

Corporate Partnerships Report – FY 2025 (1 July 2024 – 30 June 2025)
WWF-New Zealand
June 2026

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](#), [Forests Forward](#), and [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 \(RTRS\)](#), and [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](#), and [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-New Zealand 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 agreements with the companies concerned. The activities of the engagements may take place in other countries or regions.

In FY25 (1 July 2024 – 30 June 2025), income from corporate partnerships represented 02.6% of this WWF office's total income.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN NZD 25,000 IN FY25

Company Name	<i>Botanica by Air Wick (a Reckitt product line in FY25)</i>
Industry	<i>Personal Care, Household Goods</i>
Type of Partnership	Philanthropic partnership Conservation Impact Communications and awareness raising
Conservation Focus of Partnership	<i>Forests Wildlife / Biodiversity Indigenous-led Conservation</i>
Budget Range (in NZD)	25,000-100,000
URL link to partnership webpage	https://wwf.org.nz/partners
Botanica by Air Wick and WWF-New Zealand have been working together for over 3 years to Re-blossom Aotearoa. To date our joint efforts have seen over 28,000 flowering natives planted across the North and South Island of New Zealand. In early-mid FY25, we committed to another 3-year agreement and shifted our approach to focus on our threatened rātā moehau – the white-flowering rātā, found only in the wild in Te Tai Tokerau / the Northland region. Rātā moehau are a taonga of Ngāti Kuri, who are leading efforts to protect and restore this endangered tree. Not so long ago, only 14 of these beautiful, white-flowered trees were found to be remaining in the wild. Ngāti Kuri have been working with partner organisations like the Department of Conservation (DOC), Auckland Botanic Gardens, and Museum of New Zealand Te Papa Tongarewa on rātā moehau-related activities since 2007. Following a number of successful collaborative efforts over the years, the Ngāti Kuri Te Ara Whānui Research Centre more recently has led a conservation and restoration project, Ngā Rākau Taketake, with rātā moehau as one of the two species of focus. This partnership between WWF-New Zealand and Reckitt New Zealand is supporting ongoing efforts.	

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

The following list represents all organisations that this WWF office has engaged with in corporate partnership activities that have an annual budget of NZD 25,000 or less (including pro bono or in-kind contributions) in FY25.

1. Buddle Findlay
2. EY - New Zealand
3. Octopus Energy NZ
4. BNZ Foundation
5. Adventure Reels
6. Magnetic Pictures
7. Tumbleweed Tees
8. Natural Paint Co

9. Lime (via WWF Network)
10. Merchant Ambassador (via WWF Network)
11. Happy Feet (via WWF Network)
12. Revolut (via WWF Network)

This FY25 report was prepared in June 2026 in accordance with WWF Global Corporate Engagement procedures by Bryce Golden-Chen, WWF-New Zealand Strategic Partnerships Manager until 30 June 2026. For further information about corporate engagement at WWF-New Zealand, please contact info@wwf.org.nz.