by providing habitats for a diverse range of endangered wildlife species such as orangutans and langurs as well as flora and fauna.

To support Cotton On's global goal of planting one million trees in key conservation areas, WWF-Singapore and the Cotton On Foundation (COF) are working together to safeguard forest landscapes, protect wildlife and develop sustainable livelihood opportunities for local communities in Sarawak. This partnership also extends to Singapore, where tree planting and outreach initiatives aim to raise awareness and engage the public on the importance of conservation.

In FY24, 69 members of the local community in Sarawak participated in training sessions and workshops designed to prepare them for upcoming restoration efforts and to explore alternative livelihood opportunities. In Singapore, 250 trees were planted across various local parks and green spaces, engaging 145 members of the public.

[LEARN MORE](#)

COTTON:ON FOUNDATION

INDUSTRY:
Manufacturing & Retail

TYPE OF PARTNERSHIP:
Philanthropic Partnership,
Communications & Awareness
Raising

CONSERVATION FOCUS:
Forests

FY24 BUDGET RANGE:
S\$100,000 - S\$250,000

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. Since 2007, Cotton On Foundation has raised \$190 million AUD together with their team and customers.



© WWF-Malaysia / Akifah Jazman

EPSON

ABOUT THE PARTNERSHIP

In 2022, Epson Southeast Asia and WWF-Singapore embarked on a regional partnership to scale up marine conservation impact and drive climate action in Southeast Asia. The partnership spanned across six countries—covering coral restoration efforts in Singapore, Indonesia, Malaysia and Thailand; mangrove restoration in the Philippines; and climate initiative in Viet Nam to support businesses in their transition towards a low-carbon economy.

Beyond restoring marine ecosystems across the region, the partnership also placed great emphasis on engaging local communities and building their capacity as key stakeholders in the long-term management of their natural resources.

Among others, the partnership supported coral restoration research efforts led by NUS TMSI and development of citizen science programme in Singapore to build awareness and sense of ownership among individuals. In the Philippines, community members were also empowered through the establishment of the Bataraza Learning and Innovation Hub, highlighting the importance of knowledge sharing and collaboration.

The regional partnership has since been renewed with a focus on marine litter and plastic waste management in the region.

[LEARN MORE](#)

EPSON

INDUSTRY:
Electronics

TYPE OF PARTNERSHIP:
Philanthropic Partnership

CONSERVATION FOCUS:
Oceans, Climate & Energy

ABOUT THE COMPANY

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia. Led by the regional headquarters of Epson Singapore, Epson's business in Southeast Asia spans a comprehensive infrastructure of over 600 service outlets, 7 manufacturing facilities and 6 solution centres.



GILLIE AND MARC



INDUSTRY:
Creative

TYPE OF PARTNERSHIP:
Communications & Awareness
Raising

CONSERVATION FOCUS:
Wildlife

FY24 BUDGET RANGE:
S\$25,000 - S\$100,000

ABOUT THE PARTNERSHIP

From 19 May 2023 to 18 May 2024, the world's longest sculpture display (Love the Last March) — featuring 45 endangered species was showcased at Gardens by the Bay to raise awareness on the urgency to combat wildlife extinction.

Through this collaboration, Gillie and Marc contributed in protecting biodiversity and driving meaningful conservation impact by channeling 30% of the proceeds from replica sales to support WWF-Singapore's efforts in strengthening critical wildlife protection.

ABOUT THE COMPANY

Internationally renowned artists, Gillie and Marc, are well known for their monumental public sculptures of wildlife such as The Last Three for the Northern white rhino and King Nyani for gorillas. Known to bring awareness to wildlife through their art for decades, Gillie and Marc are re-defining what public art should be, spreading messages of love, equality, and conservation around the world. Gillie and Marc believe art is a powerful platform for change. Their art is multi-disciplinary, paying homage to the importance of togetherness, as well as the magnificence of the natural world, and the necessity of preserving it – for we are it, and it is us.



© Gillie and Marc



ABOUT THE PARTNERSHIP

WWF-Singapore is supporting efforts led by the National University of Singapore's Tropical Marine Science Institute (NUS TMSI) 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 70m² of light limited coral reefs. Progress to achieve this is currently underway with the establishment of coral nurseries. In addition to that, 21 skilled volunteers were recruited to aid in the coral restoration and monitoring efforts of this project. Three outreach activities were conducted, engaging more than 3000 members of the public to educate them about the importance of ocean conservation.



INDUSTRY:
Banking & Financial Services

TYPE OF PARTNERSHIP:
Philanthropic Partnership

CONSERVATION FOCUS:
Oceans

FY24 BUDGET RANGE:
S\$100,000 - S\$250,000

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.



© Jürgen Freund / WWF

MARINA BAY SANDS

ABOUT THE PARTNERSHIP

Sarawak, the largest state in Malaysia, is known for its rich natural heritage, vast forests, and exceptional biodiversity. Stretching over 1,500 kilometers of coastline, it hosts some of Southeast Asia's most important mangrove ecosystems.

In partnership with Marina Bay Sands and ArtScience Museum, over 14,000 mangrove seedlings were planted in the Rajang-Belawai-Paloh delta in Sarawak. This initiative helps restore degraded mangrove habitats, increasing the region's resilience to environmental threats while promoting sustainable ecosystem management. By actively involving local communities in conservation and restoration efforts, the partnership contributes to protecting biodiversity, strengthening coastal defenses, and supporting sustainable livelihoods.



INDUSTRY:
Hospitality

TYPE OF PARTNERSHIP:
Philanthropic Partnership,
Communications &
Awareness Raising

CONSERVATION FOCUS:
Forests

ABOUT THE COMPANY

Since its opening in 2010, Marina Bay Sands has stood as an architectural marvel and the crown jewel in Singapore's skyline. Home to the world's most spectacular rooftop infinity pool and approximately 1,850 rooms and suites, the integrated resort offers exceptional dining, meeting, shopping and entertainment choices, complete with a year-round calendar of signature events.

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

ONE°15 MARINA

ABOUT THE PARTNERSHIP

Through the partnership, ONE°15 Marina seeks to better understand local marine species in Singapore's waters by supporting a collaborative research between WWF-Singapore and Dr Zeehan Jaafar from the National University of Singapore (NUS).

Taking place across six sites including the Southern Islands, Sentosa Island, and ONE°15 Marina, the project aims to analyse the behaviours of predatory species in a heavily urbanised marine environment through Baited Remote Underwater Video Systems (BRUVS) and Non-Baited Remote Underwater Video Systems (RUVS), complemented by intertidal transect surveys.

The research project is expected to provide critical insights for broader conservation strategies in urban coastal areas.

[LEARN MORE](#)

INDUSTRY:
Hospitality

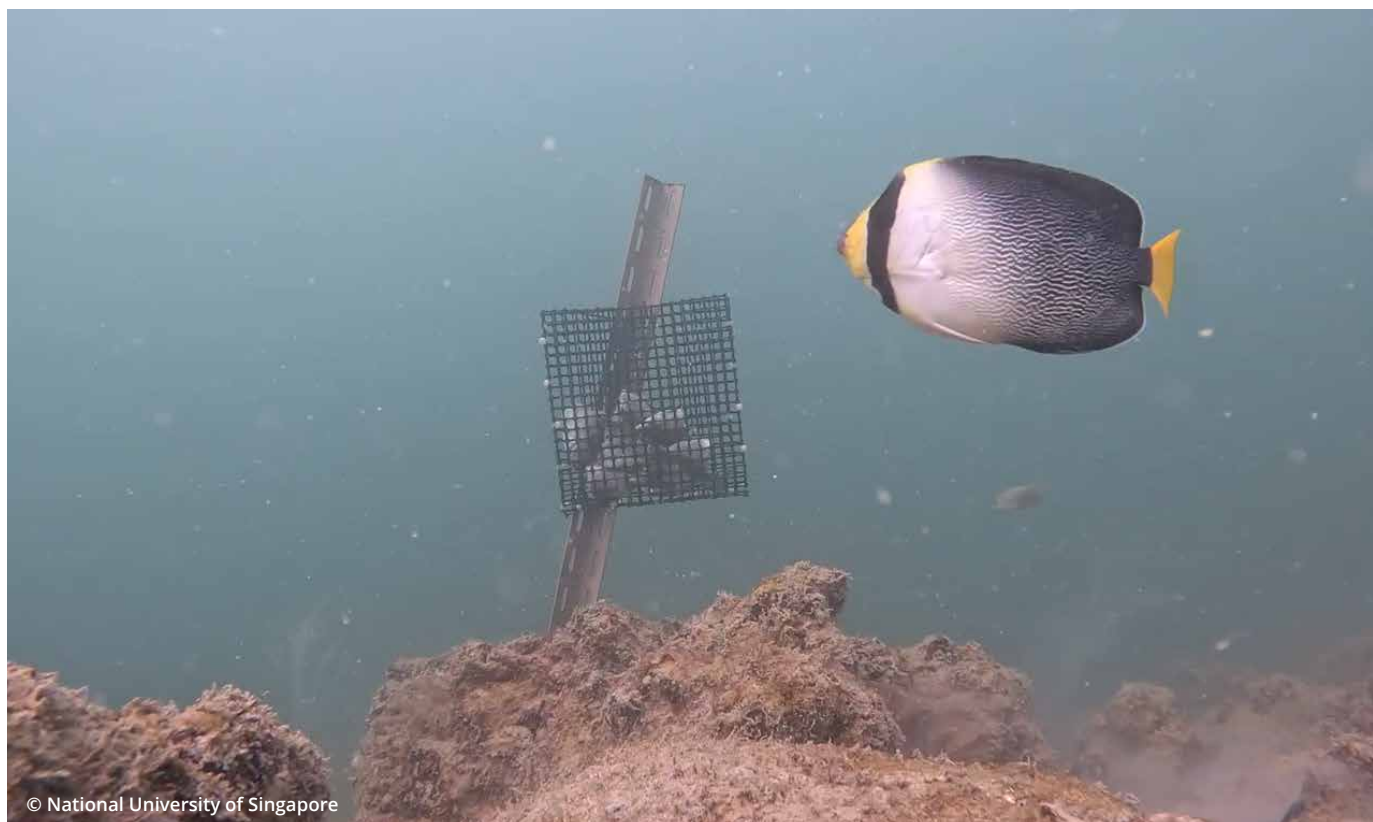
TYPE OF PARTNERSHIP:
Philanthropic Partnership

CONSERVATION FOCUS:
Oceans

FY24 BUDGET RANGE:
S\$25,000 - S\$100,000

ABOUT THE COMPANY

ONE°15 Marina Sentosa Cove Singapore is a waterfront lifestyle destination offering world-class marina facilities replete with a comprehensive range of exclusive club amenities. Offering five-star amenities including infinity pool, fitness centre, members' lounge, modern spa, restaurants and bars, it also has 26 tastefully appointed rooms with spectacular views. A gleaming pearl on the coast of Sentosa Island, ONE°15 Marina Sentosa Cove is a stone's throw away to recreational hubs including Resorts World Sentosa, Universal Studios Singapore® and Singapore's largest shopping mall, VivoCity.



© National University of Singapore



INDUSTRY:
Banking & Financial Services

TYPE OF PARTNERSHIP:
Philanthropic Partnership

CONSERVATION FOCUS:
Wildlife

FY24 BUDGET RANGE:
S\$25,000 - S\$100,000

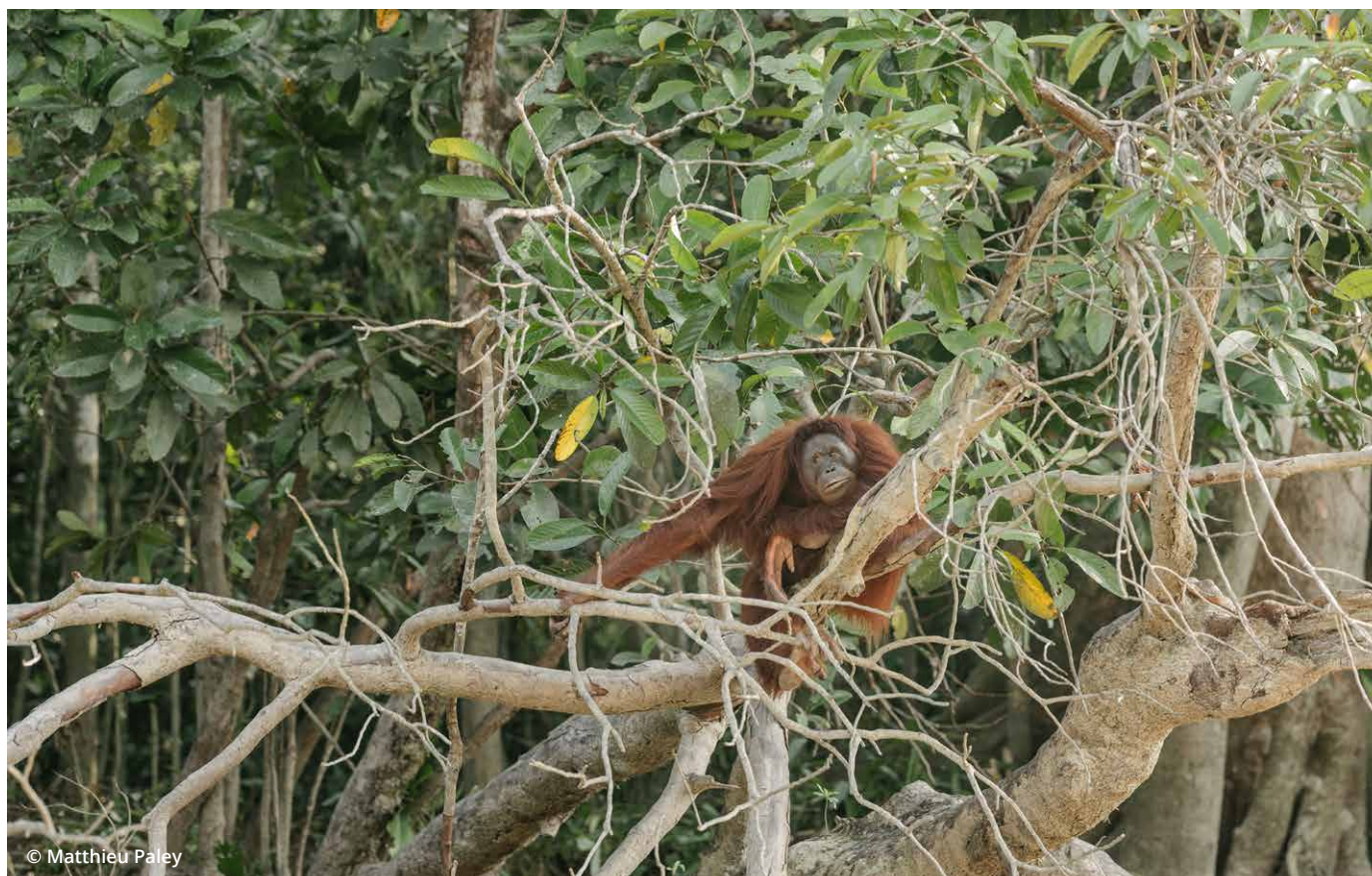
ABOUT THE PARTNERSHIP

Situated amidst the scenic Sri Aman Division of Sarawak, Borneo, the Gunung Lesung and Ulu Sebuyau (GLUS) National Parks are designated biodiversity hotspots. These parks substantially enrich Sarawak's ecological diversity by providing habitats for a diverse range of endangered wildlife species such as orangutans and langurs as well as flora and fauna.

WWF-Singapore's Forest Landscape Restoration programme in Sarawak aims to safeguard forest landscapes, protect wildlife and develop sustainable livelihood opportunities for local communities. The programme aims to restore 120 ha of wildlife corridor and 790 ha of community land through agroforestry. The partnership with UBS funded the establishment of a nursery which supports the landscape restoration activities as part of this programme.

ABOUT THE COMPANY

UBS works with individuals, families, institutions, and corporations around the world to help answer some of life's questions – whether through award winning wealth management advisory, investment banking and asset management expertise, or private and corporate banking services in Switzerland. With a large and diverse team operating internationally, UBS has a presence in all major financial centers in more than 50 countries.



© Matthieu Paley

CLIMATE & SUSTAINABILITY



© isaac./Unsplash

EARTH HOUR 2024



CLIMATE & SUSTAINABILITY

THE BIGGEST HOUR FOR EARTH

In 2024, the world's largest grassroots environmental movement—Earth Hour, brought together individuals, businesses, and communities in addressing climate crisis and biodiversity loss. Commemorated as the “Biggest Hour for Earth”, the campaign featured two key events—the WWF Earth Hour Festival and WWF Earth Hour Summit—aimed to drive change and inspire action beyond the hour.

WWF EARTH HOUR FESTIVAL

Over 70,000 individuals visited the WWF Earth Hour Festival at Wisma Atria to learn more about our climate crisis and left feeling inspired to take action for the planet. The event showcased interactive booths, showcasing WWF-Singapore's key programmes and the sustainability efforts of our corporate partners, Watsons Singapore and Epson. Families and children engaged in edutainment activities throughout the day, accompanied by Wobi, a well-known character from Mediacorp's Lil Wild animation series, who brought sustainability lessons to life through fun storytelling. The day was made special by appearances from the WWF's panda mascot and Epson's Eco-bear, as well as the much beloved Sesame Street characters.

Lead Partners



International Partner



Supporting Partner



Official Broadcast Media Partner



Official OOH Media Partner



WWF EARTH HOUR SUMMIT

Riding on the success of the first WWF Earth Hour Summit in 2023 and recognising the impact it has made as a knowledge sharing platform, the Summit returned with meaningful and intriguing dialogues. The event, titled “Navigating the Dual Challenges of Climate Change and Biodiversity Loss,” set the stage for a profound exploration of critical issues, including transition financing and adapting Science-Based Targets for Asia. Ms. Grace Fu, Minister for Sustainability and the Environment and Minister-in-charge of Trade Relations graced the event as our distinguished guest-of-honour, and joined a panel discussion on “Corporate Ambition in Asia-Enhancing Bottom Lines Through Environmental Action,” bringing valuable perspectives on how businesses can align profitability with environmental responsibility.

More than 500 business leaders, policymakers, and academics gathered for insightful keynote discussions and panels, exploring innovative strategies to achieve net-zero greenhouse gas emissions while emphasising nature’s essential role in climate action.



© WWF-Singapore



© WWF-Singapore



© WWF-Singapore



© WWF-Singapore

EPSON

ABOUT THE PARTNERSHIP

Earth Hour 2024 was marked with the introduction of Seiko Epson Corporation ("Epson") as its first-ever international corporate partner. The Epson-Earth Hour partnership exemplified a collaborative approach to tackle the scale and pace of the dual climate and nature crisis by taking energy-saving action for the benefit of the planet. Collaborating on the Hour Bank, Epson and Earth Hour urged individuals to give an hour for Earth by going energy-efficient and inspire them to continue taking action beyond the 60 minutes of Earth Hour, but beyond - together, to make a difference. Through the partnership, Epson intended to play its part in helping to raise awareness and empathy for environmental action.

Parts of the partnership included the support for Earth Hour activations at Urban Dock LaLaport Toyosu in Toyosu - Japan and the Earth Hour Festival and Earth Hour Summit in Singapore.

EPSON

INDUSTRY:

Electronics

TYPE OF PARTNERSHIP:

 Communications & Awareness
Raising

CONSERVATION FOCUS:

Climate & Energy

ABOUT THE COMPANY

Epson is a global technology leader whose philosophy of efficient, compact and precise innovation enriches lives and helps create a better world. Headquartered in Japan, the company is focused on solving societal issues through innovations in home and office printing, commercial and industrial printing, manufacturing, visual and lifestyle. Epson's goal is to become carbon negative and eliminate use of exhaustible underground resources such as oil and metal by 2050.



MARINA BAY SANDS

ABOUT THE PARTNERSHIP

Forests around the world are vanishing fast, and much of it—about 70–80%—is caused by the way we produce food, especially ingredients in the products we use and eat every day.

WWF-Singapore and Marina Bay Sands are working together on a strategic partnership to prioritise responsible sourcing and drive change by halting deforestation and conversion within the supply chain. This includes assessing deforestation and conversion risks across seven key commodities—palm oil, pulp and paper, coffee, cacao, soy, beef, and timber—to develop targeted supplier engagement strategies and strengthen sustainable sourcing practices. A sector-wide guide will be published on responsible sourcing to support broader industry transformation in the hospitality and F&B sectors.



INDUSTRY:
Hospitality

TYPE OF PARTNERSHIP:
Driving Sustainable Business Practices

CONSERVATION FOCUS:
Responsible Sourcing

ABOUT THE COMPANY

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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.



SAMSONITE

ABOUT THE PARTNERSHIP

For every trade-in transaction at their annual Luggage Trade-in campaign, Samsonite Singapore contributed S\$10 to support WWF-Singapore's initiatives. Through this collaboration, Samsonite contributed to the largest global environmental movement, Earth Hour 2024, helping to raise awareness on environmental protection and inspire collective action to reduce the impacts of climate change.

ABOUT THE COMPANY

Founded in 1910, Samsonite aims to lead the sustainable transformation of the lifestyle bag and travel luggage. Renowned for breakthrough research, development, and its commitment to innovation, Samsonite has excelled since its inception in several industry firsts. Samsonite offers an extensive range of travel, business, kids, casual, and personal accessory products. Samsonite helps travellers journey further, with ever-lighter and stronger products.

Samsonite

INDUSTRY:
Manufacturing and Retail

TYPE OF PARTNERSHIP:
Communications & Awareness
Raising

CONSERVATION FOCUS:
Circular Economy for Plastic

FY24 BUDGET RANGE:
S\$25,000 - S\$100,000



© WWF-Singapore

WATSONS

ABOUT THE PARTNERSHIP

The partnership with Watsons supports WWF-Singapore's Plastic ACTION (PACT) Retail Bag Charge initiative by implementing a ten-cent charge for each plastic bag requested. Proceeds from the bag charge are channeled to support WWF-Singapore's conservation efforts, including initiatives to reduce plastic pollution in nature. Through this collaboration, Watsons has contributed to sustainability outreach activities such as the Blueback movie screening, river kayaking cleanup, and Earth Hour 2024—all aimed at raising public awareness on environmental conservation.

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.



INDUSTRY:
Personal Care and Retail

TYPE OF PARTNERSHIP:
Communications & Awareness
Raising

CONSERVATION FOCUS:
Circular Economy for Plastic

FY24 BUDGET RANGE:
S\$100,000 - S\$250,000





COMMUNITY



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.

Over a two-year period, a total of 10 schools were enrolled in the Schools for Climate Action Programme. 75 school engagements such as career talks and skills workshops were conducted reaching over 28,000 students. Additionally, the partnership supported 8 educator-focused engagements such as networking sessions and workshops, engaging 133 educators from various schools.



INDUSTRY:
Banking & Financial Services

TYPE OF PARTNERSHIP:
Philanthropic Partnership

CONSERVATION FOCUS:
Education & Outreach,
Climate & Energy

FY24 BUDGET RANGE:
S\$25,000 - S\$100,000

ABOUT THE COMPANY

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© WWF-Singapore



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. As part of the third renewal of the partnership, a total of 175 HSBC employees participated in six different activities and workshops, including urban farming, beach cleanups, and mangrove kayaking cleanups in 2023. This renewed and expanded collaboration also introduced a new series of Sustainable Finance workshops aimed at educating staff on biodiversity and nature-related risks. Through the cleanup efforts, 142kg of trash was removed from the ocean, and 100 trees were planted across Singapore as part of [Singapore's 1 million trees movement](#). In addition, the partnership supported Earth Hour 2023 in Singapore, which brought together over 340 CEOs, thought leaders, and decision-makers from both the private and public sectors at the Earth Hour summit, and engaged more than 10,000 members of the community during the Earth Hour switch-off event and festival.



INDUSTRY:
Banking & Financial Services

TYPE OF PARTNERSHIP:
Communications &
Awareness Raising

CONSERVATION FOCUS:
Education & Outreach,
Climate & Energy

FY24 BUDGET RANGE:
S\$25,000 - S\$100,000

ABOUT THE COMPANY

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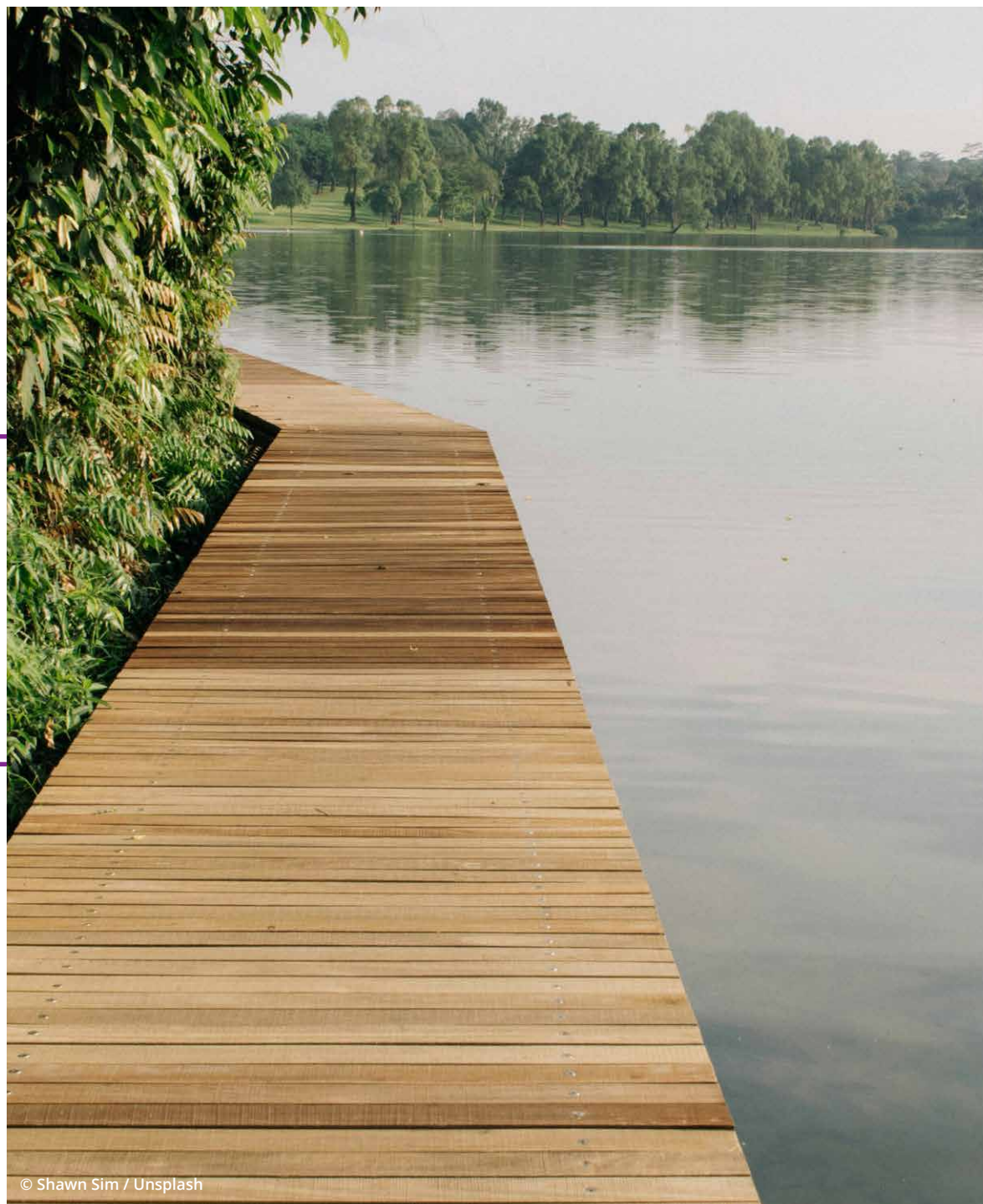
TRANSPARENCY & ACCOUNTABILITY

THE FOLLOWING LIST REPRESENTS ALL CORPORATE PARTNERSHIPS THAT WWF-SINGAPORE HAS WITH AN ANNUAL BUDGET BELOW S\$25,000 IN FY24

Asian Tigers Group	Moodys
City Developments Limited	Mondelez
Colgate Palmolive	& Other Stories
DBS	OCBC Group Property Management
Grab	Sentosa Development Corporation (SDC)
Herbal Pharm Pte Ltd	The Body Shop
Marriott	Toys'R'Us (Singapore) Pte Ltd
Metro	

TOGETHER POSSIBLE @ WORK PARTNERS

AIA	Nomura
Bloomberg	OCBC
Cisco	IDC
Clarins	IHH Healthcare
Credit Suisse	Sea Consortium
DP World	Singlife
Fullerton Healthcare	UOB



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

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

together possible™

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