



# CORPORATE PARTNERSHIPS REPORT

Overview of WWF-US Corporate Partnerships, Fiscal Year 2023





WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 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.

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For further information on specific partnerships, please contact  
**Sarah Glass** ([sarah.glass@wwfus.org](mailto:sarah.glass@wwfus.org))

For any media inquiries, please contact  
**Susan McCarthy** ([susan.mccarthy@wwfus.org](mailto:susan.mccarthy@wwfus.org))



# NATURE AT THE BRINK

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[WWF's Living Planet Report](#) shows that humanity and the way we feed, fuel, and finance our societies and economies is pushing nature and the services that power and sustain us to the brink. Agricultural expansion, deforestation, overfishing, urban development, energy use, mining and pollution are all driving habitat loss, water shortages and climate change. In addition, every year, the [World Economic Forum Risks Report](#) continues to show the increase in the scale and urgency of environmental risks to the global economy, as well as the deepening interconnections between environmental issues, economic strains, and geopolitical tensions.

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

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

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The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

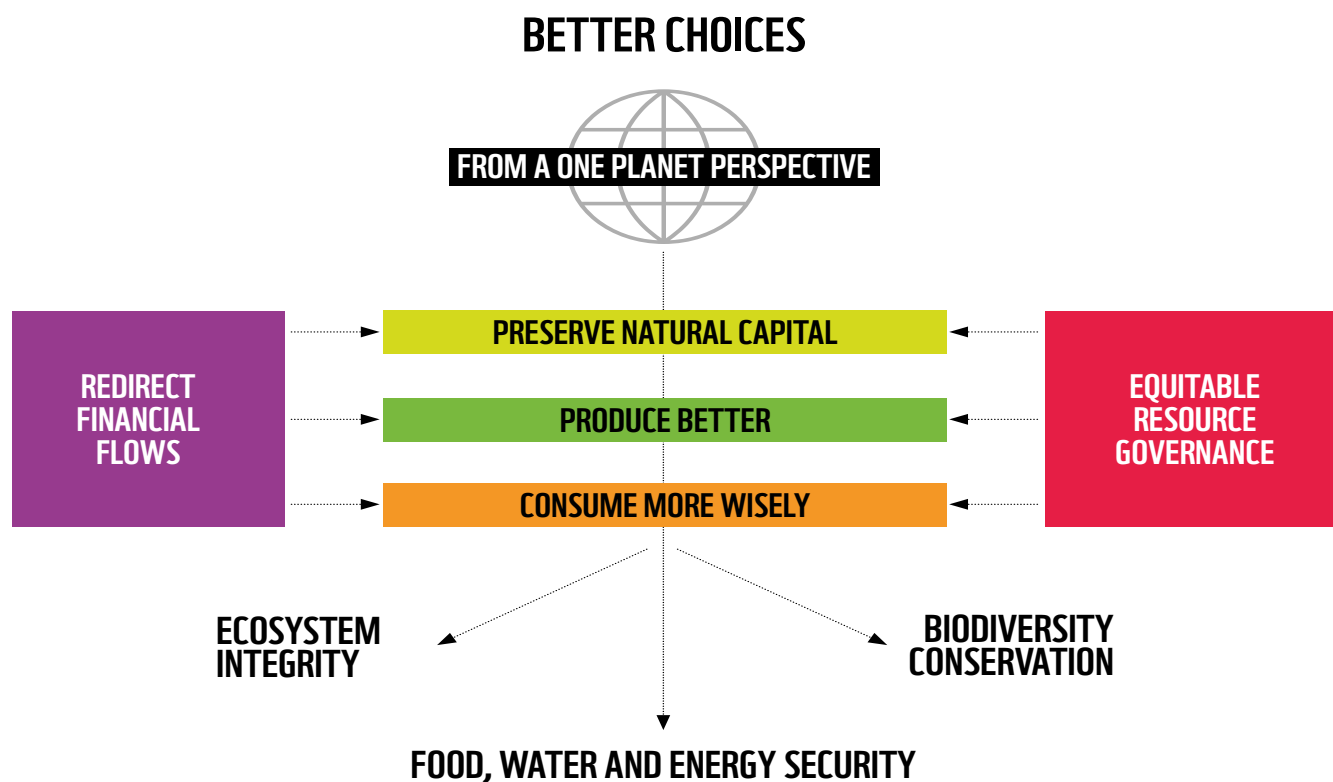
WWF continues to deliver locally in crucial ecoregions around the world but sharpen our focus on six global goals – wildlife, forests, oceans, freshwater, climate and energy, and food – and three key drivers of environmental degradation – markets, finance and governance. We are creating global communities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

We know that one 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 at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

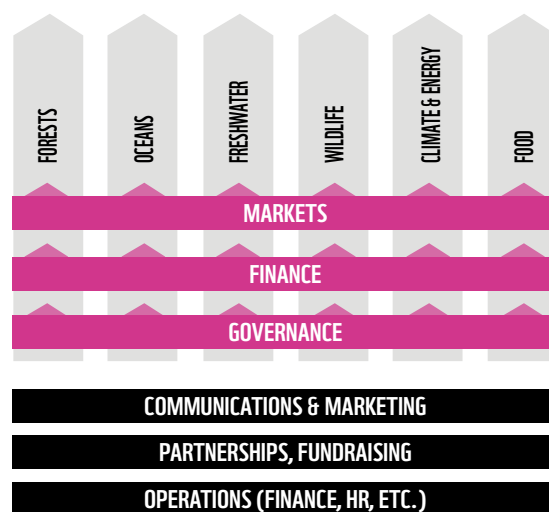


# WWF'S GLOBAL VISION FOR CHANGE



## HOW WE MAKE IT HAPPEN

**6 GLOBAL GOALS,  
3 CROSS-CUTTING DRIVERS,  
DELIVERED BY POWERFUL  
COMMUNITIES OF PRACTICE  
AND PARTNERS**



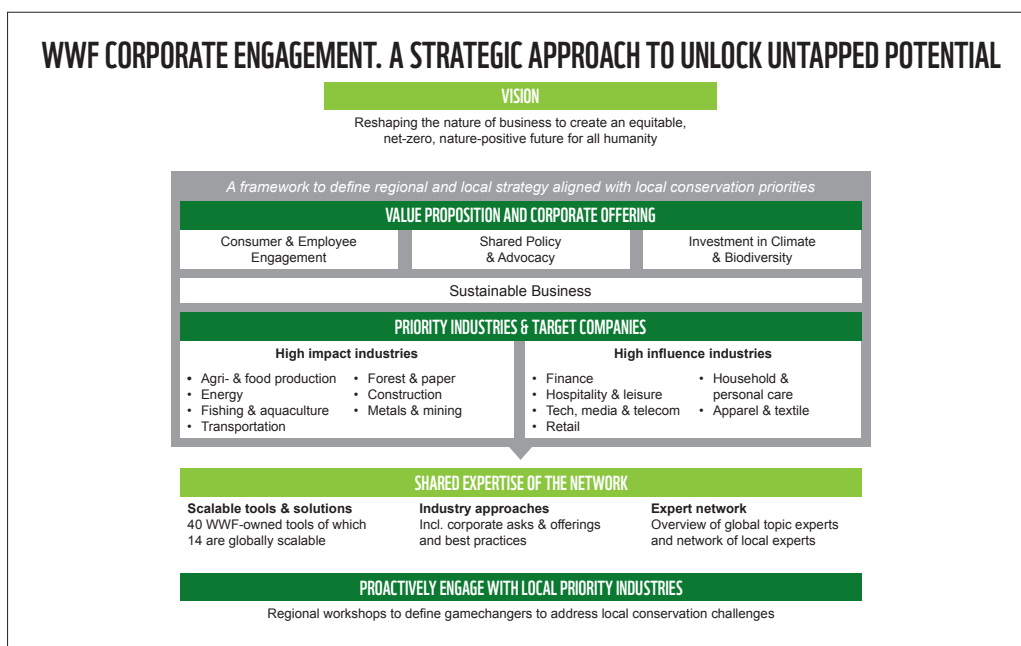


# OUR WORK WITH THE CORPORATE SECTOR

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

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

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



Companies are also primed to lead on rapid adaptation and on the innovative solutions needed to drive change. We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms such as the [UN Global Compact](#), [Science Based Targets](#), the [Consumer Goods Forum](#) to make ambitious commitments while also to engage in public policy discussions at global and local levels, and supporting credible certification schemes (e.g. [Forest Stewardship Council](#) (FSC), [Aquaculture Stewardship Council](#) (ASC), [Roundtable on Sustainable Palm Oil](#) (RSPO), [Roundtable on Responsible Soy](#) (RTRS), [Better Cotton Initiative](#) (BCI)). We also publish scorecards and reports on company or sector performance (e.g. [palm oil scorecard](#), [soy scorecard](#), and [sustainable cotton ranking](#)), mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. [Business for Nature](#), [No Deep Sea Mining](#), Coalition to End Wildlife Trafficking Online), as well as working in partnership with individual companies.

This report presents an overview of the partnerships that this WWF office has with individual companies.



# OUR WORK IN CORPORATE PARTNERSHIPS

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

Our collaboration with partners is based on a common understanding of issues, shared ambitions or activities, and a willingness to speak out in public. In general, we distinguish four types of partnerships with companies:

## 1. DRIVING SUSTAINABLE BUSINESS PRACTICES

Our partnerships aim to deliver direct conservation results on key issues or in priority places by changing practices throughout a company's operations and value chain. These intend to reduce the major environmental impacts of some of the world's largest companies, achieve conservation results that would not otherwise be possible, and influence related sectors and markets.

## 2. COMMUNICATIONS AND AWARENESS RAISING

The second way that WWF partners with the private sector is by raising awareness of key environmental issues and mobilizing consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of WWF's priority places and species. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as FSC-certified wood, or results in companies supporting campaigns that inspire action in favour of special places such as the Arctic or endangered species like the tiger.

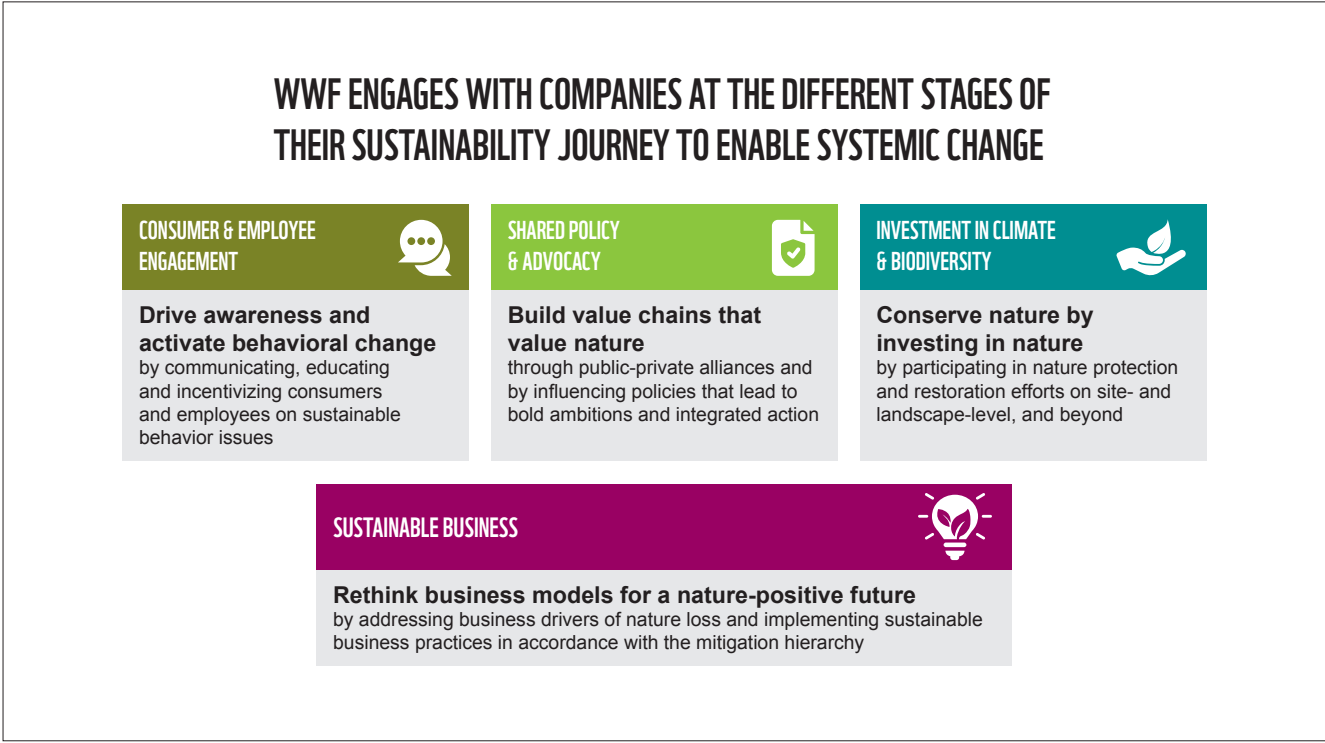
## 3. PHILANTHROPIC PARTNERSHIPS

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



## 4. POLICY AND ADVOCACY

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



# 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.

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-US has with individual companies. Funds obtained through corporate partnerships are typically used by WWF to:

- Work with the company to reduce its impacts and footprint and to help shift sectors and markets toward sustainability in line with WWF's global conservation strategy;
- Raise public awareness of key conservation challenges;
- Influence policies that lead to bold ambitions and integrated actions
- Directly support WWF conservation projects.

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

In FY23, income from corporate partnerships represented 8% of this WWF office's total income.



**PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN USD \$25,000 IN FY23**

<b>Company Name</b>	Accenture Foundation
<b>Industry</b>	Information and Communications Technology
<b>Type of Partnership</b>	Philanthropic partnership
<b>Conservation Focus of Partnership</b>	Forests
<b>Budget Range (in USD)</b>	\$250,000-500,000
Accenture Foundation supports the Mobile Basin Heirs' Property Support Initiative, designed to help historically underserved families in Mississippi protect and keep their forestland, build generational wealth, and promote productive, sustainably managed forests.	

<b>Company Name</b>	Airbnb, Inc.
<b>Industry</b>	Information and Communications Technology
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Climate & Energy
<b>Budget Range (in USD)</b>	\$25,000-100,000
Airbnb, Inc. is a member of WWF's Climate Business Network.	

<b>Company Name</b>	Amazon Smile Foundation
<b>Industry</b>	E-Commerce
<b>Type of Partnership</b>	Communications and awareness raising Philanthropic partnership
<b>Conservation Focus of Partnership</b>	General Support
<b>Budget Range (in USD)</b>	\$500,000-1 million
WWF was a featured charity on the AmazonSmile platform through February of 2023. For shoppers who designated WWF as their charity, 0.5% of each purchase made was donated back to WWF.	

<b>Company Name</b>	Amcor Ltd.
<b>Industry</b>	Food
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Plastics
<b>Budget Range (in USD)</b>	\$25,000-100,000
Amcor Ltd. is a member of WWF's ReSource: Plastic activation hub.	

<b>Company Name</b>	American Beverage Association
<b>Industry</b>	Food and Beverage
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Plastics
<b>Budget Range (in USD)</b>	>\$3 million
WWF and ABA are working together toward the common goal of building a sustainable materials system and preventing plastic waste in nature. Areas of work include reducing the use of new plastic, improving collection and recycling of PET plastic, transparently measuring plastic use, and supporting the development of smart public policy that helps prevent plastic pollution. ABA is an Implementation Partner of WWF's Resource: Plastic activation hub.	

<b>Company Name</b>	Apple Inc.
<b>Industry</b>	Information and Communications Technology
<b>Type of Partnership</b>	Driving sustainable business practices Communications and awareness raising Philanthropic partnership
<b>Conservation Focus of Partnership</b>	Climate & Energy Forests Oceans
<b>Budget Range (in USD)</b>	\$1-3 million
Apple is partnering with WWF-US on the Nature-Based Solutions Origination Platform (NbS-OP) — a new model of scaling up, aligning, and mobilizing public and private investments for high-quality nature-based solutions under an integrated landscape approach.	

<b>Company Name</b>	AXIS Specialty U.S. Services
<b>Industry</b>	Financial Services
<b>Type of Partnership</b>	Communications and awareness raising
<b>Conservation Focus of Partnership</b>	Wildlife
<b>Budget Range (in USD)</b>	\$25,000-100,000
This partnership aims to educate AXIS's employees and raise awareness around climate, renewable energy, and community-conservation, deepening the level of understanding and engagement among employees. Funding is directed to 30 Hills (Wildlife) in support of women's farmer groups to provide training for improved agroforestry techniques and collective bargaining for their forest-friendly crops.	

<b>Company Name</b>	Blackrock, Inc.
<b>Industry</b>	Financial Services
<b>Type of Partnership</b>	Communications and awareness raising Philanthropic partnership
<b>Conservation Focus of Partnership</b>	General Support
<b>Budget Range (in USD)</b>	\$100,000-250,000
BlackRock makes an annual contribution to WWF in connection with its LEAF and WeLEAF funds to help further global conservation efforts.	

<b>Company Name</b>	Calendar Holdings, LLC dba Calendar Club
<b>Industry</b>	Media, Communications and Publishing
<b>Type of Partnership</b>	Communications and awareness raising Philanthropic partnership
<b>Conservation Focus of Partnership</b>	General support
<b>Budget Range (in USD)</b>	\$25,000-100,000
Licensing partnership featuring WWF-branded calendars.	



<b>Company Name</b>	Costco Wholesale Corporation
<b>Industry</b>	Retail
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Food Oceans Forests
<b>Budget Range (in USD)</b>	\$100,000-250,000
Costco and WWF are working together to support sustainable seafood sourcing, fishery improvements, and better forest management.	

<b>Company Name</b>	Creative Genius, LLC dba Pura Vida Bracelets
<b>Industry</b>	Jewelry and Precious Metals
<b>Type of Partnership</b>	Communications and awareness raising Philanthropic partnership
<b>Conservation Focus of Partnership</b>	Wildlife
<b>Budget Range (in USD)</b>	\$25,000-100,000
Pura Vida created a capsule collection of wildlife-themed bracelets and accessories with WWF receiving a percentage of the purchase price of each item sold.	

<b>Company Name</b>	CVS Health Company
<b>Industry</b>	Pharmaceuticals and Biotechnology
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Plastics
<b>Budget Range (in USD)</b>	\$100,000-250,000
CVS and WWF are working together to expand the scope of data collection on plastic packaging and develop a strategy that supports the objectives of No Plastic in Nature through better private label packaging goals and other strategic packaging sustainability priorities. CVS Health Company is a member of WWF's ReSource: Plastic activation hub.	

<b>Company Name</b>	Deloitte Global Services Limited
<b>Industry</b>	Financial Services
<b>Type of Partnership</b>	Communications and awareness raising
<b>Conservation Focus of Partnership</b>	Climate & Energy Food
<b>Budget Range (in USD)</b>	\$100,000-250,000
The partnership aims to raise awareness with Deloitte employees around climate and nature impact, food waste, and other sustainability issues. WWF provides strategic climate and nature advisory support for Deloitte's internal corporate sustainability goals, and Deloitte funded a Food Waste Prevention research study to help reduce food waste in meetings and events.	

<b>Company Name</b>	Discover Financial Services
<b>Industry</b>	Financial Services
<b>Type of Partnership</b>	Communications and awareness raising Philanthropic partnership
<b>Conservation Focus of Partnership</b>	General support
<b>Budget Range (in USD)</b>	\$25,000-100,000
Since 2009, Discover cardholders can donate their Cashback Bonus to one of nine charities, including WWF.	

<b>Company Name</b>	Disney Conservation Fund
<b>Industry</b>	Foundation
<b>Type of Partnership</b>	Philanthropic partnership
<b>Conservation Focus of Partnership</b>	Wildlife
<b>Budget Range (in USD)</b>	\$25,000-100,000
Funding through the Disney Conservation Fund supports tiger and leopard conservation in China.	

<b>Company Name</b>	Eaglecom, Inc.
<b>Industry</b>	Information and Communications Technology
<b>Type of Partnership</b>	Philanthropic partnership
<b>Conservation Focus of Partnership</b>	General support
<b>Budget Range (in USD)</b>	\$25,000-100,000
Eaglecom, Inc. has supported WWF's conservation mission with yearly, unrestricted donations since 2011.	

<b>Company Name</b>	Ferrara Candy Company
<b>Industry</b>	Food
<b>Type of Partnership</b>	Communications and awareness raising Philanthropic partnership
<b>Conservation Focus of Partnership</b>	Wildlife
<b>Budget Range (in USD)</b>	\$100,000-250,000
Funding in support of WWF's global wildlife conservation efforts and to help WWF achieve its goal of doubling the population of wild tigers.	

<b>Company Name</b>	Four Seasons Hotels Limited
<b>Industry</b>	Hotels and Recreational Services
<b>Type of Partnership</b>	Driving Sustainable Business Practices Communications and Awareness Raising
<b>Conservation Focus of Partnership</b>	Food
<b>Budget Range (in USD)</b>	\$25,000-100,000
WWF and Four Seasons collaborated on food waste initiatives for the year 2023 to support Four Season's 2030 Food & Beverage goals to reduce food waste in line with SDG 12.3. Collaboration included support for site-level food donation, property staff training expansion, data collection and baseline improvement, strategic communications, including video case studies, and connection to pre-competitive sector engagements, including the Pacific Coast Food Waste Commitment (PCFWC).	



<b>Company Name</b>	Gap, Inc.
<b>Industry</b>	Apparel and Textiles
<b>Type of Partnership</b>	Driving Sustainable Business, Philanthropic Partnership, Communications and Awareness Raising
<b>Conservation Focus of Partnership</b>	Climate, Freshwater, Wildlife; General Support
<b>Budget Range (in USD)</b>	\$250,000 - \$500,000
<p>Gap, Inc. and WWF are working together to support water stewardship efforts and develop a water reduction strategy as part of their ambitious contextual water targets. In 2021, WWF also became charity partner for Gap Inc's brand Banana Republic as part of their Do Good loyalty rewards program, which enables customers across all of Gap Inc's brands to donate their rewards points to WWF. Banana Republic chose WWF as its designated charity partner, to help build a better world for people and the planet.</p>	

<b>Company Name</b>	Google
<b>Industry</b>	Technology
<b>Type of Partnership</b>	Communications and awareness raising Philanthropic partnership
<b>Conservation Focus of Partnership</b>	Climate & Energy Food Forests Freshwater Oceans Wildlife/ Biodiversity
<b>Budget Range (in USD)</b>	\$250,000-500,000
<p>Google supports WWF through employee engagement efforts, including their annual Google Giving Week. Google is also a leading member of the Coalition to End Wildlife Trafficking Online to reduce wildlife trafficking online, joining more than 20 other leading tech companies.</p> <p>Over the last few years, Google.org has funded WWF's "Eyes on Recovery" program, a large-scale collaborative camera sensor project that measures the impact of the 2019-20 Australian bushfires on wildlife and helps inform responses to future fires using innovative AI technology. As that project wraps up, Google will continue to fund a follow-up project called "Eyes on Country", aimed at working with First Nations groups to improve their species monitoring efforts through proven tools and technologies.</p>	

<b>Company Name</b>	GSN Games, Inc.
<b>Industry</b>	Information and Communications Technology
<b>Type of Partnership</b>	Communications and awareness raising Philanthropic partnership
<b>Conservation Focus of Partnership</b>	General Support
<b>Budget Range (in USD)</b>	\$25,000-100,000
<p>GSN supports WWF through raising awareness of and funding for important WWF conservation programs within its Bingo Bash mobile game.</p>	

<b>Company Name</b>	HP Inc.
<b>Industry</b>	Information and Communications Technology
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Forests Climate
<b>Budget Range (in USD)</b>	>\$3 million
HP is partnering with WWF to implement high-integrity nature-based solutions in critical forest landscapes in China, Brazil, Australia, and Peru. Additionally, HP is supporting WWF in developing a tool to estimate the ecological benefits of improved forest management which could aid other companies in better estimating the climate, water, and other nature-related co-benefits of their actions. This project builds on HP's progress in Forest Stewardship Council-certified paper and paper-based packaging sourcing as a participant in WWF's Forests Forward program. HP is also a member of WWF's Climate Business Network program.	

<b>Company Name</b>	J. Crew Group, LLC
<b>Industry</b>	Apparel and Textiles
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Freshwater
<b>Budget Range (in USD)</b>	\$25,000-100,000
J. Crew Group and WWF are partnering on water stewardship through a collective action program aimed at transforming the textile sector in Viet Nam by engaging in sectoral and environmental governance, and improving social, economic and conservation benefits within watersheds.	

<b>Company Name</b>	Jackery, Inc.
<b>Industry</b>	Energy
<b>Type of Partnership</b>	Philanthropic partnership
<b>Conservation Focus of Partnership</b>	Wildlife
<b>Budget Range (in USD)</b>	\$25,000-100,000
Jackery partners with WWF to support scientists and conservationists in their efforts to detect, track, and protect endangered black-footed ferrets in their natural habitats.	

<b>Company Name</b>	Keurig Dr. Pepper Inc.
<b>Industry</b>	Beverages
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Climate & Energy Plastics
<b>Budget Range (in USD)</b>	\$25,000-100,000
Keurig Dr. Pepper primarily works with WWF on plastic, waste, and material sustainability through membership in WWF's Bioplastic Feedstock Alliance (BFA) and ReSource: Plastic activation hub and is a signatory of the One Source Coalition to support public policies that build a circular economy in the United States. Keurig Green Mountain, Inc., a Keurig Dr Pepper company, is a member of WWF's Climate Business Network.	



<b>Company Name</b>	Kimberly-Clark Corporation
<b>Industry</b>	Forestry, Paper, Pulp and Wood Products
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Climate & Energy Forests Plastics
<b>Budget Range (in USD)</b>	\$250,000-500,000
Kimberly-Clark is a participant in WWF's Forests Forward program and supports WWF's efforts to protect forests and other critical ecosystems. Kimberly-Clark is also a member of WWF's Climate Business Network working on greenhouse gas accounting, science-based target setting, and other practices to advance climate mitigation efforts. Kimberly-Clark also works with WWF on plastic, waste, and material sustainability through WWF's Bioplastic Feedstock Alliance (BFA) and ReSource: Plastic activation hub.	

<b>Company Name</b>	Lego Systems A/S
<b>Industry</b>	Toys, Games, and Giftware
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Plastic
<b>Budget Range (in USD)</b>	\$25,000-100,000
Lego Systems A/S works with WWF on plastic, waste, and material sustainability through WWF's Bioplastic Feedstock Alliance (BFA).	

<b>Company Name</b>	Lowe's Companies, Inc.
<b>Industry</b>	Retail, Household Goods, and Textiles
<b>Type of Partnership</b>	Driving sustainable business practices Philanthropic partnership
<b>Conservation Focus of Partnership</b>	Climate & Energy Forests
<b>Budget Range (in USD)</b>	\$500,000-1 million
Lowe's is a member of the Forests Forward program, collaborating with WWF to improve forest management practices and the responsible sourcing of wood products, and has also supported forest restoration projects in Canada. Lowe's is also a member of the Climate Business Network.	

<b>Company Name</b>	Lyft, Inc.
<b>Industry</b>	Transportation
<b>Type of Partnership</b>	Consumer engagement
<b>Conservation Focus of Partnership</b>	General support
<b>Budget Range (in USD)</b>	\$100,000-250,000
WWF is a part of Lyft's Round Up & Donate program, which gives Lyft riders the option to round up their fare to the next dollar and donate the difference to WWF. This partnership is driving individual action that can add up to something big. To date, Lyft riders have raised millions of dollars through Round Up & Donate to help support WWF's global conservation efforts.	

<b>Company Name</b>	Macy's Retail Holdings, LLC
<b>Industry</b>	Retail
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Freshwater
<b>Budget Range (in USD)</b>	\$25,000-100,000
WWF is partnering with Macy's to develop the company's global water strategy and corporate water stewardship practices.	

<b>Company Name</b>	Marriott International, Inc.
<b>Industry</b>	Hotels and Recreational Services
<b>Type of Partnership</b>	Driving sustainable business practices Communications and awareness raising Philanthropic partnership
<b>Conservation Focus of Partnership</b>	Food Oceans General Support
<b>Budget Range (in USD)</b>	\$250,000-500,000
Marriott International is supporting WWF's conservation work through the Marriott Bonvoy® travel program that provides its members the opportunity to redeem their Marriott Bonvoy points for a donation to WWF. Marriott International also supports WWF's Sustainable Seafood program by supporting the transition of select fisheries to more environmentally sustainable, responsible operations through the use of Fishery Improvement Projects.	

<b>Company Name</b>	Mars Belgium NV dba Mars Petcare
<b>Industry</b>	Food
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Climate & Energy Food Oceans
<b>Budget Range (in USD)</b>	\$100,000-250,000
Mars Petcare and WWF are working together to drive further positive change across the seafood industry. As the first global pet food company to make a public commitment toward sourcing more sustainable fish in 2010, Mars and WWF are working together through 2025 to improve the environmental and social impacts of the company's seafood supply chains and the seafood sector more broadly across four major workstreams: Wild-caught seafood, including the financial support of Fishery Improvement Projects (FIPs); farmed seafood; addressing Illegal, Unreported, and Unregulated (IUU) fishing; and ensuring better traceability.	

<b>Company Name</b>	McDonald's Corporation
<b>Industry</b>	Food Service and Restaurants
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Climate & Energy Food Forests Freshwater Plastics Wildlife/Biodiversity Markets
<b>Budget Range (in USD)</b>	\$500,000-1 million
As part of a multi-year partnership agreement, WWF and McDonald's are working together to advance sustainability in the company's business operations and supply chain. In FY 2023, McDonald's is a member of WWF's Bioplastic Feedstock Alliance, WWF's ReSource: Plastics initiative, and the Global Roundtable for Sustainable Beef. WWF also provided strategic advising for McDonald's climate and forest commitments. McDonalds also helped to fund the Ranch Systems and Viability Planning (RSVP) network. McDonald's is a member of WWF's Climate Business Network.	

<b>Company Name</b>	Meta, Inc.
<b>Industry</b>	Information and Communications Technology
<b>Type of Partnership</b>	Philanthropy
<b>Conservation Focus of Partnership</b>	Wildlife
<b>Budget Range (in USD)</b>	\$25,000-100,000
Meta is a part of WWF's Coalition to End Wildlife Trafficking Online program.	

<b>Company Name</b>	Microsoft Corporation
<b>Industry</b>	Information and Communications Technology
<b>Type of Partnership</b>	Communications and awareness raising Philanthropic partnership
<b>Conservation Focus of Partnership</b>	Freshwater Wildlife
<b>Budget Range (in USD)</b>	\$100,000-250,000
Microsoft funds WWF's efforts to support and advance the HydroShedv2 freshwater platform. In addition, Microsoft provides additional general conservation funding support to WWF through its Xbox Rewards platform.	

<b>Company Name</b>	Morgan Stanley
<b>Industry</b>	Financial Services
<b>Type of Partnership</b>	Philanthropic partnership
<b>Conservation Focus of Partnership</b>	Impact Investing
<b>Budget Range (in USD)</b>	\$100,000-250,000
Morgan Stanley provides catalytic support for WWF's Impact Investment initiatives.	

<b>Company Name</b>	Natural Step Canada dba Canada Plastics Pact
<b>Industry</b>	Environmental Services
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Plastics
<b>Budget Range (in USD)</b>	\$25,000-100,000
WWF and the Canada Plastics Pact (CPP) collaboratively develop and implement the annual reporting process for all members of CPP and provide data analysis of CPP member reporting submissions against CPP's set targets to enable robust year over year measurement of collective progress.	

<b>Company Name</b>	Nestle S.A.
<b>Industry</b>	Food
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Plastics
<b>Budget Range (in USD)</b>	\$25,000-100,000
Nestle works with WWF on plastic, waste, and material sustainability through WWF's Bioplastic Feedstock Alliance (BFA) and is a signatory of the One Source Coalition to support public policies that build a circular economy in the United States.	

<b>Company Name</b>	Nike, Inc.
<b>Industry</b>	Apparel and Textiles
<b>Type of Partnership</b>	Driving sustainable business practices Philanthropic partnership
<b>Conservation Focus of Partnership</b>	Freshwater
<b>Budget Range (in USD)</b>	\$250,000-500,000
Nike, Inc. is working with WWF to support the implementation of integrated watershed management strategies in three regions across the Indus River Basin in Pakistan. These strategies are aimed at improving water quantity and quality in the watershed, as well as educating and supporting farmers with water-efficient agricultural best practices.	

<b>Company Name</b>	Ørsted North America Inc.
<b>Industry</b>	Energy
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Climate & Energy Oceans
<b>Budget Range (in USD)</b>	\$25,000-100,000
Ørsted North America (NA) is working with WWF on net-positive biodiversity solutions including a supply chain biodiversity impacts case study of how regional-level data from suppliers can inform global-level indicators of impacts on biodiversity and conducting an evaluation of what potential environmentally and socially responsible co-location of offshore wind and aquaculture in US looks like with consideration of biodiversity impacts. Both of these projects work to advance net positive biodiversity ambitions the company has set for their deployments in 2030.	



<b>Company Name</b>	Pacific Life Insurance Company Foundation
<b>Industry</b>	Foundation
<b>Type of Partnership</b>	Philanthropic partnership
<b>Conservation Focus of Partnership</b>	Wildlife & Oceans
<b>Budget Range (in USD)</b>	\$500,000-1 Million
Pacific Life Insurance Company Foundation awarded WWF a grant for Curbing Cetacean Bycatch, including measures to reduce the global impact of fishing on whales, dolphins and porpoises; assessing bycatch of Arctic marine mammals in Alaska towards responsible future fisheries; and Gillnet Gear Innovations, using gillnet lights to save marine species.	

<b>Company Name</b>	Paramount Global
<b>Industry</b>	Media, Communications and Publishing
<b>Type of Partnership</b>	Philanthropic partnership General support
<b>Conservation Focus of Partnership</b>	General support
<b>Budget Range (in USD)</b>	\$25,000-100,000
Viacom International Inc. made a philanthropic contribution to WWF.	

<b>Company Name</b>	PVH Corporation
<b>Industry</b>	Apparels and Textiles
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Freshwater
<b>Budget Range (in USD)</b>	\$250,000-500,000
PVH Corp. (including Tommy Hilfiger) is working with WWF to understand water risk, and address water stewardship in communities critical to both organizations' efforts and priorities. Through collective action work in Turkey, India, and Vietnam, WWF and PVH Corp. address shared water challenges and improve the health of critical watersheds.	

<b>Company Name</b>	Ralph Lauren
<b>Industry</b>	Apparels and Textiles
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Freshwater Climate
<b>Budget Range (in USD)</b>	\$250,000-500,000
Ralph Lauren Corporation and WWF are working together to support water stewardship efforts and basin-level projects that support Ralph Lauren's commitment to reducing water consumption across its value chain and safeguarding and preserving water resources in the communities where it operates. Ralph Lauren is a member of WWF's Climate Business Network. Ralph Lauren supports WWF philanthropically, prompting customers in North America to donate to WWF at checkout as part of an Earth Month campaign. WWF also supports Ralph Lauren in employee engagement efforts, co-leading in organizing sustainability-related events for Ralph Lauren employees.	

<b>Company Name</b>	Reckitt Benckiser LLC
<b>Industry</b>	Personal Care (incl. cosmetics)
<b>Type of Partnership</b>	Communications and awareness raising Philanthropic partnership Building sustainable business practices
<b>Conservation Focus of Partnership</b>	Food Freshwater Oceans Wildlife/Biodiversity Building sustainable business practices
<b>Budget Range (in USD)</b>	\$1-3 million
<p>WWF and Reckitt Benckiser are working together to support the protection and restoration of critical ecosystems. Air Wick Scented Oils is also funding the reseeded of one billion square feet (about 23,000 acres) of native wildflower and grassland habitat in the Northern Great Plains through 2023. This joint effort is helping to restore, protect, and raise awareness of the Northern Great Plains, one of only four remaining intact temperate grasslands in the world, and puts a spotlight on the importance of biologically rich ecosystems.</p> <p>In support of this work, WWF and Air Wick Scented Oils launched the One Square Foot campaign to communicate the importance of healthy ecosystems and inspire the public to take part in improving local and national biodiversity by planting their own one square foot of native wildflowers.</p> <p>The partnership also focused on two major freshwater initiatives. One is to help restore and protect 2,100 kilometers of freshwater within two of the world's most important ecosystems in the Amazon and the Ganges. For the second initiative, Finish is funding replenishment projects in the Rio Grande / Rio Bravo and working to raise awareness on critical water issues in the region and encouraging individuals to reduce household water footprints. The programs and partnership aim to improve the quality of freshwater resources to allow people and nature to thrive.</p>	

<b>Company Name</b>	Royal Caribbean Group
<b>Industry</b>	Hotels and Recreational Services
<b>Type of Partnership</b>	Driving sustainable business practices Communications and awareness raising Philanthropic partnership
<b>Conservation Focus of Partnership</b>	Climate & Energy Food Freshwater Oceans
<b>Budget Range (in USD)</b>	\$1-3 million
<p>WWF and Royal Caribbean are working together to protect and restore healthy oceans for people and nature. The company is addressing the responsible sourcing of key commodities, including seafood, and promoting more sustainable tour operators and destinations. The company is supporting WWF's ocean conservation priorities and working with WWF to raise awareness of the oceans with their five million passengers globally. Royal Caribbean is a member of WWF's Climate Business Network.</p>	

<b>Company Name</b>	Starbucks Corporation
<b>Industry</b>	Retail Coffee
<b>Type of Partnership</b>	Driving sustainable business practices General support
<b>Conservation Focus of Partnership</b>	Climate & Energy Food Freshwater Plastics
<b>Budget Range (in USD)</b>	\$250,000-500,000
Starbucks and WWF are partnering together to advance sustainability by engaging in water replenishment projects in high priority coffee sourcing areas, employee education through the Greener Apron course, store built in environment and operations through Greener Stores, plastics, and climate. Starbucks is a member of ReSource: Plastic, the Climate Business Network and the Business Coalition for a Global Plastics Treaty.	

<b>Company Name</b>	Sylvamo Corporation
<b>Industry</b>	Forestry, Paper, Pulp and Wood Products
<b>Type of Partnership</b>	Driving sustainable business practices Philanthropic partnership
<b>Conservation Focus of Partnership</b>	Forests
<b>Budget Range (in USD)</b>	\$1-3 million
As a member of WWF's Forests Forward program, Sylvamo Corporation is supporting WWF's efforts to protect and conserve the Earth's life-supporting resources by further strengthening Sylvamo's responsible fiber sourcing practices and championing other efforts to keep forests thriving for nature and people, including forest landscape restoration in Brazil's Atlantic Forest and advancing understanding of the role paper manufacturing plays in a circular, low-carbon economy in France.	

<b>Company Name</b>	Sysco Corporation
<b>Industry</b>	Food and Beverage Wholesale
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Oceans Food
<b>Budget Range (in USD)</b>	\$100,000-250,000
WWF-US works with Sysco US to advance Sysco's sustainable seafood program and progress against Sysco's 2025 sustainability commitments, including support for Fishery Improvement Projects and related jurisdictional approaches. Note, WWF-France has a separate partnership with Sysco-France.	

<b>Company Name</b>	Tapestry Inc. Foundation
<b>Industry</b>	Apparel and Textiles
<b>Type of Partnership</b>	Philanthropic partnership
<b>Conservation Focus of Partnership</b>	Markets Forests
<b>Budget Range (in USD)</b>	\$500,000-1 million
The Tapestry Foundation is supporting WWF in developing and implementing a deforestation and conversion-free system for leather in Brazil by engaging with rancher and leather value chain stakeholders in deforestation-risk geographies.	

<b>Company Name</b>	Target Corporation
<b>Industry</b>	Retail
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Climate & Energy
<b>Budget Range (in USD)</b>	\$25,000-100,000
Target is a member of WWF's Climate Business Network.	

<b>Company Name</b>	The Coca-Cola Company and The Coca-Cola Foundation
<b>Industry</b>	Beverages
<b>Type of Partnership</b>	Driving sustainable business practices Philanthropic partnership
<b>Conservation Focus of Partnership</b>	Climate & Energy Food Freshwater Plastics
<b>Budget Range (in USD)</b>	>\$3 million

For over a decade, WWF and The Coca-Cola Company have partnered to improve the health of freshwater basins and the environmental performance across Coca-Cola's supply chain, emissions and packaging. Together, we help create a more climate resilient and water-secure future for business, communities, and nature. The Coca-Cola Foundation supports WWF projects worldwide. Additionally, Coca-Cola works with WWF on plastic, waste, and material sustainability through WWF's Bioplastic Feedstock Alliance (BFA) and ReSource: Plastic activation hub and is a signatory of the One Source Coalition to support public policies that build a circular economy in the United States. The Coca-Cola Company is a member of WWF's Climate Business Network.

<b>Company Name</b>	The J.M. Smucker Company
<b>Industry</b>	Food
<b>Type of Partnership</b>	Communications and awareness raising
<b>Conservation Focus of Partnership</b>	Food Markets Wildlife
<b>Budget Range (in USD)</b>	\$100,000-250,000

The J.M. Smucker Company provides funding to WWF to support grassland restoration in the Northern Great Plains. WWF is also engaging employees at The J.M. Smucker Company on conservation and sustainability issues.



<b>Company Name</b>	The Kroger Co.
<b>Industry</b>	Retail and Food
<b>Type of Partnership</b>	Driving sustainable business practices Communications and awareness raising Philanthropic partnership
<b>Conservation Focus of Partnership</b>	Food General support Oceans
<b>Budget Range (in USD)</b>	\$500,000-1 million
<p>Since 2009, WWF has been a trusted adviser to Kroger for identifying more sustainable sources and contributing to industry efforts to improve fishery practices and conserve aquatic ecosystems. On food loss and waste, Kroger Co. Zero Hunger   Zero Waste Foundation provides funding that enables WWF to help analyze transition patterns and trends to better understand pre- and post-harvest food loss and consider how to include circularity as a key component of regenerative agricultural systems. A grant to WWF's Northern Great Plains Program also supports the Buffalo Nations Grasslands Alliance's (BNGA) efforts to unite Native Nations in protecting biodiversity in the Northern Great Plains.</p> <p>In April of 2024, Kroger customers joined in Earth Month celebrations by rounding up their purchases to the nearest dollar amount at checkout to benefit WWF, with the Kroger Co.'s Zero Hunger   Zero Waste Foundation matching customer donations up to \$50,000.</p>	

<b>Company Name</b>	The Procter & Gamble Company
<b>Industry</b>	Personal Care
<b>Type of Partnership</b>	Driving sustainable business practices Communications and awareness raising Philanthropic partnership
<b>Conservation Focus of Partnership</b>	Climate & Energy Forests Freshwater Plastics Wildlife
<b>Budget Range (in USD)</b>	>\$3 million
<p>WWF has a longstanding and wide-ranging partnership with P&amp;G, advancing sustainability in the company's business operations and demonstrating leadership across industry. Current workstreams include Sustainable Materials, Forest products, and Climate &amp; Energy.</p> <p>P&amp;G is also an active member in several key initiatives, including the Bioplastic Feedstock Alliance (BFA), and is a founding member of WWF's ReSource: Plastic activation hub. P&amp;G's support and leadership was critical in the establishment of initiatives such as the Renewable Thermal Collaborative (RTC), which is working to stimulate the market for and adoption of low-carbon thermal energy solutions. P&amp;G is a member of WWF's Climate Business Network.</p> <p>With this foundation in place, we've also worked together to go beyond sustainability workstreams, including engaging consumers at home, such as researching opportunities to increase cold water wash rates in the laundry room supporting P&amp;G's corporate water stewardship program, and investing in landscapes, including a key tiger habitat in Malaysia.</p>	

<b>Company Name</b>	Tom's of Maine
<b>Industry</b>	Personal Care
<b>Type of Partnership</b>	Communications and awareness raising Philanthropic partnership
<b>Conservation Focus of Partnership</b>	Wildlife
<b>Budget Range (in USD)</b>	\$100,000-250,000
Tom's of Maine partners with WWF on the Kids Toothpaste Campaign for Wildlife.	

<b>Company Name</b>	U.S. Plastics Pact, LLC.
<b>Industry</b>	Environmental Services
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Plastics
<b>Budget Range (in USD)</b>	\$100,000-250,000
<p>WWF and the US Plastics Pact (USPP) collaboratively develop and implement the annual reporting process for all members of the USPP and provide data analysis of USPP member reporting submissions against USPP's set plastic waste targets to enable robust year over year measurement of collective progress. WWF also provides guidance and thought leadership to the U.S. Pact's strategy for reaching its targets on plastic waste and contributing to the Global Plastics Treaty dialogue, including:</p> <ol style="list-style-type: none"> <li>1. Holistic recommendations on waste/recycling efforts in systems-based innovation</li> <li>2. Insights to establish leadership in the United States on sustainable circular material systems by providing WWF staff expertise on both materials science and U.S. policy</li> <li>2. Co-leading the policy, reuse, and reporting workstreams of the U.S. Plastics Pact through strategic insight and guidance</li> </ol>	

<b>Company Name</b>	Uber Technologies
<b>Industry</b>	Technology
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Plastic
<b>Budget Range (in USD)</b>	\$100,000-250,000
Uber Eats and WWF are working together to help support WWF's goal of No Plastics in Nature by 2030 by reducing the amount of plastic waste that is used by merchants on the platform.	

<b>Company Name</b>	UPS Foundation
<b>Industry</b>	Shipping and Logistics
<b>Type of Partnership</b>	Philanthropic partnership
<b>Conservation Focus of Partnership</b>	Climate & Energy Forests
<b>Budget Range (in USD)</b>	\$100,000-250,000
Continuing WWF's 12-year partnership with UPS Foundation, this funding will support the Education for Nature Reforestation Grant Program, engaging local and indigenous communities in reforestation efforts which targets an average of 300,000-350,000 trees planted annually.	

<b>Company Name</b>	VF Corporation
<b>Industry</b>	Textile and Apparel
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Freshwater
<b>Budget Range (in USD)</b>	\$100,000-250,000
VF Corp. and WWF are working together in Turkey on a water stewardship program for the conservation and sustainable use of water resources in the Büyük Menderes River basin. The project focuses on engaging farmers in the basin to improve sustainable cotton production practices.	

<b>Company Name</b>	Visa U.S.A. Inc.
<b>Industry</b>	Financial Services
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Climate & Energy
<b>Budget Range (in USD)</b>	\$25,000-100,000
Visa is a member of WWF's Climate Business Network.	

<b>Company Name</b>	Walmart Inc. & Walmart Foundation
<b>Industry</b>	Retail
<b>Type of Partnership</b>	Driving sustainable business practices Philanthropic partnership
<b>Conservation Focus of Partnership</b>	Climate & Energy Food Forests Oceans Plastics
<b>Budget Range (in USD)</b>	\$250,000-500,000
Walmart and WWF collaborate on Walmart's Project Gigaton to catalyze action to prevent a gigaton of emissions across global value chains by 2030. This work has expanded beyond the original focus on carbon emissions to include land and seascape conservation, sustainable management, and restoration. In addition to Project Gigaton, WWF works with Walmart to strengthen its sustainable sourcing policies and science-based targets and help suppliers advance their sustainability journeys. With WWF's guidance, Walmart is encouraging action on plastics and food waste through business coalitions and policy advocacy. Additionally, the Walmart Foundation supports WWF in three place-based projects on sustainable salmon farming in Chile, organic cotton in India, and regenerative ranching project to promote grassland management in the Northern Great Plains. Walmart is a member of WWF's Climate Business Network and Forests Forward programs.	

<b>Company Name</b>	Warner Bros. Discovery Inc.
<b>Industry</b>	Entertainment
<b>Type of Partnership</b>	Philanthropic partnership General support
<b>Conservation Focus of Partnership</b>	Wildlife
<b>Budget Range (in USD)</b>	\$250,000-500,000
Warner Bros. Discovery (formerly Discovery Inc.) helps WWF protect tigers in some of the world's most critical tiger habitats through their philanthropic support and efforts to engage consumers to raise funds and awareness for tiger conservation. Warner Bros. Discovery has helped conserve nearly 7 million acres of tiger habitat, including the Transboundary Manas Conservation Area in India and Bhutan, Bikin/Sikhote-Alin National Parks in Russia, and the Sundarbans Landscape in India.	

<b>Company Name</b>	Wellington Management Company, LLP
<b>Industry</b>	Consulting, Legal, Outsourcing and other Business Services
<b>Type of Partnership</b>	Philanthropic partnership
<b>Conservation Focus of Partnership</b>	General support
<b>Budget Range (in USD)</b>	\$25,000-100,000
Wellington Management Company is a philanthropic partner of WWF, contributing through a workplace giving campaign.	

<b>Company Name</b>	Williams-Sonoma Inc.
<b>Industry</b>	Home goods, Apparel and Textiles
<b>Type of Partnership</b>	Driving sustainable business practices
<b>Conservation Focus of Partnership</b>	Forests Freshwater
<b>Budget Range (in USD)</b>	\$25,000 – 100,000
WWF is partnering with Williams-Sonoma to identify the company's greatest water supply chain risks, develop its global water strategy and address water stewardship practices within its operations and in the communities where the company operates. We are also working to support, via WWF's Forests Forward program, the responsible sourcing of forest products globally as well as forest restoration and elephant conservation in Vietnam.	



**PARTNERSHIPS WITH AN ANNUAL BUDGET OF USD \$25,000 OR LESS IN FY23**

The following list represents all corporate partnerships that this WWF office has with an annual budget of USD \$25,000 or less (including pro bono or in-kind contributions) in FY23.

- AFFCO Trading, Inc.
- Afritex Ventures, Inc.
- Alfa International Seafood, Inc.
- AppDynamics LLC
- AppLovin
- Arista Industries Inc.
- Beaver Street Fisheries, Inc.
- CH Robinson
- Channel Seafoods International, Inc.
- Charlie Banana
- Chicken of The Sea Frozen Foods
- City Furniture
- Coinstar
- D&E Import LLC
- Dairy Management, Inc.
- Darik Enterprises, Inc.
- Ernst & Young LLP
- Gillie and Marc
- Global Marine Fish Company LLC
- Global Tapas, LLC
- Hard Rock Cafe International (USA) Inc.
- Incredible Fish, Inc.
- Inland Seafood
- Island Press
- Johnson & Johnson
- J.P. Morgan Charitable Giving Fund and JPMorgan Chase & Co.
- Kpler Inc.
- LexJet LLC
- License Plates of Texas, LLC dba My Plates
- Mars Foundation
- NBC Universal Media, LLC
- Netuno USA Inc
- Northern Wind, LLC
- PayPal
- Pescanova USA
- Snowflake
- Sony Pictures Entertainment Inc.
- SouthFresh Aquaculture, LLC, DBA SouthFresh Foods
- Synopsys, Inc.
- Tequesta Bay Foods, Inc.
- The Illuminia Foundation
- Theory11Com LLC
- Verizon Financial Service
- Western United Fish Company, Inc.
- Winc Design LTD
- Workhuman

## 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 behavior.

1. Bioplastics Feedstock Alliance (BFA)
2. Climate Business Network
3. Forests Forward
4. OneSource Coalition
5. Renewable Thermal Collaborative (RTC)
6. ReSource: Plastic
7. U.S. Plastics Pact

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For further information on corporate engagement at WWF-US, please contact:  
Sarah Glass / Vice President, Private Sector Engagement / [sarah.glass@wwfus.org](mailto:sarah.glass@wwfus.org)



**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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World Wildlife Fund  
1250 24th Street, NW, Washington, DC. Tel. (202) 293-4800

For contact details and further information, please visit our website at [www.worldwildlife.org](http://www.worldwildlife.org)

