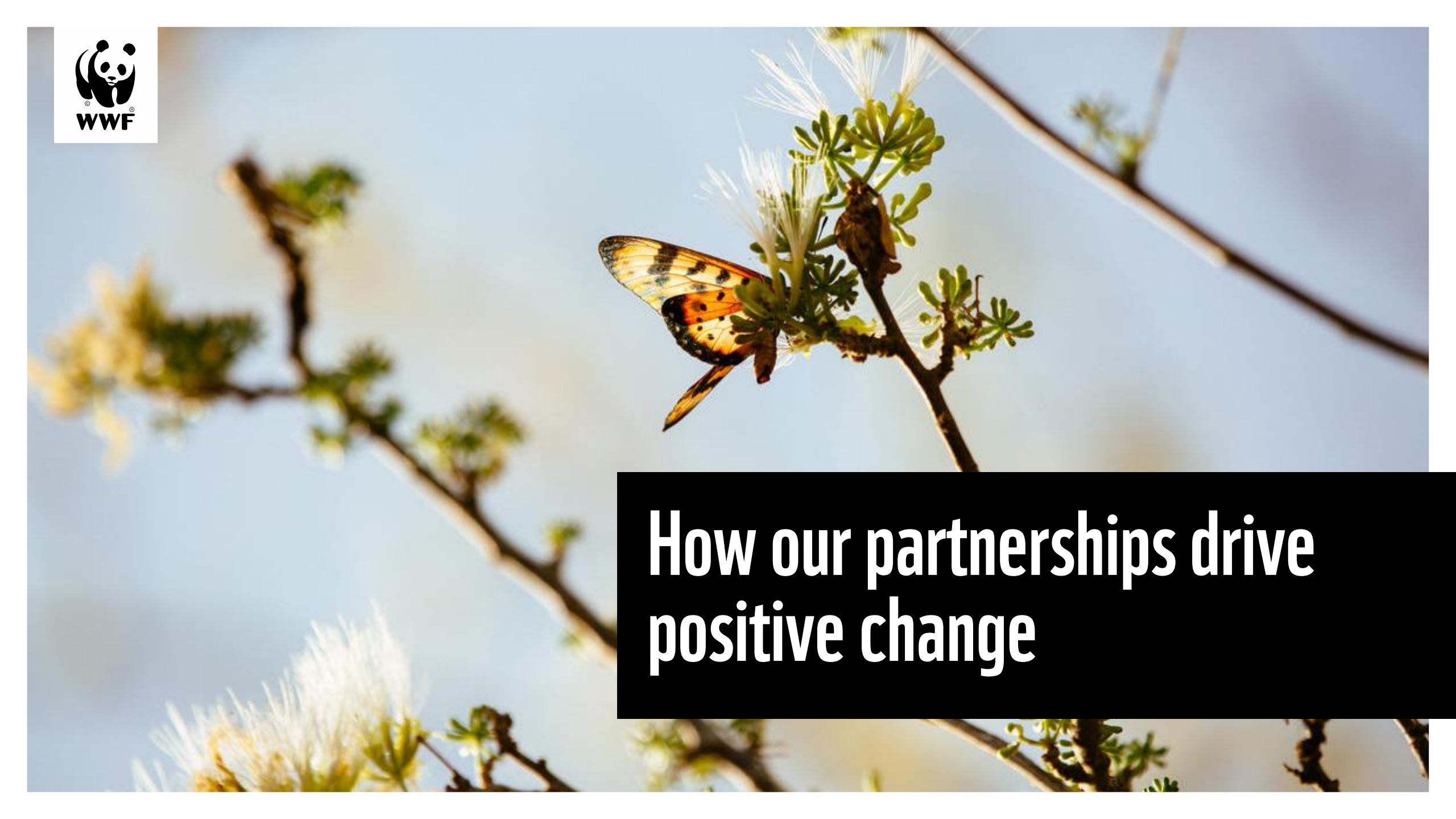
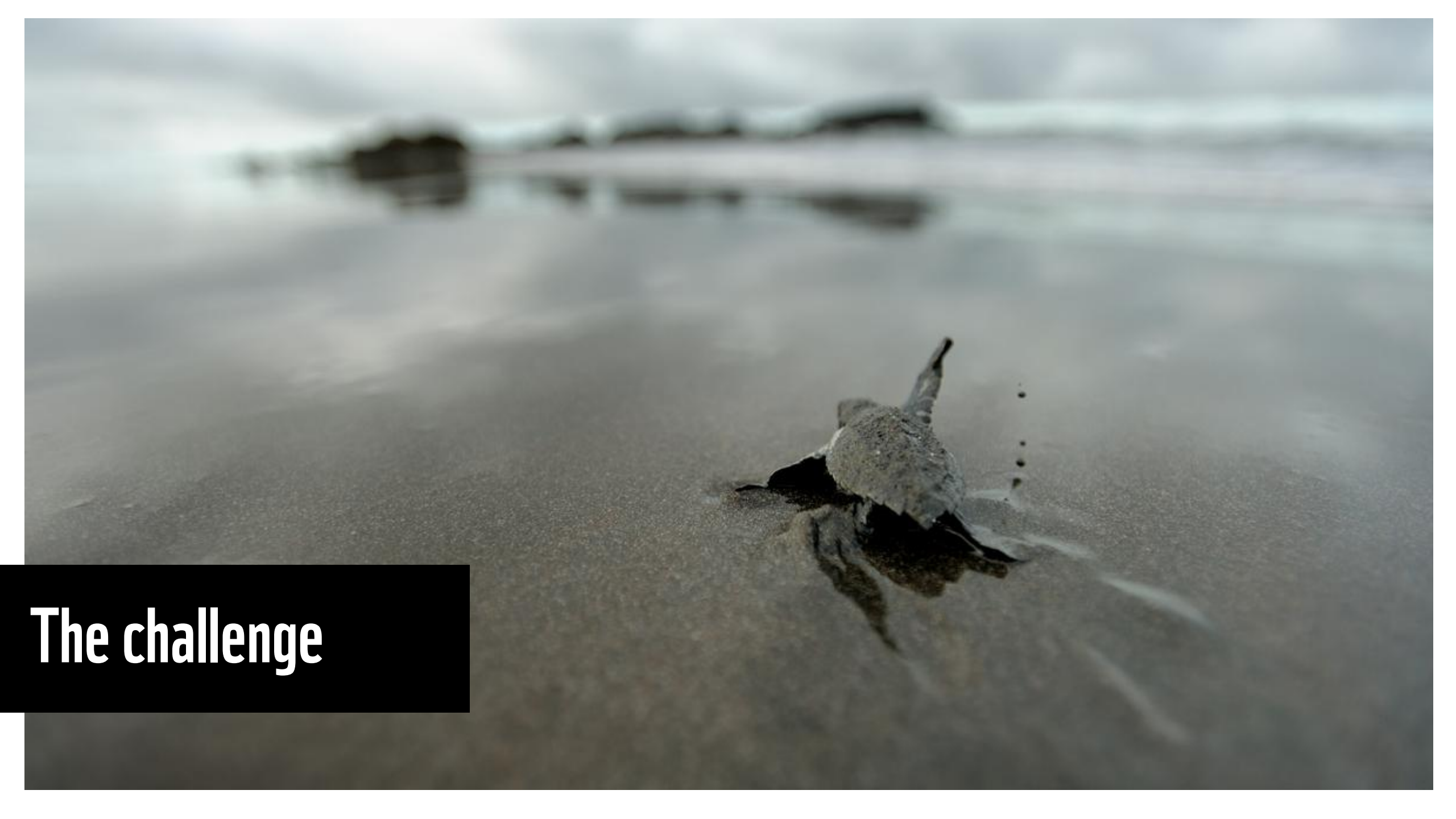


A close-up photograph of a butterfly with orange and black wings perched on a green, spiky flower. The background is a soft-focus blue sky with other branches and flowers visible.

**How our partnerships drive
positive change**



The challenge



**85% of the world's
largest companies
depend directly on
nature to sustain
their business
operations...**

Source: ESG4Boards, 2025



...but only **2%** of
corporate board
members have solid
sustainability
expertise.

Source: ESG4Boards, 2025



Global risks ranked by severity over the short and long term

Please estimate the likely impact (severity) of the following risks over a 2-year and 10-year period.



Source: WEF Global Risks Perception Survey 2023-2024

The economy is sending conflicting signals



Businessweek + Green

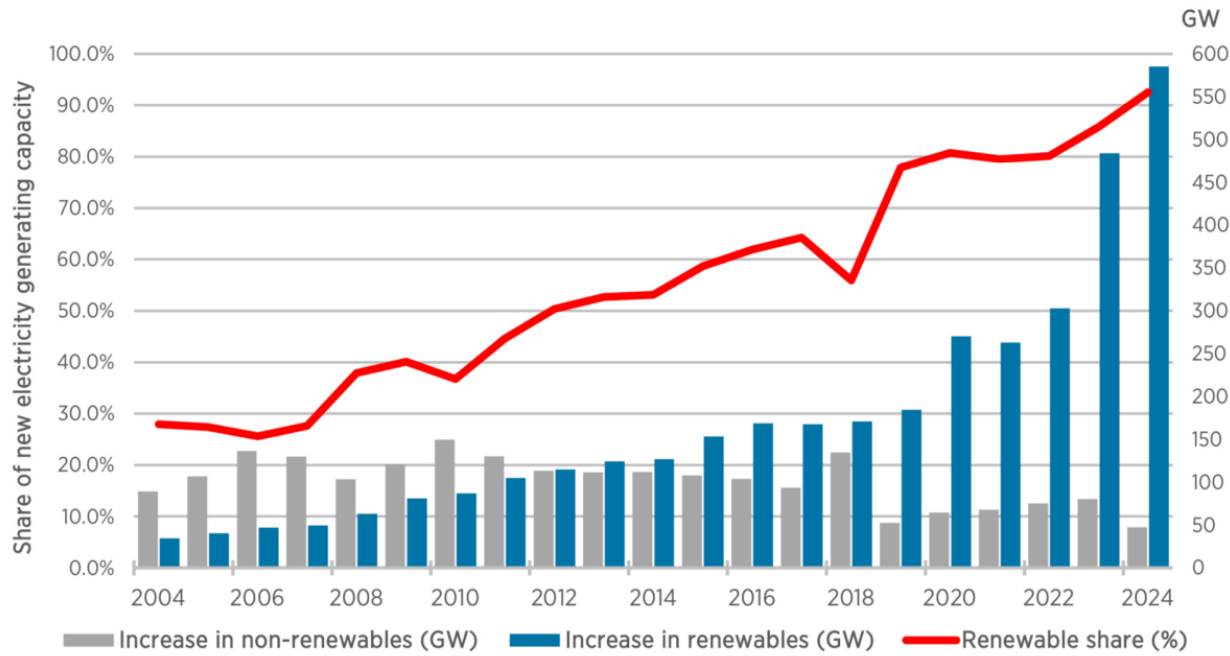
BIG BUSINESS IS ABANDONING ITS CLIMATE GOALS

From Amazon to Wells Fargo, a look at rampant backsliding on climate pledges.

By Ben Elgin
Illustrations by Cameron Galley

June 13, 2025 at 3:00 PM GMT+2

Renewable share of annual power capacity expansion



Annual value of nature's contributions to people is 2/3 of global GDP



Three sector examples



Pharma Industry

- Many therapeutic drugs derived from plant, animals, fungi or bacteria
- 70% of all cancer drugs have natural origin
- Important source for development of new medical drugs



Forestry Industry

- 13.2 million jobs in the forestry industry
- Protection from avalanches, fire regulation, regulation of water cycle, carbon sequestration
- Cultural ecosystem services (leisure, tourism)



Food Industry

- Food supply chain is heavily dependent on water supply, climate and animal pollination
- 70% of the 124 most commonly used crops in agriculture rely on insect pollination
- Diverse genetic pool facilitates searching for special genetic features (e.g. resistance to heat stress, adaptation to cool temperatures)



Collaboration with the private sector as a central lever



Für weniger Foodwaste: Reste verwerten.



lidl.ch/wwf



GEMEINSAM
FÜR MEHR
NACHHALTIGKEIT



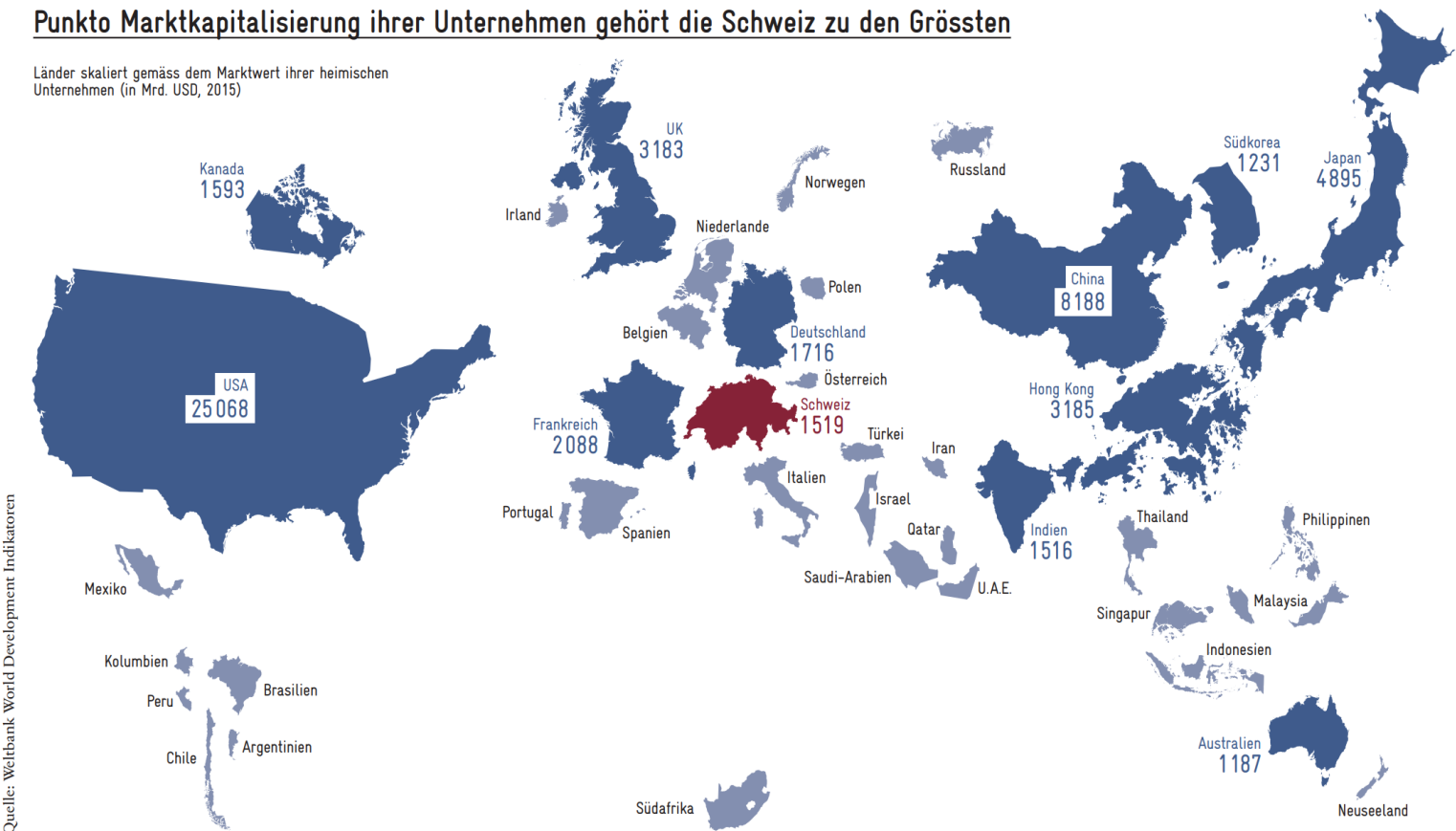
Switzerland is a global player and has an internationally well connected economy



In terms of market capitalization of companies, Switzerland ranks among the largest.

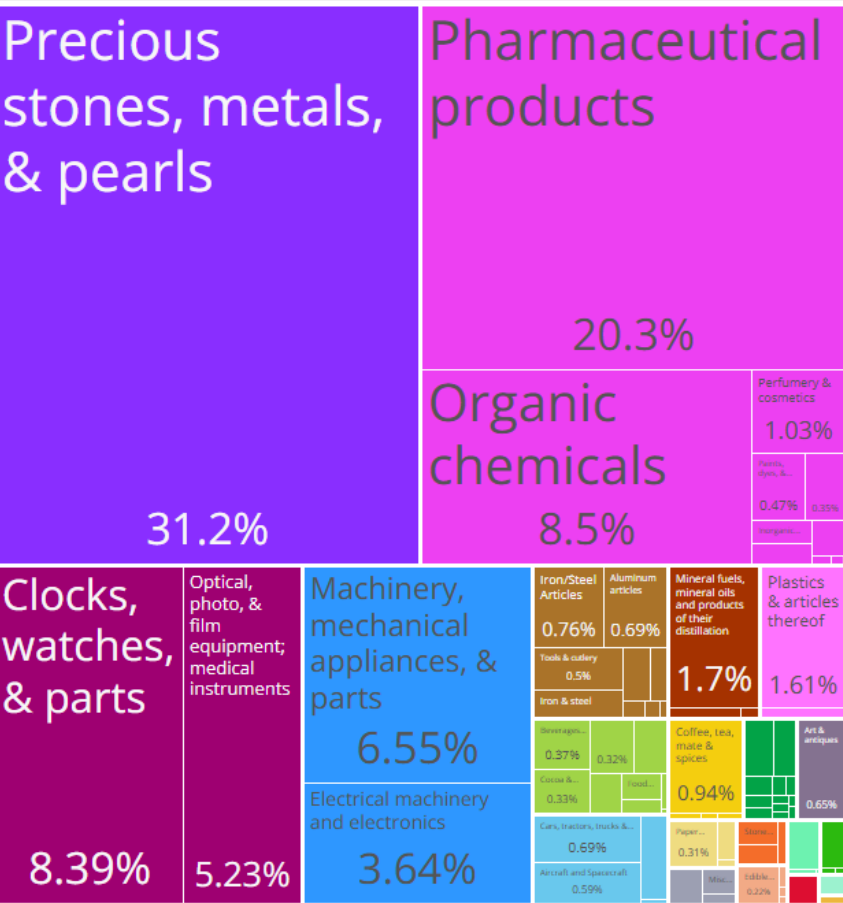
Punkto Marktkapitalisierung ihrer Unternehmen gehört die Schweiz zu den Grössten

Länder skaliert gemäss dem Marktwert ihrer heimischen Unternehmen (in Mrd. USD, 2015)



Quelle: Weltbank World Development Indikatoren

Switzerland exports goods worth 398 billion USD



Observatory of Economic Complexity:
https://oec.world/en/visualize/tree_map/hs92/export/che/all/show/2023

Areas of action & working with corporates



Policy

- Lobbying
- Support of Swiss delegations
- Position papers

Economy

- Development of sector solutions like roundtables
- Sector strategies & studies
- Corporate partnerships

Projects

- National and international projects to protect the biodiversity and the environment
- Nature-Based Solutions

Society

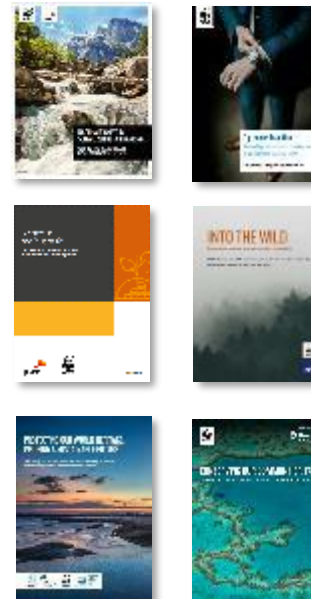
- Environmental sensibilisation (magazines, camps, season table, label rating, footprint calculator)
- Education
- Volunteering



Three strategic ways to work with corporates

Campaigning

Raising awareness, creating transparency and providing information and incentives to change practices with ratings and studies.



Convening

Bringing companies and industries together to establish industry-wide solutions (roundtables, initiatives, standards).



Cooperating

Working bilaterally with companies on sustainable business practices to claim leadership and move the industry.



Different levers of our work



Projects



We protect and regenerate habitats for people and nature

- National and international environmental projects for the protection of nature and biodiversity

Policy



We build alliances for necessary regulatory frameworks

- Political lobbying
- Participation in official Swiss delegations
- Position papers for votes

Society



We offer the population opportunities for effective engagement

- Environmental Awareness
- Education
- Volunteering

Economy



We support companies to operate successfully and credibly within planetary boundaries

- Development of industry solutions such as roundtables
- Industry ratings & studies
- Bilateral partnerships with companies

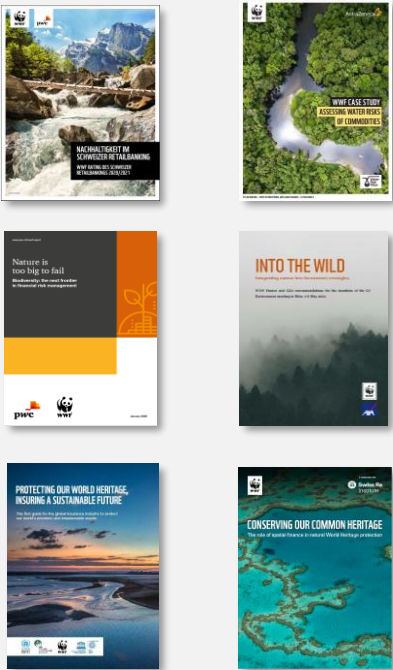
Areas of action & working with corporations



Three strategic ways to work with the economy

Campaigning

Raising awareness, creating transparency and providing information and incentives to change practices with ratings and studies.



Convening

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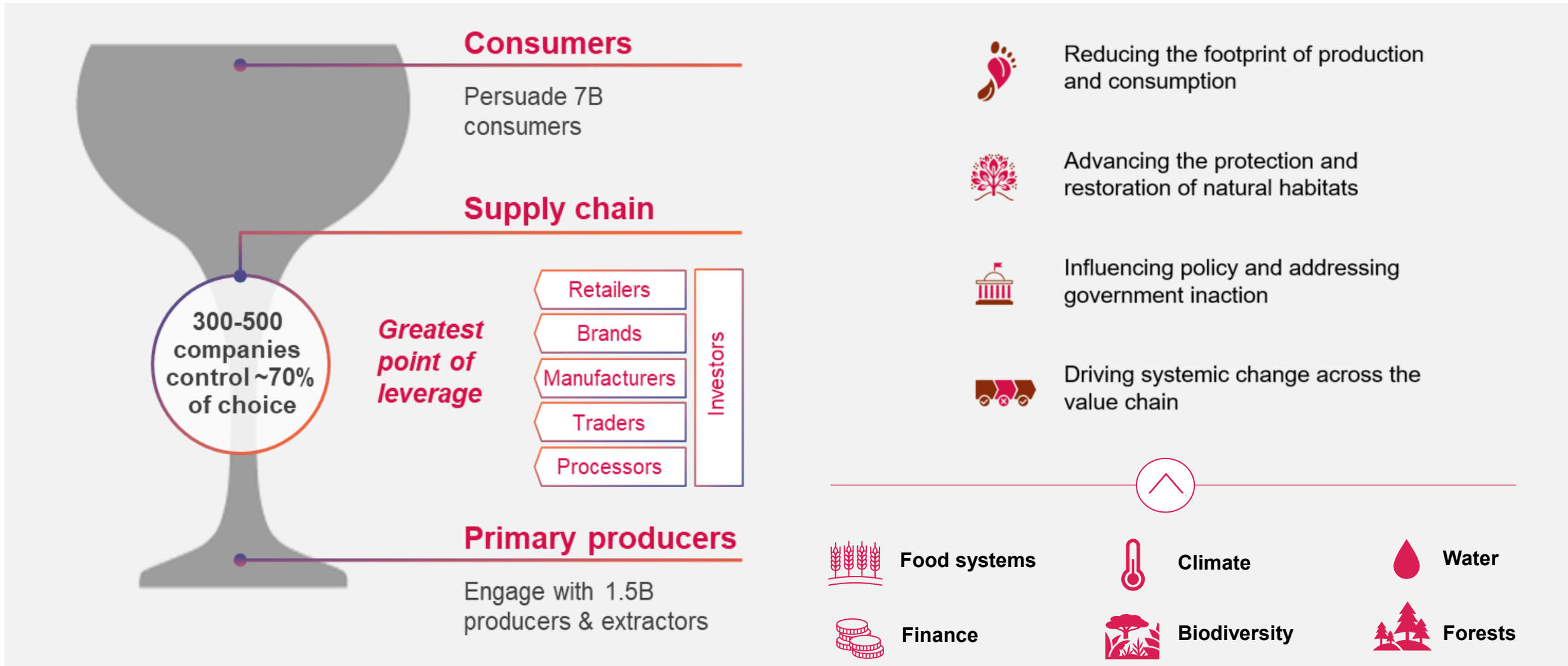


Cooperating

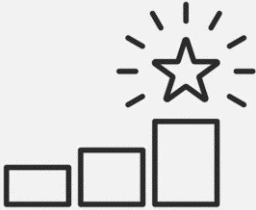
Working bilaterally with companies on sustainable business practices to claim leadership and move the industry.



WWF works with the economy on the greatest points of leverage



Partners for nature



Shared goals for environmental protection



Raising awareness for sustainable consumption



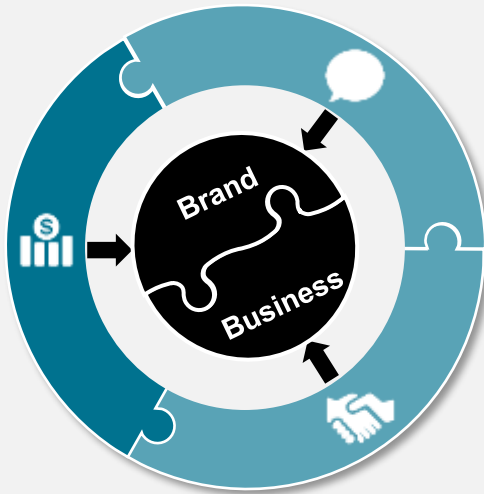
Financing environmental protection projects



Partnership of equals



The goal of a strategic partnership is sustainable transformation.



Sponsoring and Donations

- Purchased-driven Donation
- Consumer Fundraising
- Employee Donation
- Project Sponsorship



Purpose Driven Marketing

- Campaigns
- Product licencing
- Customer sensibilisation
- Promotions

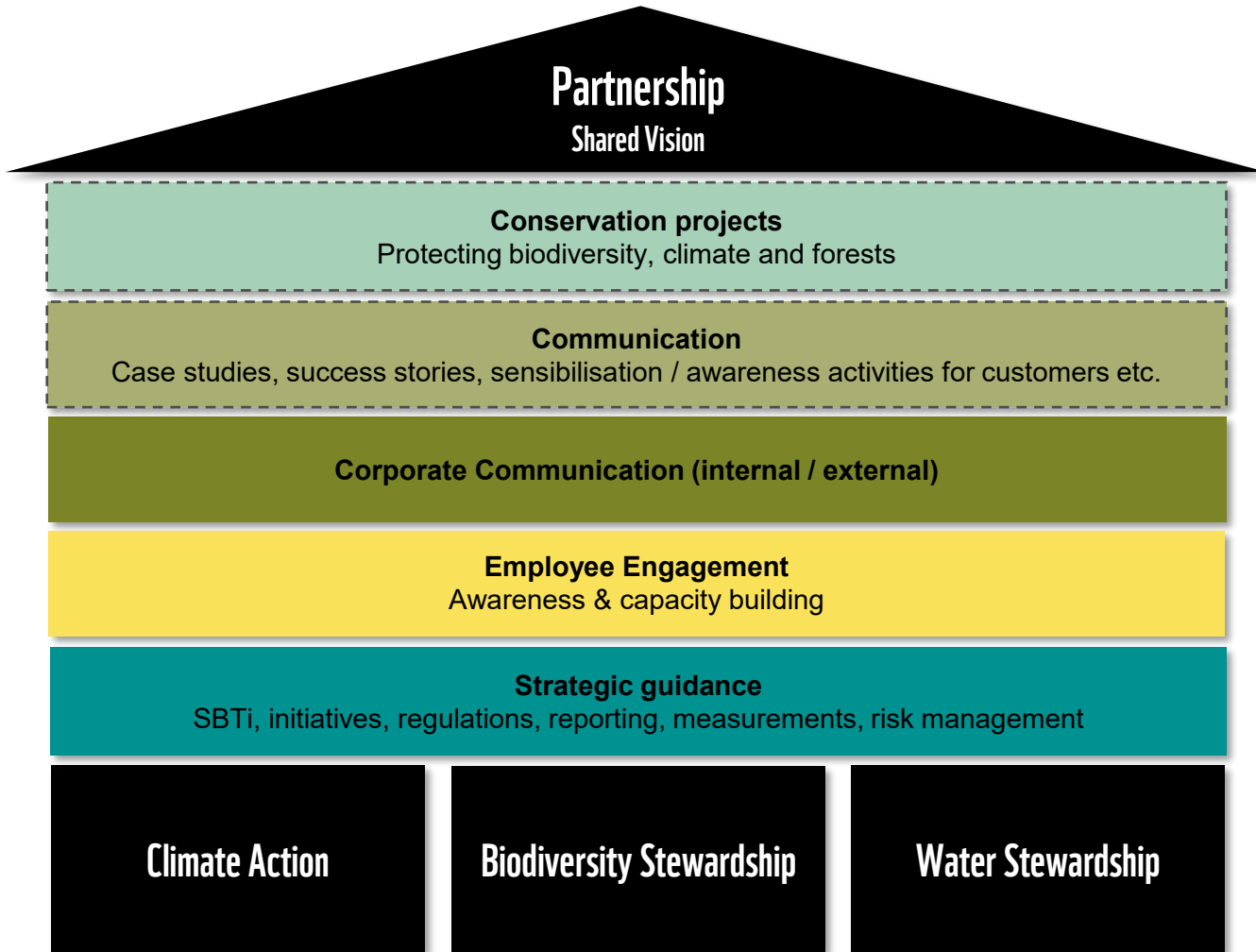


Sustainable Business Practices

- Analyses, target setting, measures
- Workshops, advice
- Joint projects projects
- Employee engagement



Partnership framework



Focus on key drivers in the core business as a credible foundation for a joint partnership:

Sponsoring and Donations



Demonstration of social responsibility and strengthening of brand reputation

Purpose Driven Marketing



The panda logo evokes emotional resonance, attracts new customers, and communicates commitment

Capacity Building



Raising awareness and sharing knowledge as a foundation for change

Sustainable practices in the core business



Reducing the ecological footprint through WWF's expertise

Sustainable Business Practices



SCAN ME

Endorsement targets and transparent reporting

[Link](#)

Partnership with Coop 2024

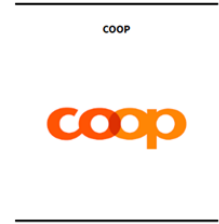
Since 2006, WWF and Coop have been working together in a strategic partnership towards more environmentally-friendly consumption. Coop has made an ambitious commitment to WWF on key environmental issues.

Industry
Retail Trade

Type of partnership
Sustainable Business Partnerships

Financial contribution 2024 (in CHF)
1'000'000 - 3'000'000 CHF

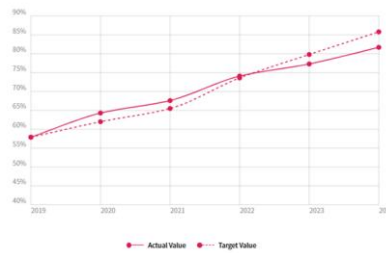
Partner since
2006



Coop: Share of recommendable sources according to WWF in the entire seafood range

Coop has set the goal that by 2024, 85.8% of the total seafood assortment should come from recommendable sources according to WWF. This is measured as a percentage of revenue from the total seafood assortment. The scope includes Coop supermarkets, Pronto, Coop to go, Coop.ch, department stores, restaurants, and FOOBY.

In 2024, 81.70% of the total seafood assortment originated from recommended sources.



Coop: The share of recommendable labels according to WWF (organic, ASC, MSC), in the entire seafood range

Coop has set itself the goal that by 2024, 79.5% of the total seafood assortment will be certified with recommendable labels according to WWF (Bio, ASC, MSC). Measurement is based on the percentage of net revenue.

Scope includes Coop supermarkets, Pronto, Coop to go, Coop.ch, department stores, restaurants, FOOBY.

In 2024, just under 76% of the total seafood assortment was certified with recommended labels according to WWF.



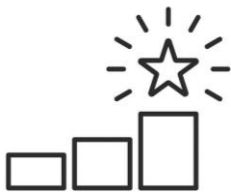
Normative guidance and targets



Example: Coop Seafood



Analysis



Set targets



Improve



Communicate

coop

Land A	Land B	Land C	Land D	Land E
13	11	11	11	11
9	4	9	9	9
18	15	18	18	18
4	5	19	19	19
6	19	6	6	6
22	20	8	22	22
26	26	6	26	26
12	3	12	12	10
13	6	6	5	6
11	16	11	25	11
26	26	6	26	26

Examples:

- Exclusion of certain sources
- By 2024, 85% of the total seafood assortment will come from recommended sources
- By 2024, 80% of the total seafood assortment will be certified with recommended labels according to WWF (e.g., Organic, ASC, MSC)

Examples:

- Delisting of endangered species
- Seeking alternative sources for delisted species
- Collaboration with suppliers and producers





About WWF



Our Mission

Together, we protect the environment and create a future worth living for generations to come.

2030 Goals



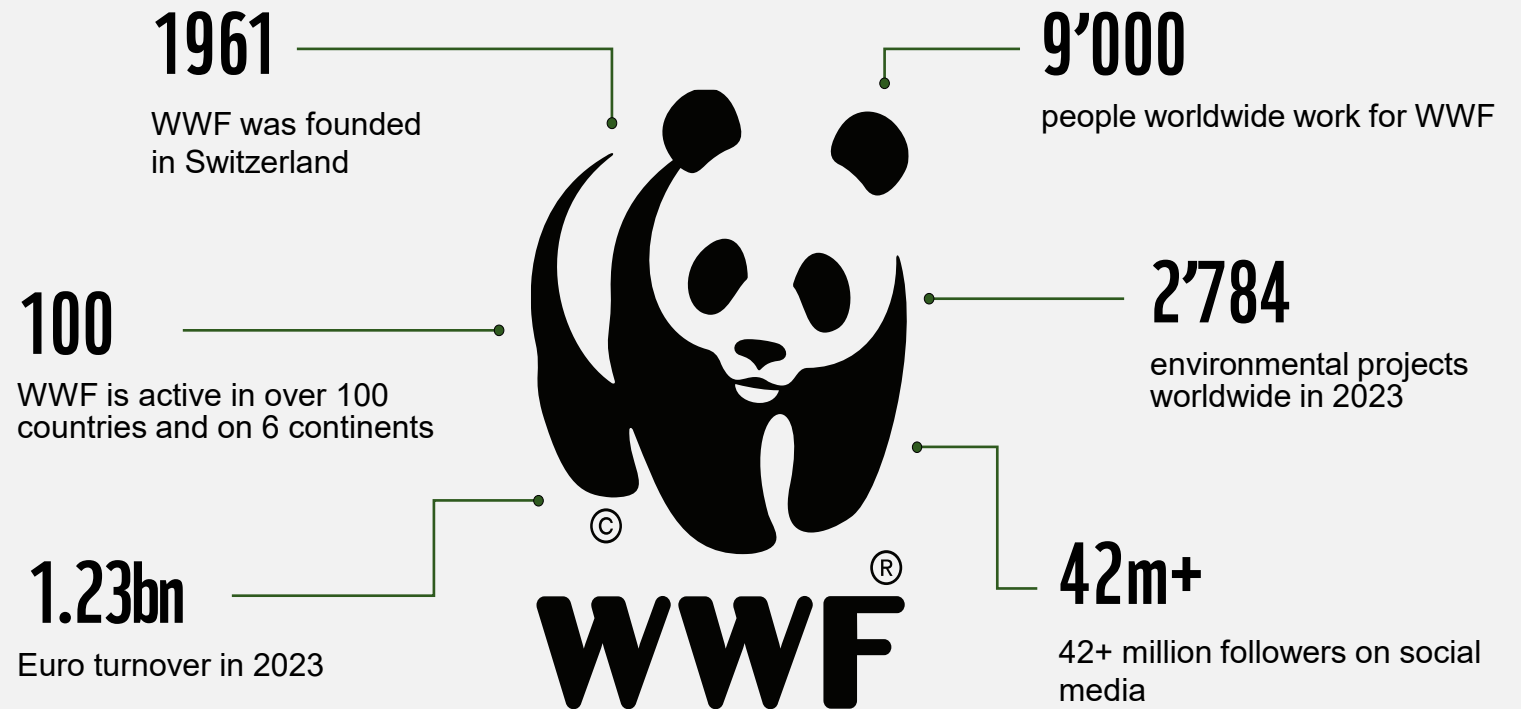
0 LOSS OF NATURAL HABITAT



0 EXTINCTION



1/2 FOOTPRINT



Different levers of our work



Projects



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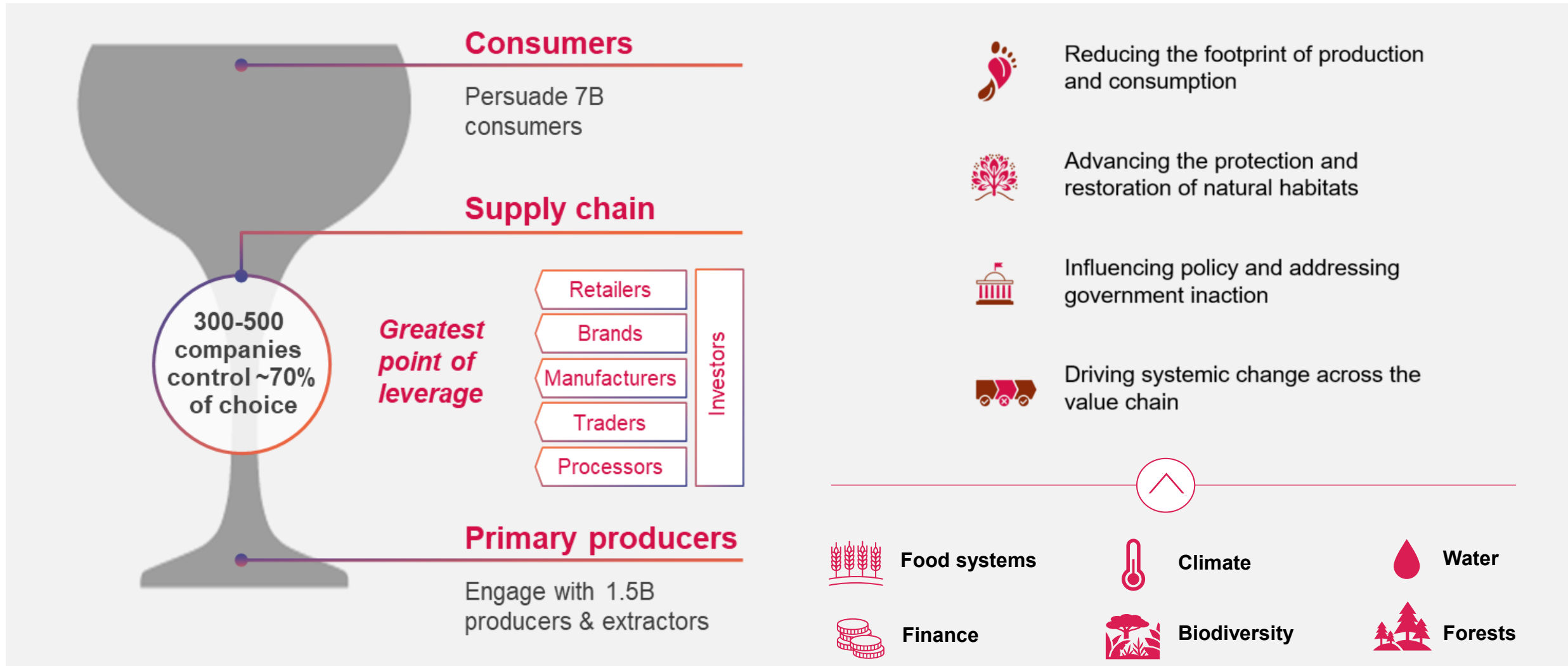
Economy



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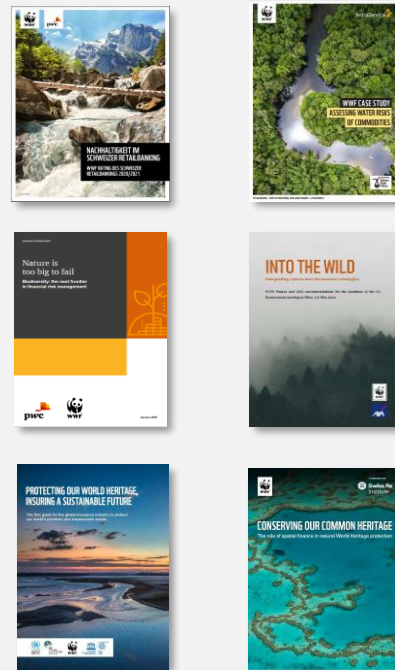
Areas of action & working with corporations



Three strategic ways to work with the economy

Campaigning

Raising awareness, creating transparency and providing information and incentives to change practices with ratings and studies.



Convening

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Cooperating

Working bilaterally with companies on sustainable business practices to claim leadership and move the industry.



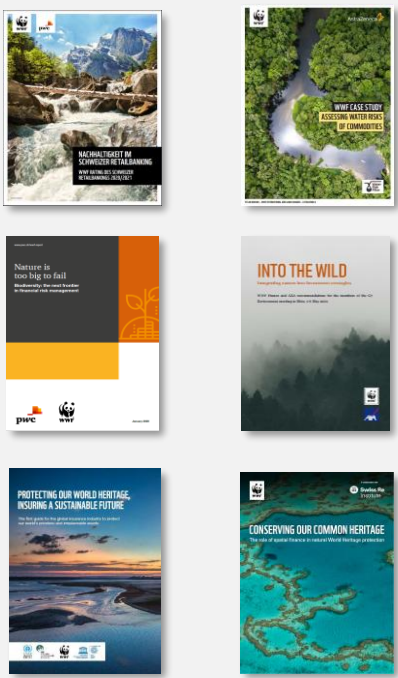
Areas of action & working with corporations



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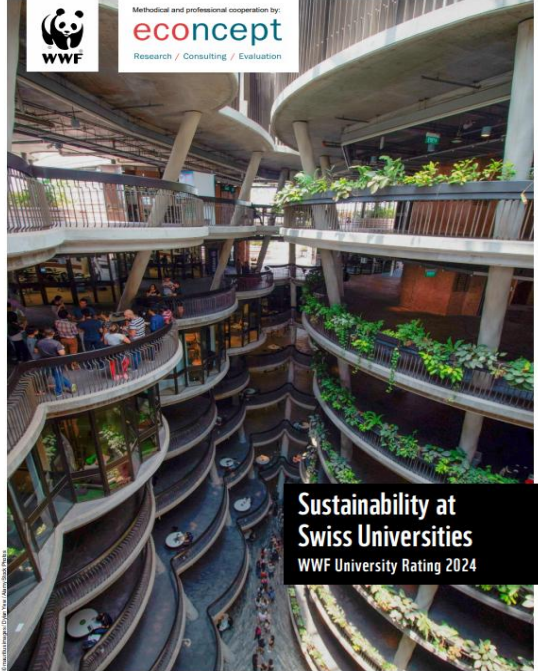
Campaigning

Raising awareness, creating transparency and providing information and incentives to change practices with ratings and studies.





Methodical and professional cooperation by:
Research / Consulting / Evaluation



	Universities	Universities of Applied Sciences	Universities of Teacher Education
visionary 99 – 100			
ambitious 75 – 89.99	Universität Bern Université de Lausanne	Berner Fachhochschule	Pädagogische Hochschule Zürich
upper midfield 60 – 74.99	École polytechnique fédérale de Lausanne Eidg. Technische Hochschule Zürich Universität Basel Université de Genève Universität de Neuchâtel Universität St. Gallen Università della Svizzera Italiana Universität Zürich	Fachhochschule Graubünden Fachhochschule Nordwestschweiz Haute école spécialisée de Suisse occidentale Hochschule Luzern Scuola universitaria professionale della Svizzera italiana Zürcher Hochschule für angewandte Wissenschaften Zürcher Hochschule der Künste	Haute école pédagogique du canton de Vaud Pädagogische Hochschule Bern
lower midfield 40 – 59.99	Université de Fribourg Universität Luzern	Ostschweizer Fachhochschule	Pädagogische Hochschule Nordwestschweiz Pädagogische Hochschule Luzern Pädagogische Hochschule St. Gallen
labeleers 20 – 39.99			Eidgenössische Hochschule für Berufsbildung Internationale Hochschule für Heilpädagogik
passive 0 – 19.99			

<https://www.wwf.ch/de/unsere-ziele/nachhaltige-hochschullandschaft-schweiz>

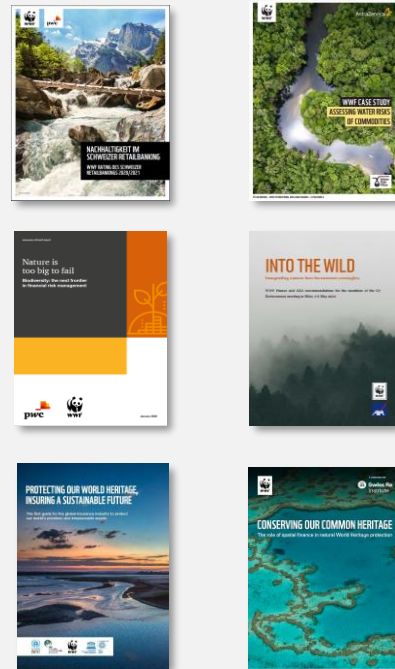
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You don't have to do it alone

WWF as your trusted partner can help you transform your business and find solutions to sustainability and conservation challenges.

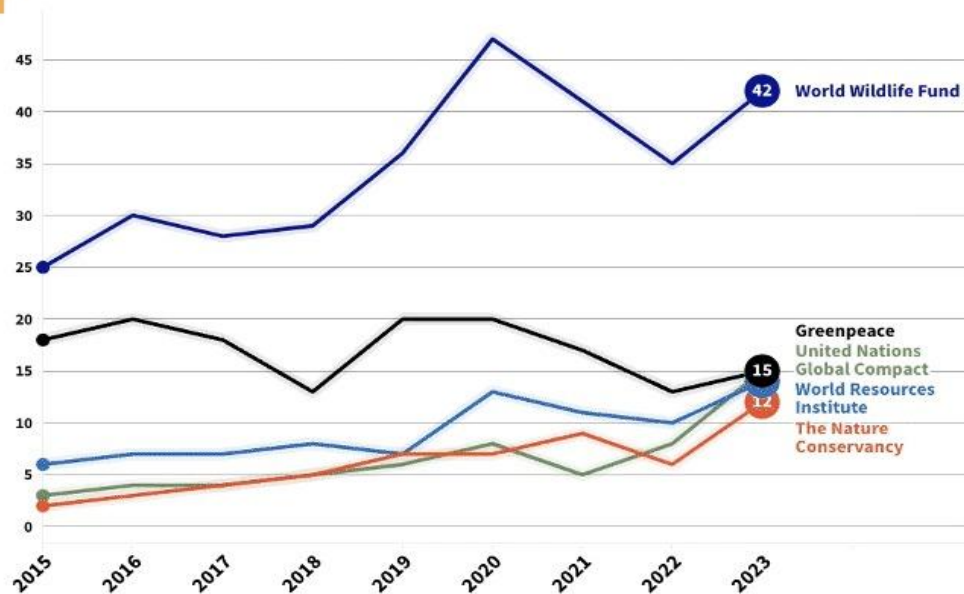
Our experts, science-based tools, international platforms and global network can support you in reducing your footprint, driving systemic change across your value chain, protect & restore natural habitats and advocate for system transformation.

Why Companies partner with WWF



WWF Continues to Be Recognized as the NGO Leader in Sustainable Development

% of Experts, Total Mentions, 2015–2023



Source: GlobeScan/SustainAbility Survey of 520 experts representing business, government, NGOs, and academia across 63 countries from March – May 2023)



Expertise & guidance



Credibility & risk reduction



Environmental projects



Positioning & differentiation

WWF engages with companies at different stages of their sustainability journey



Partnership

Shared vision / 3-5 years

Ambitious targets and transparent reporting

1 | Sustainable Business

Reduce ecological footprint and rethink business models for a nature-positive future

by addressing drivers of nature loss and implementing sustainable business practices

- Strategies
- Risk & impact assessment
- Target setting and standards
- Responsible sourcing
- Product developments
- Thought leadership

2 | Consumer, Employee & Supplier Engagement

Drive awareness and activate behavioral change

by communicating, educating and incentivizing consumers, employees and suppliers on sustainable behavior issues

- Employee engagement
- Consumer engagement
- Supplier engagement
- Engagement with peers
- Community engagement

3 | Shared Policy & Advocacy

Influence framework conditions and stand up for value chains that value nature

through public-private alliances and by influencing policies that lead to ambitious and integrated action

- Policy and regulations
- Awareness raising
- Roundtables
- Initiatives and campaigns

4 | Investment in Climate & Biodiversity

Conserve nature by investing in nature to protect and restore natural habitats

by participating in nature protection and restoration efforts on site- and landscape-level

- NbS / Climate & nature projects
- Strategic fundraising and contribution
- Investment vehicles to mobilize finance

Sustainability assessment / due diligence

Sustainable Business Practices



Endorsement targets and transparent reporting

[Link](#)

Partnership with Coop 2023

Since 2006, WWF and Coop have been working together in a strategic partnership towards more environmentally-friendly consumption. Coop has made an ambitious commitment to WWF on key environmental issues.

Industry
Retail Trade

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Financial contribution 2023 (in CHF)
1'000'000 - 3'000'000 CHF

Partner since
2006



Coop: Share of recommendable sources according to WWF in the entire seafood range

Coop has set the goal of having 85.8% of the entire seafood range originate from recommendable sources according to WWF by 2024. This is measured as a percentage of the turnover of the total seafood range. The scope is Coop supermarkets, Pronto, Coop to go, Coop.ch, department stores, restaurants, and FOÖBY.

In 2023, 77.3% of the total seafood range came from recommendable sources.



Bell: Proportion of recommendable sources according to WWF in the overall range

Bell has set the goal of having 72% of the overall seafood range originate from recommendable sources according to WWF by 2024. This is measured as the percentage of the turnover of the total seafood range. The scope is Bell Seafood.

In 2023, 61.5% of the overall seafood range came from recommendable sources.

