



WWF

SINGAPORE



CORPORATE PARTNERSHIPS REPORT

FISCAL YEAR 2025
WWF-SINGAPORE
JULY 2026

FOR FURTHER INFORMATION ON SPECIFIC PARTNERSHIPS, PLEASE CONTACT 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.

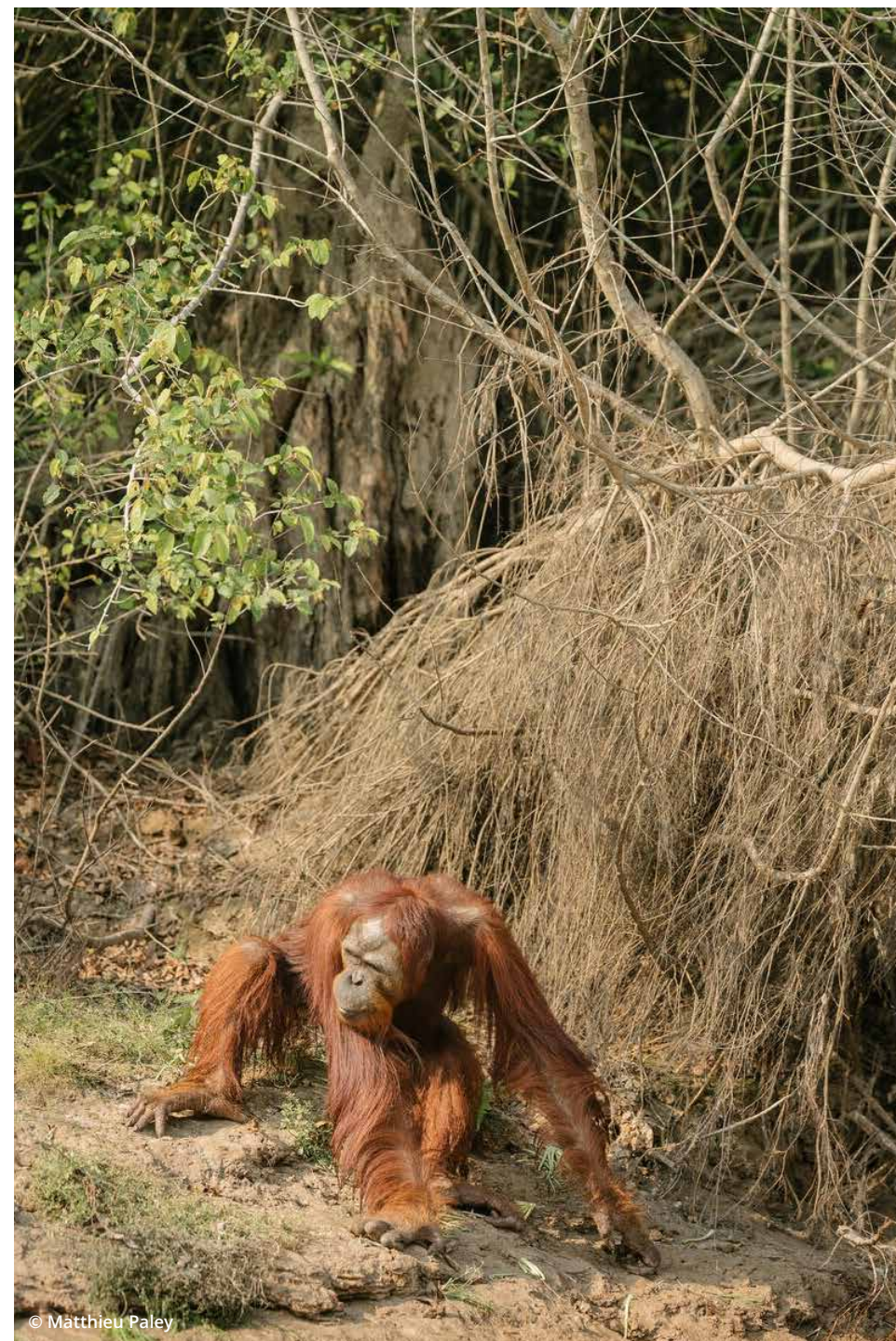
NATURE AT THE BRINK

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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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.

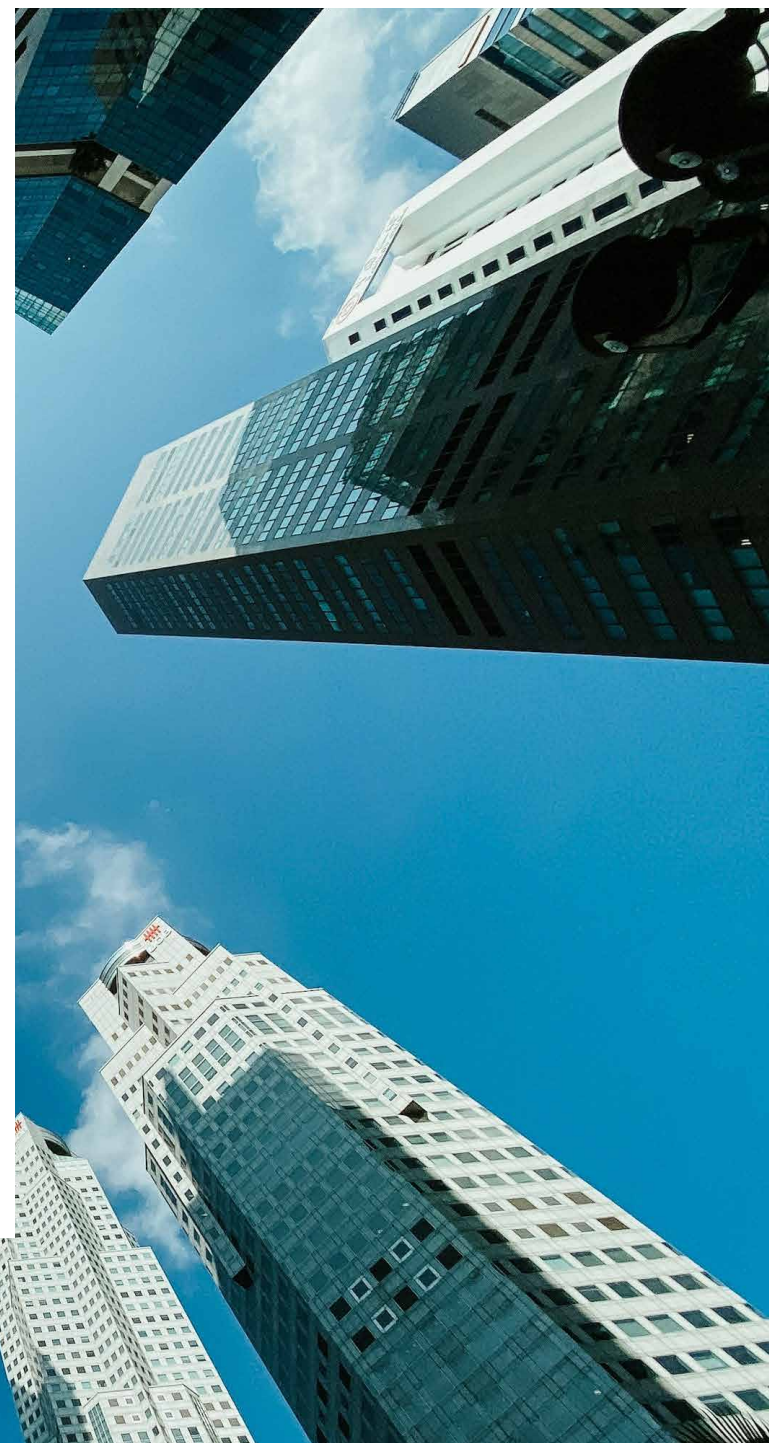
OUR WORK WITH THE CORPORATE SECTOR

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

Companies are also well-positioned to lead in rapid adaptation and to develop innovative solutions that 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](#), [WWF Biodiversity Risk Filter](#), [WWF Wood Risk Tool](#), and [The Taskforce for Nature-related Financial Disclosures \(TNFD\)](#)) and supporting credible certification schemes (e.g. [Forest Stewardship Council \(FSC\)](#), [Aquaculture Stewardship Council \(ASC\)](#), [Roundtable on Sustainable Palm Oil \(RSPO\)](#), [Roundtable on Responsible Soy \(RTRS\)](#), [Better Cotton Initiative \(BCI\)](#)). We also publish scorecards and reports on company or sector performance (e.g. [palm oil scorecard](#), [soy scorecard](#), and [sustainable cotton](#) ranking), 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

OUR WORK WITH BUSINESS PARTNERSHIPS IS GUIDED BY A CLEAR FRAMEWORK THAT DEFINES OUR VISION, VALUE PROPOSITION, AND CORPORATE ASKS.

We believe that together, we can transform whole sectors and markets for the better, delivering results that would not be possible through individual action alone. The goals of WWF's seven global conservation Practices, namely, Biodiversity, Climate and Energy, Freshwater, Food and Agriculture, Forests, Ocean and Finance shape what we do and how we work with corporate partners. Our collaboration with partners is based on a common understanding of issues, shared ambitions or activities, and a willingness to speak out in public.

OUR FOUR PILLARS OF ENGAGEMENT ARE AS FOLLOWS:

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.



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 FY25, income from corporate partnerships represented 21.5% of WWF-Singapore's total income.



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 issues in forest and ocean ecosystems such as deforestation, illegal wildlife trade, sustainable consumption with local communities, businesses, and governments.

For more information, please visit www.wwf.sg.



“Environment is no one’s property to destroy;
it’s everyone’s responsibility to protect.”

Mohith Agadi

WWF-SINGAPORE PROGRAMMES

NATURE & BIODIVERSITY



Illegal Wildlife Trade



Marine Conservation



Forest Landscape Restoration

CLIMATE & SUSTAINABILITY



Circular Economy



Responsible Sourcing
& Consumption



Green Finance



Net Zero Carbon

COMMUNITY



Future Sustainability Leaders



Green Cities

NATURE & BIODIVERSITY

ABERDEEN GROUP CHARITABLE TRUST

ABOUT THE PARTNERSHIP

In northern Thailand, the rapid expansion of maize monoculture has become the single largest driver of deforestation. This form of farming has caused severe soil erosion, biodiversity loss and water pollution, and contributes to more severe climate change impacts.

Aberdeen Group Charitable Trust contributed to the restoration of 2.4 hectares of monoculture farmland in Chiang Mai province through the FLR349 programme and planted 3,000 trees. The programme supports farmers in turning their monoculture farmland with an intensive reliance on chemicals into a more sustainable agroecology model.

The initiative advocates sustainable consumption and production to address environmental degradation and haze pollution resulting from unsustainable, chemically intensive maize monoculture. The shift to agroecology enables the regeneration of soil fertility, strengthens pollinator populations and increases carbon storage in soils and forests.

Beyond ecological gains, the project focuses on improving human well-being by creating economic incentives, building farmer capacity and developing market opportunities for local organic produce. These measures reduce reliance on agrochemicals and single-crop agricultural practices while securing community livelihoods.



INDUSTRY:
Financial Institution

TYPE OF PARTNERSHIP:
Philanthropic Partnership

CONSERVATION FOCUS:
Forests, Local Conservation

FY25 BUDGET RANGE:
S\$25,000 - S\$100,000

ABOUT THE COMPANY

The Aberdeen Group Charitable Trust is a UK-based grant-making charity established to support community development, education, and social welfare initiatives. Closely associated with the global investment company Aberdeen Group plc, the trust channels philanthropic funding into projects that create positive social impact.



© WWF-Thailand

AGODA



INDUSTRY:
Tourism & Hospitality

TYPE OF PARTNERSHIP:
Philanthropic Partnership,
Communications &
Awareness Raising

CONSERVATION FOCUS:
Oceans, Wildlife

FY25 BUDGET RANGE:
> S\$250,000

ABOUT THE PARTNERSHIP

In 2024, WWF and Agoda renewed and expanded upon the 3-year partnership, significantly scaling up the Eco Deals programme with an increased contribution of USD1,000,000, supporting wildlife projects across eight countries in Asia.

Conservation efforts supported as part of this partnership included the monitoring of marine life in Singapore, protection of tigers in Malaysia, ecosystem restoration in Indonesia, protection of whale sharks in the Philippines, ranger support in Cambodia, and the protection of elephants in Thailand. New projects included the advancement of sharks and rays research in Singapore's Southern Islands through underwater video surveys, Saola conservation in Viet Nam and the improvement of an urban wetland in Laos.

Conservation highlights supported through this partnership include the training of 60 rangers on effective conservation law enforcement techniques in Cambodia's Eastern Plains Landscape, the deployment of over 500 camera traps to strengthen wildlife monitoring in Malaysia's Belum-Temengor landscape, and the identification of 33 newly spotted whale sharks in Donsol, Philippines.

LEARN MORE

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 over 6 million hotels and holiday properties, 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), employs over 7,500 people globally, and is dedicated to leveraging best-in-class technology to make travel easy and affordable.



© Pete Oxford / naturepl.com / WWF

ASIAN TIGERS GROUP

ABOUT THE PARTNERSHIP

Over the past two decades, wild tiger populations have declined sharply, reaching a low of around 3,200 in 2010. Today, numbers have rebounded in some parts of the world, though declines persist in Southeast Asia. Since 2017, Asian Tigers Group has partnered with WWF-Singapore to help accelerate tiger recovery across key landscapes in the region.

Through its Tiger Action Fund, Asian Tigers Group is currently contributing to WWF's conservation initiatives in the Belum-Temengor Forest Complex—one of the last strongholds of the critically endangered Malayan tiger. This partnership has strengthened on-the-ground protection through enhanced enforcement and anti-poaching efforts, including the establishment of 29 dedicated patrol teams. It has also bolstered the use of camera-trap technology for monitoring and improved collaboration with local communities, helping to safeguard both the tigers and their forest habitat for the future.

[LEARN MORE](#)


ASIAN TIGERS
GROUP

INDUSTRY:
International and
Domestic Relocation

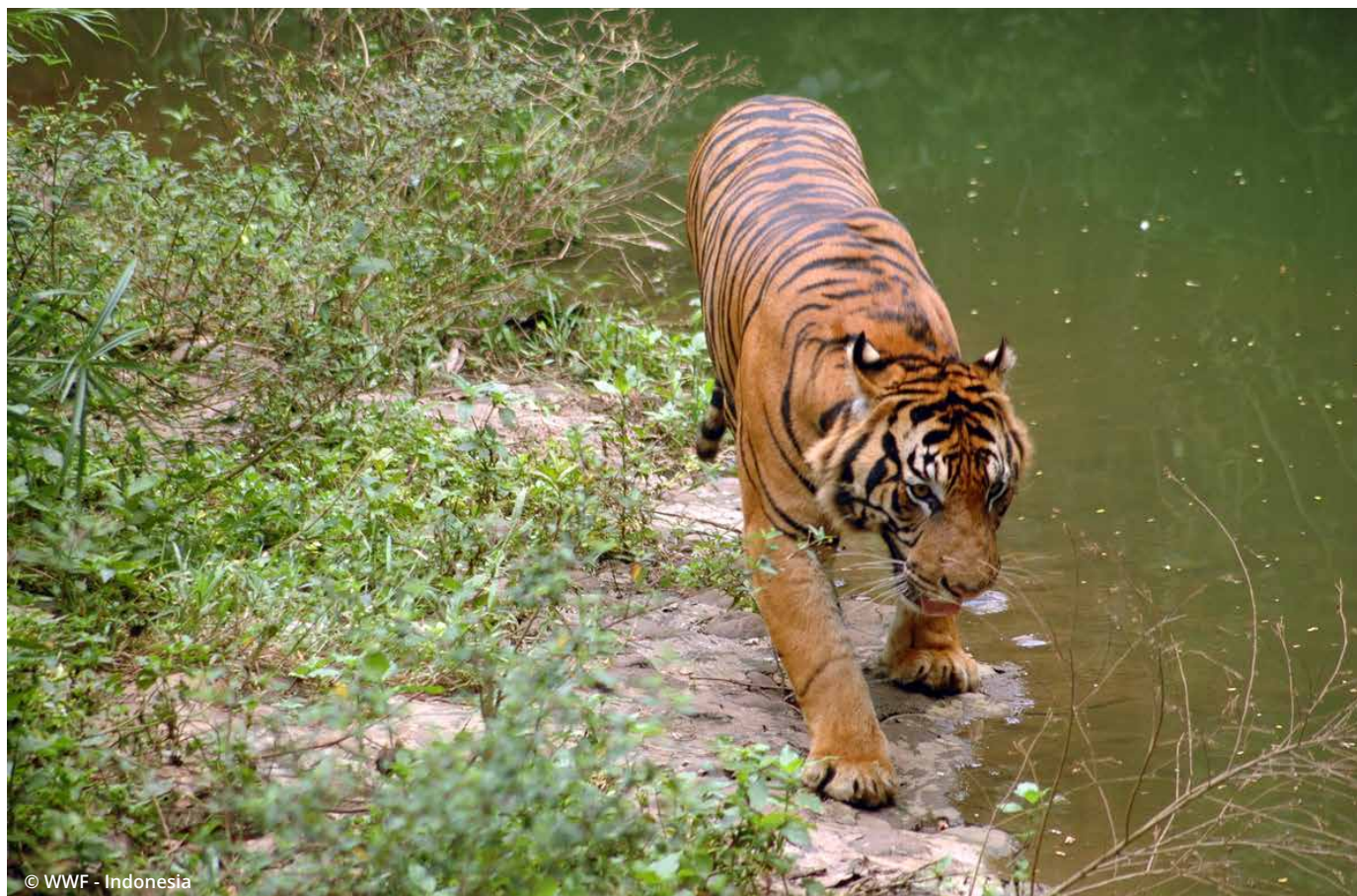
TYPE OF PARTNERSHIP:
Philanthropic Partnership

CONSERVATION FOCUS:
Wildlife / Biodiversity

FY25 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 22 offices in 12 territories throughout Asia. The company established the Tiger Action Fund in 2000 to achieve environmental sustainability by supporting global efforts to preserve nature and protect wildlife.



© WWF - Indonesia

BANK OF SINGAPORE

ABOUT THE PARTNERSHIP

From 2023 to 2025, Bank of Singapore's sponsorship contributed to the protection and restoration of a 38,000-hectare rainforest landscape in Thirty Hills, Sumatra, Indonesia. The sponsorship helped achieve a 90% reduction in deforestation, safeguard over 21,000 hectares of forest, restore 538 hectares of degraded land, and plant more than 50,000 trees. It also strengthened wildlife conservation through the installation of 48 camera traps, while supporting sustainable livelihoods through rubber and wild honey purchasing schemes. Together, these efforts contributed to protecting an estimated 5.7 million tonnes of carbon stock, delivering measurable benefits for biodiversity, local communities, and climate resilience.



INDUSTRY:
Banking & Financial Services

TYPE OF PARTNERSHIP:
Philanthropic Partnership

CONSERVATION FOCUS:
Forests

FY25 BUDGET RANGE:
S\$25,000 - S\$100,000

ABOUT THE COMPANY

Bank of Singapore is the dedicated private banking subsidiary of OCBC, serving high net worth individuals and wealthy families in its key markets of Asia, Greater China, the Middle East, the Indian subcontinent and other international markets.

Bank of Singapore's open-architecture product platform backed by strong investment advisory capabilities provides clients with first-class private banking and bespoke wealth planning solutions. It also leverages OCBC's capabilities to extend its clients a broad array of services across the OCBC's regional and international network.

Headquartered in Singapore, Bank of Singapore and its subsidiaries have offices in the Dubai International Financial Centre, Hong Kong, London, Malaysia and Manila.



© PT Alam Bukit Tigapuluh

CISCO FOUNDATION

ABOUT THE PARTNERSHIP

Within the Coral Triangle, the Sulu-Sulawesi Seascape spans Indonesia, Malaysia and the Philippines, and comprises of extensive mangrove forests, seagrass meadows, and coral reefs that support one of the world's most productive marine ecosystems.

Conservation efforts in the Sulu-Sulawesi Seascape 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 through by transplanting around 2,800 coral fragments and planting of more than 25,000 mangrove seedlings, 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

FY25 BUDGET RANGE:
\$100,000 - \$250,000

ABOUT THE COMPANY

The Cisco Foundation was established in 1997 by a gift from Cisco Systems, Inc. The Foundation aims to catalyse 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 organisations 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.



© Jürgen Freund / WWF

COTTON ON FOUNDATION

ABOUT THE PARTNERSHIP

From 2022 to 2025, WWF-Singapore and Cotton On Foundation partnered to safeguard forest landscapes, protect wildlife, and develop sustainable livelihood opportunities for local communities in Sarawak, Malaysia.

A total of 3,918 trees planted using an agroforestry approach across 57 hectares of community land, supported by the establishment of two community nurseries. To strengthen community resilience, two alternative livelihood initiatives - stingless bee keeping and oyster mushroom cultivation - were piloted to support household consumption and explore alternative income-generating opportunities.

The partnership also contributed to supporting capacity building of local communities, delivering seven training sessions that equipped and engaged more than 290 community members with the knowledge and skills needed to support long-term conservation efforts. To better understand and monitor biodiversity within the landscape, 39 camera traps were installed, recording 34 wildlife species. Of these, 26 are classified as Endangered, Rare or Threatened (ERT), while six are endemic to Borneo, highlighting the landscape's rich biodiversity and the importance of continued conservation efforts.

[LEARN MORE](#)

COTTON ON FOUNDATION

INDUSTRY:
Manufacturing & Retail

TYPE OF PARTNERSHIP:
Philanthropic Partnership,
Communications & Awareness
Raising

CONSERVATION FOCUS:
Forests

FY25 BUDGET RANGE:
> 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: Education, Mental Health and Environment. Over its 18-year lifespan, Cotton On Foundation has raised \$200 million AUD together with their team and customers.



© Hisyam Nasir / WWF-Malaysia

Bornean orangutan (*Pongo pygmaeus pygmaeus*)

EPSON

ABOUT THE PARTNERSHIP

In its second phase, the regional partnership continues to scale up marine conservation efforts, building on earlier coral and mangrove restoration initiatives across Southeast Asia and a successful climate resilience project in Viet Nam. The focus has since expanded to tackling plastic pollution on Derawan Island, Indonesia, and tracing the sources of marine litter that washes up on Singapore's shores.

Epson, together with other partners, has contributed towards the development and official recognition of the Derawan Island Waste Management Master Plan, the legalisation of the Derawan Village Regulation on Waste Management, and the construction of a TPS3R (Waste Processing Facility with 3R capacity) facility to improve waste collection, sorting, and processing. To foster local ownership, 20 community champions were trained to promote and model responsible waste management practices across the island.

In Singapore, monthly data collection at East Coast Park was set in motion with the support of citizen scientists, generating baseline data to better understand the sources and movement of waste entering local coastlines.

[LEARN MORE](#)

EPSON

INDUSTRY:
Electronics

TYPE OF PARTNERSHIP:
Philanthropic Partnership

CONSERVATION FOCUS:
Oceans, Climate & Energy

FY25 BUDGET RANGE:
S\$25,000 - S\$100,000

ABOUT THE COMPANY

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia. Led by the regional headquarters Epson Singapore, Epson's business in Southeast Asia spans an extensive network of 11 countries with a comprehensive infrastructure of over 350 service outlets, 7 manufacturing facilities and 6 key Epson solution centers.



© WWF-Singapore

HILTON GLOBAL FOUNDATION

ABOUT THE PARTNERSHIP

Through the partnership, the Hilton Global Foundation delivered tangible improvements to waste management systems in Ticao Island, the Philippines, and Derawan Island, Indonesia by helping reduce marine pollution at source.

In Ticao, the project strengthened solid waste management through upgraded infrastructure through the procurement of relevant equipment and community capacity-building, enabling more effective waste and sewage management to better protect coastal and marine ecosystems. Together with other partners, the partnership also contributed towards the development and implementation of a waste management framework on Derawan Island.



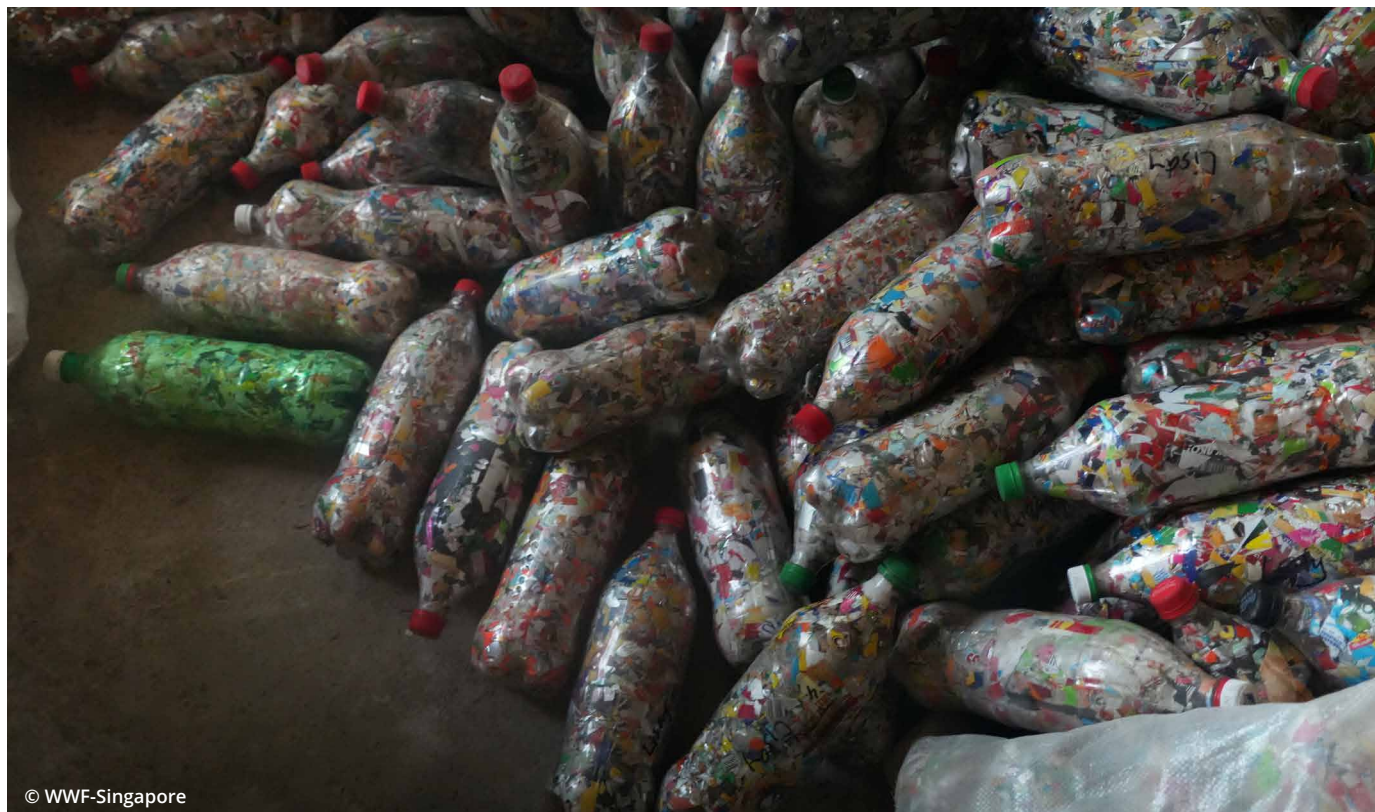
INDUSTRY:
Hospitality (Philanthropic arm of Hilton)

TYPE OF PARTNERSHIP:
Philanthropic Partnership

CONSERVATION FOCUS:
Oceans

ABOUT THE FOUNDATION

Launched in 2019, The Hilton Global Foundation is Hilton's primary philanthropic arm dedicated to creating a better world to travel by supporting the company's Travel with Purpose strategy to drive positive impact and deliver lasting value to people, hotels and communities. By partnering with organisations, nonprofits and Hilton team members, the Hilton Global Foundation is advancing destination stewardship, career development and community resilience around the world supporting projects that promote and protect biodiversity, build career opportunities for all across the hospitality industry and provide disaster relief and recovery, among others.



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© WWF-Singapore

FEATURED STORY

Turning the Tide on Plastic Waste in Southeast Asia's Island Ecosystems

ACROSS SOUTHEAST ASIA'S MOST BIODIVERSE MARINE LANDSCAPES, PLASTIC POLLUTION HAS BECOME A GROWING AND DEEPLY ENTRENCHED CHALLENGE, LEAKING INTO OCEANS, DEGRADING CORAL REEFS, AND THREATENING THE LIVELIHOODS OF COASTAL COMMUNITIES.

In partnership with Hilton Global Foundation, WWF brought together local governments, communities, and regional stakeholders to demonstrate how waste can be tackled not only at the point of leakage, but at its source.



© WWF-Philippines



© WWF-Singapore

TICAO ISLAND

Nestled within one of the Philippines' most important marine protected areas, Ticao-Burias Pass Protected Seascape is a place where thriving coral reefs, seagrass beds, and diverse marine life support both biodiversity and the livelihoods of coastal communities. The partnership with Hilton Global Foundation supported efforts in strengthening waste management across the Island, by providing essential equipment, but also building local stewardship and capacity to address plastic leakage at its source.



© WWF-Singapore

This community-centred approach has already translated into tangible action. Across the municipalities of Monreal, San Jacinto, San Fernando and Batuan, 33 local government staff have been trained and equipped to improve waste management practices, and 185 students from four major high schools have been engaged in environmental learning to understand connection between responsible waste management and healthy marine ecosystems.

The procurement and deployment of four pedicabs have enhanced waste collection efficiency by increasing access to hard-to-reach communities, while the procurement of five shredders and extruders has expanded local upcycling capacity, enabling the conversion of plastic waste into practical and marketable products for community use, such as eco-bricks and crafts. More than 1,300 volunteers have participated in a series of clean-up drives, collecting more than 12,000 kilograms of waste.

Sheila Arizala Cabilis, a staff member of San Fernando Municipality, shared that the provision of equipment and training has helped to address long-standing gaps in waste management, strengthen waste segregation practices, and contributed to the development of local waste management initiatives.

DERAWAN ISLAND

Located within the Coral Triangle and encompassing vast areas of coral reefs, seagrass beds, and mangroves, the Derawan Marine Protected Area faces escalating pressures from plastic pollution, driven in part by increasing tourist footfall and associated waste generation, which threatens biodiversity and ecosystem health. The partnership contributed to creating long-term, community-led solutions that strengthen both waste management infrastructure and governance systems. At the heart of the initiative was the Derawan Island Waste Management Master Plan, a comprehensive roadmap that outlines strategies for waste segregation, recycling, capacity building and sustainable tourism development, which further reinforced through the enactment of village-level regulations.

Translating policy into action, the project invested in critical infrastructure, including the construction of a TPS3R (Waste Processing Facility with 3R capacity) to improve waste processing and handling. To strengthen local stewardship and long-term sustainability of the facility, 10 community members were trained and employed to operate the facility and support the island's waste management system.

Through awareness campaigns, school programmes, consultations and beach clean-ups, 1,598 residents have been engaged in understanding the impacts of plastic pollution and adopting more responsible waste management practices. Local champions have also been trained to promote positive behaviours within their communities, while citizen scientists conduct regular waste leakage monitoring to identify the types of waste entering the marine environment and inform targeted responses.

Taken together, the work in Ticao and Derawan shows how partnerships can transform fragmented waste challenges into lasting solutions. By combining stronger governance, practical infrastructure and community ownership, these initiatives are helping to keep plastic out of some of Southeast Asia's most important marine ecosystems while empowering local people to lead change. More than improving waste management, they are protecting biodiversity, supporting livelihoods and demonstrating that lasting conservation is achieved when communities become stewards of the environments they depend on.





ABOUT THE PARTNERSHIP

In Singapore, more than 60% of coral reefs have been lost and degraded since the 1950s due to a combination of factors such as coastal development activities that increases sedimentation in the waters. 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 project pilots the transplantation of coral fragments native to Singapore to increase live coral cover at targeted deeper reef zones (~7m depth), a first of its kind.

The partnership with HSBC supported the restoration of 100 m² of degraded, light-limited coral reefs as part of the programme. It also supported the training of over 30 citizen scientists and the delivery of seven outreach activities, engaging over 1,500 members of the public to raise awareness on marine conservation.



INDUSTRY:
Banking & Financial Services

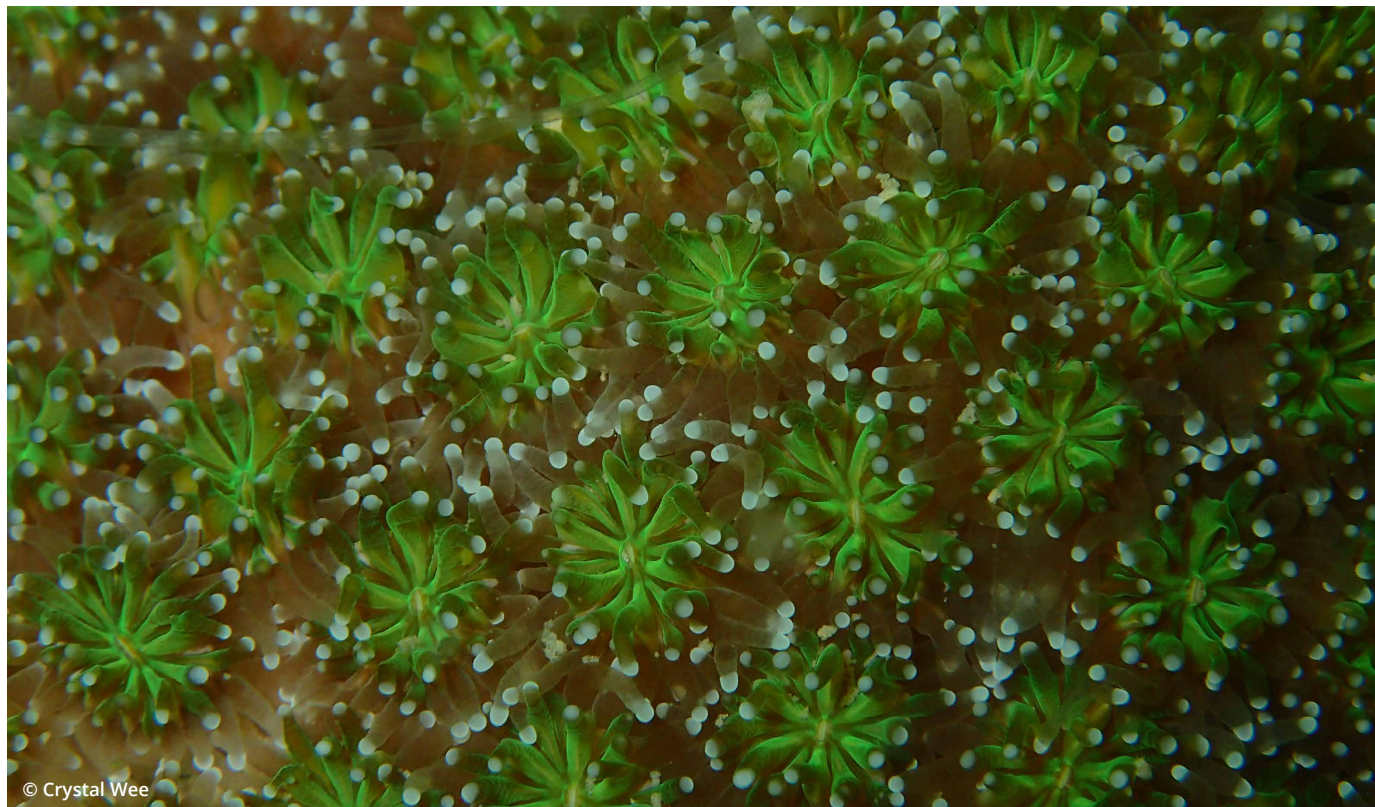
TYPE OF PARTNERSHIP:
Philanthropic Partnership

CONSERVATION FOCUS:
Oceans

FY25 BUDGET RANGE:
S\$25,000 - S\$100,000

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.



© Crystal Wee

ONE°15 MARINA



INDUSTRY:
Hospitality

TYPE OF PARTNERSHIP:
Philanthropic Partnership

CONSERVATION FOCUS:
Oceans

FY25 BUDGET RANGE:
S\$25,000 - S\$100,000

ABOUT THE PARTNERSHIP

A significant knowledge gap on sharks, rays, and skates in Singapore and the wider Southeast Asian region continues to limit evidence-based conservation planning and management efforts.

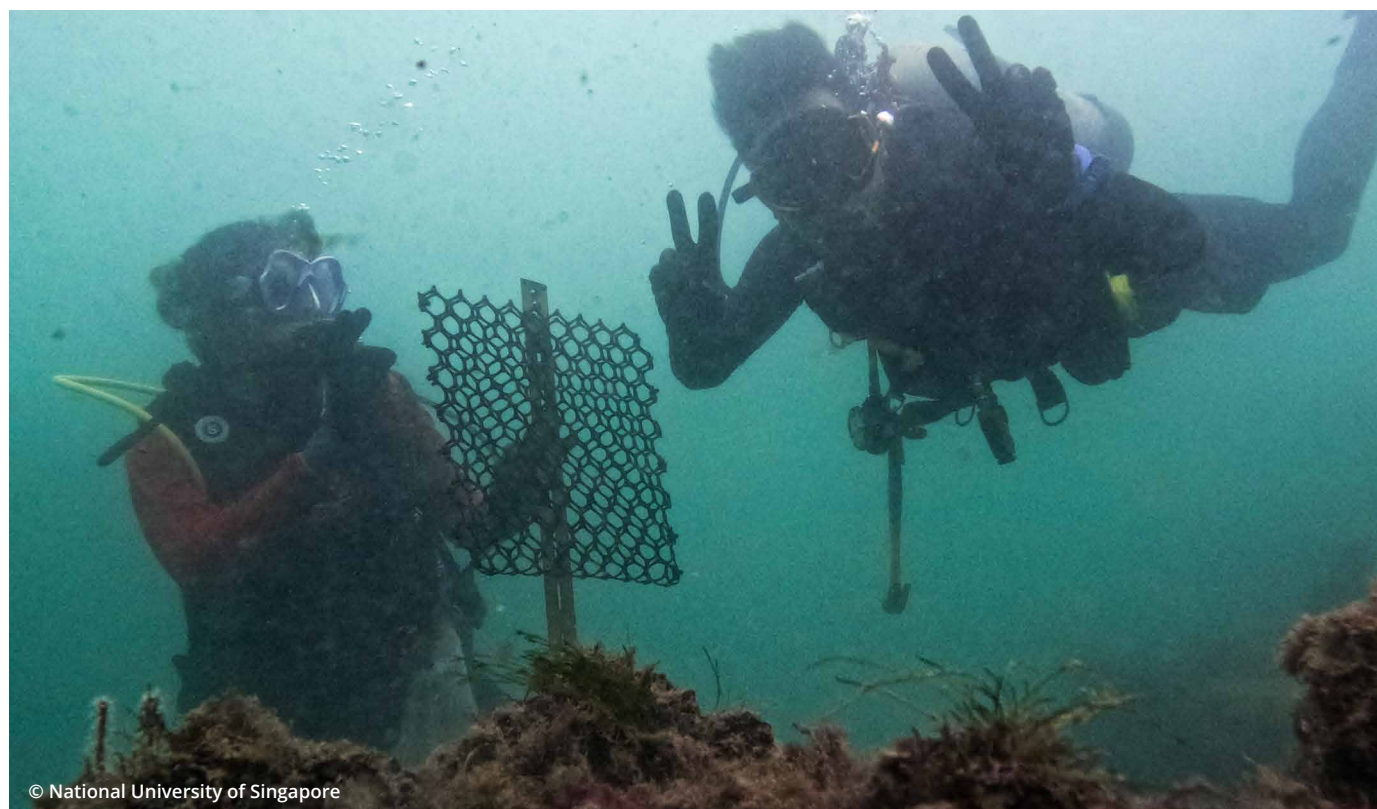
Through its sponsorship, One°15 Marina supported biodiversity research in Sentosa and Singapore's Southern Islands by hosting one of the survey sites and enabling data collection through Baited Remote Underwater Video Systems (BRUVS) and underwater transect surveys led by the National University of Singapore, contributing to a deeper understanding of the region's marine biodiversity.

Ongoing analysis of eight survey deployments across six sites has identified a total of 105 fish species from 33 families to date, with findings subject to further revision upon completion of the analysis. This project provides valuable baseline data on Singapore's marine ecosystems and insights into how human activities influence marine biodiversity.

The partnership also advanced research on threatened rays and skates, including the analysis of 130 endangered whiprays and 133 bluespotted ribbontail rays, generating important insights into their ecology, reproduction, and conservation needs. Findings from the project contributed to scientific publications, public outreach, and evidence-based recommendations to support marine conservation in Singapore and the wider Southeast Asian region.

ABOUT THE COMPANY

ONE°15 Marina Sentosa Cove Singapore is a world-class marina and private members' club located within the exclusive waterfront precinct of Sentosa Cove. Recognised as one of Asia's leading marina destinations, the integrated lifestyle destination offers award-winning marina facilities, waterfront dining experiences, hospitality offerings, wellness amenities, and curated experiences for Members. The marina is also home to the annual Singapore Yachting Festival and continues to play an active role in advancing Singapore's boating and yachting community.



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CLIMATE & SUSTAINABILITY

© Albert Vincent Wu / unsplash

EARTH HOUR 2025



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CLIMATE & SUSTAINABILITY

BUILDING MOMENTUM THROUGH WWF EARTH SUMMIT 2025

Ahead of Earth Hour 2025, WWF-Singapore convened the WWF Earth Summit 2025, its flagship platform for driving climate and nature-positive action across the Asia-Pacific region. Under the theme Climate. Nature. Transition., the Summit brought together more than 700 leaders from the business, finance, government and civil society sectors to explore practical solutions for advancing sustainability, strengthening climate resilience and accelerating nature recovery.

The Summit featured an esteemed line-up of global and regional thought leaders, including Paul Polman, former CEO of Unilever and a leading advocate for sustainable business; Manuel Pulgar-Vidal, President of COP20 and WWF International's Global Leader for Climate & Energy; Joseph Teo, Singapore's Chief Negotiator for Climate Change; and Hwang Yu-Ning, CEO of Singapore's National Parks Board. Their discussions underscored the critical role of climate finance, nature-based solutions and stronger public-private partnerships in enabling an effective transition to a nature-positive future.

Complementing these keynote perspectives, the Summit also featured prominent sustainability leaders from across the corporate and financial sectors, fostering dialogue on emerging challenges, opportunities and collaborative approaches to sustainable development.

A FESTIVAL POWERED BY PARTNERSHIPS

Earth Hour 2025 brought together businesses, communities and individuals across Singapore. More than a symbolic lights-off moment, "The Biggest Hour for Earth" campaign inspired participants to dedicate time and take action towards creating a nature-positive future.

Held at Sentosa Sensoryscape, the Earth Hour Festival transformed the venue into an immersive platform for climate and nature engagement. The Festival brought together a diverse mix of interactive experiences, workshops, performances and educational activations, encouraging participants to connect sustainability with everyday decisions and actions. The evening culminated in the signature Switch Off at 8:30pm, with Sentosa and participating partners dimming non-essential lighting in solidarity with the global movement.

To encourage year-round participation, WWF-Singapore re-launched the Hour Bank, enabling individuals and organisations to log positive actions for the planet. The platform created a tangible way for participants to track sustainability commitments, transforming awareness into ongoing accountability and impact.

Together, the WWF Earth Summit and Earth Hour demonstrate how partnerships can turn ambition into action.

Official Venue Partner

sentosaTM

Lead Partners

watsons

Samsnnite

Official Broadcast Media Partner

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MARINA BAY SANDS



INDUSTRY:
Hospitality

TYPE OF PARTNERSHIP:
Driving Sustainable Business Practices

CONSERVATION FOCUS:
Responsible Sourcing

FY25 BUDGET RANGE:
S\$100,000 - S\$250,000

ABOUT THE PARTNERSHIP

Every meal served carries a land-use story. Behind any steak dinner, chocolate dessert, and café latte may be supply chains linked to deforestation, ecosystem loss, or impacts on communities that depend on nature.

Building on the work focused on responsible seafood since 2017, WWF-Singapore is working with Marina Bay Sands to assess deforestation and conversion (DCF) risks across its supply chain. The study focuses on seven high-risk commodities—beef, palm oil, cocoa, coffee, soy, pulp and paper, and timber—and sets out recommendations to strengthen traceability, establish time-bound commitments, and align with global frameworks such as the Accountability Framework initiative (AFi) and CDP, a global environmental disclosure platform. Through a series of focused discussions with Marina Bay Sands' Procurement and Sustainability teams, 33 products and 22 tier 1 suppliers were shortlisted for deeper assessment, enabling WWF-Singapore to conduct a comprehensive analysis of an additional 24 suppliers across tiers 2, 3 and beyond. A responsible sourcing guide, using this partnership as a case study, will be published to support broader industry transformation in the hospitality and Food & Beverage industries.

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, shopping, meeting 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.



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SAMSONITE

ABOUT THE PARTNERSHIP

Samsonite donated S\$10 for every trade-in transaction to support WWF-Singapore's initiatives for every piece of luggage traded in during its annual trade-in campaign. Through this collaboration, Samsonite contributed to the largest global environmental movement, Earth Hour 2025 helping to raise awareness on environmental protection and inspire collective action to reduce the impacts of climate change.

ABOUT THE COMPANY

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

Samsonite

INDUSTRY:
Manufacturing and Retail

TYPE OF PARTNERSHIP:
Communications & Awareness
Raising

CONSERVATION FOCUS:
Circular Economy for Plastic

FY25 BUDGET RANGE:
S\$25,000 - S\$100,000



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WATSONS

ABOUT THE PARTNERSHIP

The partnership with Watsons Singapore 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 have been channeled to support WWF-Singapore's conservation efforts, including initiatives to reduce plastic pollution in nature, and Earth Hour campaigns—aimed at raising public awareness on environmental conservation. The partnership also supports Watsons' outreach efforts to engage its employees and stakeholders through meaningful sustainability workshops and activities.

ABOUT THE COMPANY

Watsons Singapore is part of AS Watson Group, the world's longest-standing and most recognised retail companies with roots in Asia. 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. Watsons Singapore is the leading health and beauty retailer with close to 100 Watsons stores and growing in the country, serving the needs of all Singaporeans.

[LEARN MORE](#)


INDUSTRY:
Personal Care and Retail

TYPE OF PARTNERSHIP:
Driving Sustainable Business Practices

CONSERVATION FOCUS:
Circular Economy for Plastic

FY25 BUDGET RANGE:
> S\$250,000



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COMMUNITY

FAIRPRICE GROUP

ABOUT THE PARTNERSHIP

The partnership with FairPrice Group aims to influence daily grocery habits by making sustainable food options more visible and accessible. WWF-Singapore co-developed in-store education for the City Square Mall outlet, guiding shoppers to choose products with credible eco-labels that signal more responsible production practices. To strengthen public engagement in sustainability, WWF-Singapore organised three guided learning journeys that equipped 28 participants with practical knowledge to identify credible eco-labels, support local produce, reduce food waste and adopt sustainable habits in their daily lives. Beyond store-level engagement, a research paper that defines healthy and sustainable diet was developed by WWF-Singapore to identify key barriers and opportunities for change, serving as a resource for policymakers, businesses and consumers in Singapore.

FairPriceGroup
Every Day, Made A Little Better

INDUSTRY:
Retail

TYPE OF PARTNERSHIP:
Communications & Awareness
Raising

CONSERVATION FOCUS:

FY25 BUDGET RANGE:
> S\$250,000

ABOUT THE COMPANY

Established in 2019, FairPrice Group brings together FairPrice, Kopitiam, Foodfare and Link under a shared purpose: to make everyday life better by keeping daily essentials accessible and affordable for all.

By combining the strengths of its four entities, FairPrice Group delivers greater value, convenience and sustainability, putting customers at the heart of everything it does. Through an extensive network of over 570 touchpoints, it offers an integrated range of products and services, from groceries and ready-to-eat meals to food takeaways and personalised rewards, making food and everyday living simpler, more affordable and more rewarding.



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CORPORATE ENGAGEMENT PLATFORMS

THE FOLLOWING ARE CORPORATE ENGAGEMENT PLATFORMS THAT WWF-SINGAPORE IS LEADING OR IS PART OF AND INVOLVES MULTILATERAL ENGAGEMENTS WITH COMPANIES TO BRING ABOUT SUSTAINABLE OUTCOMES WITHIN THEIR SUPPLY CHAIN OR CONSUMER BEHAVIORS.

Plastic Action (PACT)

Launched by WWF-Singapore in support of WWF's No Plastic in Nature initiative, Plastic ACTION (PACT) is a business-driven programme that seeks to reduce plastic waste and accelerate the transition towards a circular economy. PACT empowers companies to transform their business models, operations, and value chains to become more resource-efficient and sustainable. Through practical guidance, industry best practices, and science-based frameworks, the programme enables businesses to make informed decisions on responsible production and consumption. In doing so, PACT helps organisations reduce their environmental footprint, strengthen long-term resilience, and respond to the growing consumer demand for sustainable products and practices.

SUPPORTING PARTNERS

Herbal Pharm
Metro
Watsons

Together Possible @ Work (TP@W)

TP@W is an integrated employee engagement platform designed to inspire, educate, and unite employees in taking meaningful action for the environment. Through the programme, employees are empowered to make a positive impact on the planet by participating in a range of sustainability-focused initiatives, including immersive environmental experiences, interactive workshops, and educational talks that promote awareness, learning, and collective action.

PARTICIPATING PARTNERS

Albourne Partners
BASF
Bloomberg
Chanel
DPWorld
Fullerton Health
iFast Financial
Kenvue
OCBC
Pico (Singapore) Pte Ltd
Source By Net
Subway
UOB

TRANSPARENCY & ACCOUNTABILITY

THE FOLLOWING LIST REPRESENTS ALL CORPORATE PARTNERSHIPS THAT WWF-SINGAPORE HAS WITH AN ANNUAL BUDGET BELOW S\$25,000 IN FY25

Airtrunk
Booth and Partners
Bo Tree International
Moody's
Milltrust
SG Eco Fund
Herbal Pharm
Metro



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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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