



WWF

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CORPORATE PARTNERSHIPS REPORT
FY 2025 WWF-Romania
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Corporate Partnerships Report – FY 2025

WWF-Romania

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, guided by Roadmap 2030, our shared organizational compass that outlines six global objectives to be achieved by 2030. It 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.

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.

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., [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.

HOW WE WORK WITH CORPORATE PARTNERS

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 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-Romania 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 FY25, income from corporate partnerships represented 30% of this WWF office’s total income.

Company Name	<i>GARANTI BBVA</i>
Industry	<i>Banking</i>
Type of Partnership	Consumer and Employee Engagement
Conservation Focus of Partnership	Climate & Energy Food Forests Freshwater Oceans Wildlife
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	https://wwf.ro/ce-facem/corporate/garanti/

Garanti BBVA has supported the conservation activity of WWF Romania since 2010, by redirecting 0.3% to transactions made with the WWF co-branded bonus card.

Company Name	<i>CEETRUS</i>
Industry	<i>Real Estate</i>
Type of Partnership	Consumer and Employee Engagement
Conservation Focus of Partnership	Forests
Budget Range (in EUR)	25,000-100,000
<i>CEETRUS redirected part of the 20% of income tax towards the protection of Sinca Forests in Brasov County.</i>	

Company Name	<i>LIDL Romania</i>
Industry	<i>Retail</i>
Type of Partnership	Consumer and Employee Engagement
Conservation Focus of Partnership	Freshwater

Budget Range (in EUR)	100,000-250,000
URL link to partnership webpage	https://wwf.ro/ce-facem/corporate/lidl/
<p><i>Our partnership that started in 2020, the Zero Plastic Patrol, aims to eliminate plastic in nature. The Zero Plastic Patrol continued in 2022 with activities that involved local communities, authorities, students and ordinary citizens, who together found mechanisms to prevent plastic from ending up in nature. This year, the Patrol took place both in the Danube Delta area and in Braşov county.</i></p>	

Company Name	<i>IKEA</i>
Industry	<i>Retail</i>
Type of Partnership	Transforming Business
Conservation Focus of Partnership	Forests
Budget Range (in EUR)	250,000-500,000
URL link to partnership webpage	https://wwf.ro/ce-facem/corporate/ikea/
<p>This is an international partnership, together with IKEA, we support responsible forest management by implementing projects at the regional level, including the promotion of forest management certification in the FSC system.</p>	

Company Name	<i>The Coca Cola Foundation</i>
Industry	<i>Beverages</i>

Type of Partnership	Transforming Business
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	100,000-250,000
URL link to partnership webpage	https://wwf.ro/ce-facem/corporate/coca-cola/
<p>In 2014, The Coca-Cola Company and WWF announced a broad seven-year partnership to re-store wetlands along the Danube. The project is taking place in six countries: Austria, Croatia, Serbia, Bulgaria and Romania. In Romania, ecological reconstruction work is taking place along the Danube between the towns of Gârla Mare and Vrata in Mehedinți county. In 2023, the partnership also had a collective action component on Water Stewardship.</p>	

Company Name	<i>Lidl International</i>
Industry	<i>Retail</i>
Type of Partnership	Driving sustainable business practices
Conservation Focus of Partnership	Sustainable Diets
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	https://wwf.ro/ce-facem/corporate/lidl/
<p>This is an international partnership, together with Lidl, the five-year partnership focuses on the global environmental challenges of our time: protecting biodiversity, the climate and natural resources such as fresh water. We are working together to procure raw materials responsibly, combat food waste and promote sustainable business practices beyond our own value chain.</p>	

PARTNERSHIPS WITH AN ANNUAL BUDGET OF EUR*25,000 OR LESS IN FY25

The following list represents all corporate partnerships that this WWF office has with an annual budget of EUR*25,000 or less in FY25.

1. Benevity
2. Birou Expert Contabil Stoian
3. Bolton Food International
4. Bolton Food Romania
5. EDPR
6. E&Y Romania
7. HCL Tech
8. Humana
9. IBTT
10. McCann PR
11. Michelin Romania
12. Ogooga Services
13. Oxygen Public Relations
14. Printoteca
15. Profine
16. Regency Trade
17. Schneider Electric Romania
18. Verdi Art Project
19. Vodafone
20. ZUMM

For further information on corporate engagement at WWF-Romania, please contact:

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