



CORPORATE PARTNERSHIPS REPORT

FY 2024 WWF-POLAND JULY, 2025

WWF is one of the world's largest and most experienced independent conservation organizations, 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 and urgent picture. The report warns that continued inaction will intensify climate-related hazards, disrupt ecosystems, undermine economies, and drive social instability. Allowing nature to fail is not an option - we must act decisively to transform our world economy and safeguard our future.

The good news is that we also have an unparalleled opportunity for positive change – the science is clearer, awareness is greater, and innovation is more powerful than ever before. We can redefine our relationship with nature – but we need to work together. One organization 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.

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 focusing on our seven topic areas – biodiversity, forests, finance, oceans, freshwater, climate & energy, and food.

We are creating strong cross-functional collaborations within WWF and with key external partners to 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 organization 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 on 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.

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

WWF CORPORATE ENGAGEMENT. A STRATEGIC APPROACH TO UNLOCK UNTAPPED POTENTIAL

VISION

Reshaping the nature of business to create an equitable, net-zero, nature-positive future for all humanity

A framework to define regional and local strategy aligned with local conservation priorities

VALUE PROPOSITION AND CORPORATE OFFERING

Consumer & Employee Engagement

Shared Policy & Advocacy

Financing Climate & Nature Projects

Transforming Business

PRIORITY INDUSTRIES

High impact industries

- Agri- & food production
- Energy
- Fishing & aquaculture
- Transportation
- Forest & paper
- Construction
- Metals & mining

High influence industries

- Finance
- Hospitality & leisure
- Tech, media & telecom
- Retail
- Household & personal care
- Apparel & textile

SHARED EXPERTISE OF THE NETWORK

Scalable tools & solutions

40 WWF-owned tools of which 14 are globally scalable

Industry approaches

Incl. corporate asks & offerings and best practices

Expert network

Overview of global topic experts and network of local experts

PROACTIVELY ENGAGE WITH LOCAL PRIORITY INDUSTRIES

Regional workshops to define gamechangers to address local conservation challenges

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., [WWF 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](#)), mobilize 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 this WWF office's partnerships 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, as well as 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

CONSUMER & EMPLOYEE ENGAGEMENT

Inspiring action among consumers and employees.

SHARED POLICY AND ADVOCACY

Collaborating on policy and advocacy efforts.

FINANCING CLIMATE & NATURE PROJECTS

Enabling nature protection and restoration efforts on-site, at a landscape level and beyond.

TRANSFORMING BUSINESS

Encouraging environmental stewardship and systemic change across value chains.

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.

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

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-Poland 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.

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 FY24, income from corporate partnerships represented 12% of this WWF office's total income.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR 25,000 IN FY24

COMPANY NAME LIDL POLSKA

Industry	Retail
Type of Partnership	Transforming Business Consumer and Employee Engagement Financing Climate and Nature
Conservation Focus of Partnership	Freshwater Biodiversity
Budget Range (in EUR)	100,000 - 250,000
URL link to partnership webpage	https://www.wwf.pl/fundacja-wwf-polska-i-lidl-polska-lacza-sily-na-rzecz-ochrony-bioroznorodnosci-i-zasobow

For FY 2024, the partnership between WWF Poland and Lidl Poland was built on three key pillars:

Support for Nature Conservation – Lidl Poland contributed to WWF Poland’s efforts to protect biodiversity and natural ecosystems.

As part of the collaboration, a pilot tree-planting initiative was launched in the Grodzisk Wielkopolski/Poland municipality. Over four days, 300 trees were planted to enhance local biodiversity. The trees were arranged in three rows along watercourses, field edges, and between agricultural plots. This effort was complemented by a wide-reaching informational and educational campaign aimed at highlighting the importance of restoring biodiversity in areas dominated by agricultural monocultures.

Promotion of Sustainable Practices – Together, Lidl Polska and the WWF Polska Foundation worked to promote best practices among the retailer’s suppliers, encouraging methods that support biodiversity and protect water resources. Workshops were organized for both the suppliers, and the management team of the retail chain Lidl Polska was represented by members of the Fruit and Vegetable Quality Department and the Sales Department, along with experts in communication and project management. The training was seen as a valuable opportunity for the company’s management and food suppliers to deepen their understanding of the latest trends and scientific advancements in sustainable horticultural production.

Communication and Education – The partnership also focused on raising awareness and educating the public about environmental issues and sustainable development.

As part of the collaboration, the partnership was communicated through the available channels of both WWF and Lidl, including their websites and social media platforms. Additionally, it was featured in the Lidl Polska podcast Dobry Temat and WWF Polska’s podcast Naturalnie z WWF. The combined reach of the podcasts was approximately 200,000 views.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR 25,000 IN FY24

COMPANY NAME IKEA

Industry	Forestry, Paper, Pulp & Wood products
Type of Partnership	Transforming Business (WWF SE) Consumer and Employee Engagement (WWF PL)
Conservation Focus of Partnership	Forests
Budget Range (in EUR)	100,000 - 250,000
URL link to partnership webpage	https://www.wwf.pl/zrownowazona-gospodarka-lesna

The cooperation with IKEA consisted of content development and promotion of sustainable forest management and FSC certification in Poland. Due to national circumstances and IKEA's dependence on State Forests, IKEA did not promote our education campaign for individual customers with its logo.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR 25,000 IN FY24

COMPANY NAME BANK MILLENNIUM

Industry	Financial Services
Type of Partnership	Consumer and Employee Engagement
Conservation Focus of Partnership	Forests Biodiversity
Budget Range (in EUR)	25,000 - 100,000
URL link to partnership webpage	https://www.wwf.pl/bank-millennium

Our joint activities focus on educating the Bank's clients, employees and customers about nature conservation. Together, we want to draw attention to, among other things, the need to protect endangered species, above all the lynx, whose presence in the forests of north-eastern Poland our foundation has been monitoring for many years, while also supporting reintroduction programmes for the species.

The WWF Millennium Mastercard image features a lynx. The card is made of recycled PVC plastic (85.5% of the material to be exact) and won the 2024 Golden Banker Award in the Payment Card category.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR 25,000 IN FY24

COMPANY NAME VAILLANT POLAND

Industry	Heat pumps / heating sector
Type of Partnership	Consumer and Employee Engagement
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	25,000 - 100,000
URL link to partnership webpage	https://www.wwf.pl/vaillant-nawiazal-globalna-wspolprace-z-fundacja-wwf

The WWF Poland Foundation, in partnership with Vaillant Poland, worked together for the benefit of rivers, caring for their well-being and focusing on the development of citizen science. Together, the WWF's Citizens' Water Monitoring programme - i.e. the study of water quality by citizens - has been piloted. Its aim is to improve access to knowledge about water quality and increase public pressure on the institutions responsible for water in Poland.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR 25,000 IN FY24

COMPANY NAME BOLTON FOOD / RIO MARE

Industry	Fisheries and fisheries food
Type of Partnership	Transforming Business (WWF IT) Consumer and Employee Engagement (WWF PL)
Conservation Focus of Partnership	Food Oceans Biodiversity
Budget Range (in EUR)	25,000 - 100,000 (ROYALTIES)
URL link to partnership webpage	https://www.wwf.pl/wwf-i-rio-mare-razem-dla-oceanow

As part of the Together for Oceans campaign, WWF Poland and Rio Mare was working together to create awareness of the impact consumers around the world have on wild fish stocks. Consumers could therefore “go on a journey” together with a little girl, Ondina - watching the Rio Mare and WWF “Together for Oceans” campaign video where they will learn about the threats facing the ocean and local communities that depend on tuna fishing and how WWF is working together with Rio Mare to address them. Information about the collaboration with WWF could also be found on the packaging of selected Rio Mare products.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR 25,000 IN FY24

COMPANY NAME UPM RAFLATAC & UPM KYMME

Industry	Forestry, Labelling
Type of Partnership	Financing Climate and Nature Consumer and Employee Engagement
Conservation Focus of Partnership	Biodiversity
Budget Range (in EUR)	100,000 - 250,000
URL link to partnership webpage	https://www.wwf.pl/razem-dla-przyrody

We have collaborated with WWF Poland since 2012 on many activities around various sustainability topics. The collaboration was kicked off by a focus on restoring natural river ecosystems in Poland to create awareness about the importance of rivers for maintaining biodiversity and establishing the Guardians of the River program. We shifted further collaborations towards first Responsible Production & Consumption, Circular Economy, and the development of the concept of Privately Protected Areas (PPAs) in Poland which contribute to conservation and restoration of a mosaic of pastures, meadows and wetlands that enhance connectivity, biodiversity conservation and carbon sequestration.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF EUR 25,000 OR LESS IN FY24

The following list represents all corporate partnerships that this WWF office has with an annual budget of EUR*25,000 or less (including pro bono or in-kind contributions) in FY24.

- 1. Vaillant Group – International partnership – royalties**
- 2. Revolut – International partnership – royalties**
- 3. Bialetti**
- 4. Geox**

CORPORATE ENGAGEMENT PLATFORMS

The following list represents corporate engagement platforms that this WWF office is leading or is part of and involves multilateral engagements with companies to bring about sustainable outcomes within their supply chain or consumer behaviors. You should only list down platforms that WWF is leading on (e.g., PACT, Forests Forward, Climate Business Network, etc.) and not of external parties.

- 1. Polish Coalition for Sustainable Palm Oil**

For further information on corporate engagement at WWF- Poland, please contact:
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**OUR MISSION IS TO STOP
DEGRADATION OF THE
PLANET'S NATURAL
ENVIRONMENT AND TO
BUILD A FUTURE IN WHICH
HUMANS LIVE IN HARMONY
WITH NATURE.**

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