



CORPORATE PARTNERSHIPS REPORT

FY 2023 WWF-TÜRKİYE JULY, 2024



WWF is one of the world's largest and most experienced independent conservation organizations, with over 6million 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, 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

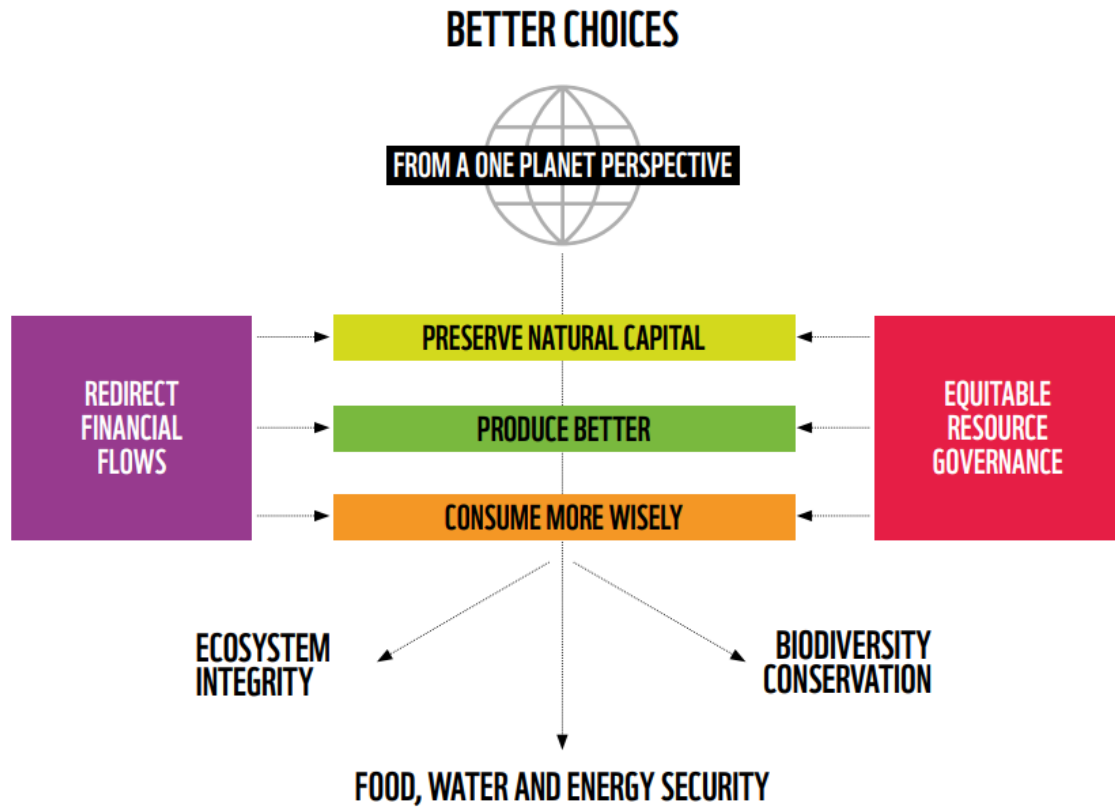
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

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.

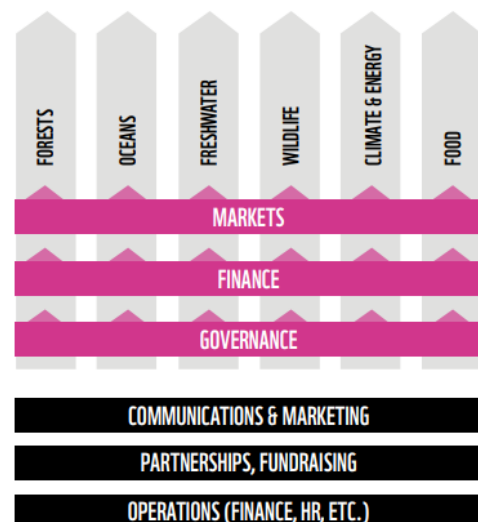
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

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**

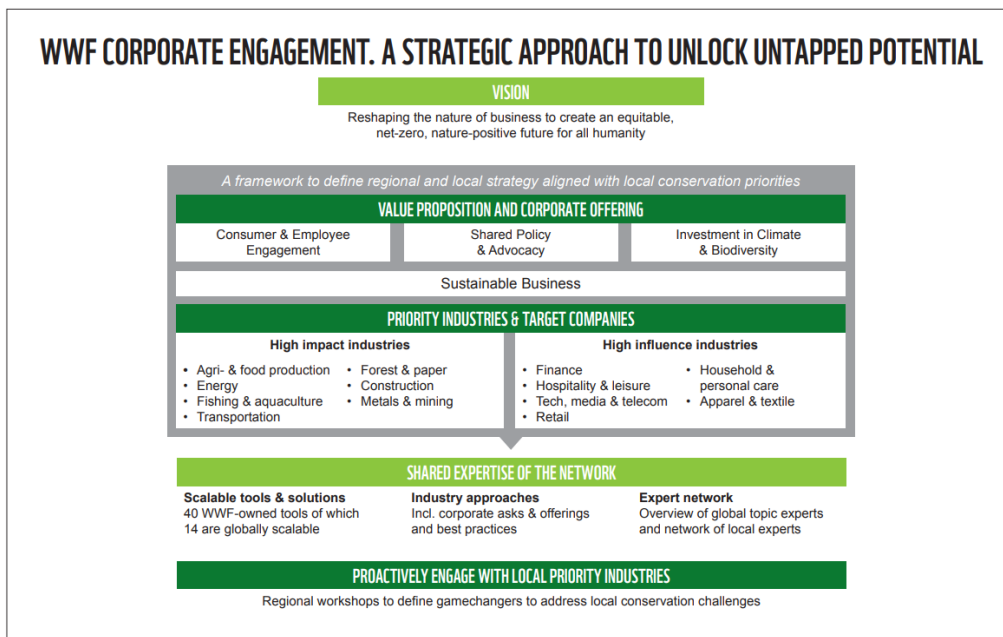


OUR WORK WITH THE CORPORATE SECTOR

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

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

CONSUMER & EMPLOYEE ENGAGEMENT



Drive awareness and activate behavioral change
by communicating, educating and incentivizing consumers and employees on sustainable behavior issues

SHARED POLICY & ADVOCACY



Build value chains that value nature
through public-private alliances and by influencing policies that lead to bold ambitions and integrated action

INVESTMENT IN CLIMATE & BIODIVERSITY



Conserve nature by investing in nature
by participating in nature protection and restoration efforts on site- and landscape-level, and beyond

SUSTAINABLE BUSINESS



Rethink business models for a nature-positive future
by addressing business drivers of nature loss and implementing sustainable business practices in accordance with the mitigation hierarchy

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



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-Türkiye 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;
- 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 36% of this WWF office's total income.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN FY23

ETİ BURÇAK

Industry	Food & Beverages
Type of Partnership	Communication & Awareness Raising
Conservation Focus of Partnership	Food & Agriculture
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	https://www.wwf.org.tr/calismalarimiz/gida/sagliklitoprakhareketi/ https://www.etiinternational.com/eti-wwf-cooperation

The project focuses on determining needed soil conservation methods in agricultural areas where wheat is grown in Türkiye. However, methods and applications of restoring soil health and quality differentiate for regions in Türkiye. Thus, the project aims to specify which methods and applications are feasible for different regions in Türkiye and how to disseminate them. In this context, project objectives are:

1. Encouraging farmers in learning and implementing conservation and regenerative agriculture practices with pilot demonstrations.
2. Developing cooperation with public authorities for contributing dissemination of conservation agriculture.
3. Raising awareness of soil health between consumers.

In 2021, volunteer farmers who sustain pilot implementations in 50 decarees provided savings from fuel by 85% and labor by 70% with conservation agriculture practices. A report completed and titled 'Past, Present and Future of Agricultural Land in Türkiye' covers the current state of agricultural land in Türkiye, sustainable and regenerative farming methods, and recommendations for wheat cultivation. Moreover, the report shared with stakeholders explains actual agricultural land problems in Türkiye and offers suggestions for solving them. In the project's scope, a sociological research report was released under 'Policy Implementation and Communication Recommendations for Disseminating Sustainable Agricultural Practices' in 2022. This research surveyed 545 farmers and interviewed leading farmers, agricultural specialists, and academicians to understand how to disseminate sustainable farming practices among farmers. Therefore, this report is an important guide for the project and stakeholders involved.

By 2023, 14 farmers have begun implementing conservation agriculture practices in 1450 decarees of agricultural land. The report 'Specific Soil Conservation Methods Suggestions for the Regions' was prepared to suggest specific conservation and regenerative agriculture methods for different regions in Türkiye. The report was prepared by seventeen academics from agricultural faculties, and it included experiences from farmers who have implemented conservation or regenerative agriculture practices.

The "Restorative Agriculture and Agroecological Approaches" webinar was held on 13-14 June 2023 with the participation of 222 people. How to implement regenerative agriculture in Türkiye's conditions was discussed with stakeholders from academia, farmers, NGOs and the public.

In the 2023-24 academic year, efforts were continued to include soil conservation and improvement methods in courses in cooperation with the agricultural faculties of universities. Students were introduced to farmers who practice regenerative agriculture. Our project video series was broadcast on the thematic TV channels followed by farmers and on the media tools farmers use most.

Garanti BBVA

Industry	Financial Services
Type of Partnership	Philanthropic Partnership
Conservation Focus of Partnership	Forests
Budget Range (in EUR)	200,000-250,000
URL link to partnership webpage	https://www.turkiyenincani.org/

Türkiye'nin Canı (Türkiye's Life)

WWF-Türkiye conducted its Türkiye'nin Canı (Türkiye's Life Grant Program) program, which aims to support biodiversity conservation initiatives of local civil society organizations, in four stages (2012, 2014, 2017, 2019). The fifth stage, supported by Garanti BBVA, focuses on forest fires and their causes and consequences. Türkiye's Life: Fire Management Grant Program, launched to reduce the risk of wildfires causing great damage to nature and people, and to be better prepared for possible fires, supports local organizations in preventive and remedial actions before, during and after wildfires.

By March 2024, 7 projects have been co-developed and funded, 5 of which have started activities on the ground and 2 further projects are in development phase. WWF-Türkiye is supporting grantees in all phases of the project cycle focusing on project development and impact measurement. In this regard, WWF-Türkiye is working with Koc University Social Impact Forum (KUSIF), an organization working to set standards for social impact measurement in Türkiye.

Projects supported by the Programme in the current stage are as follows:

TOD (Turkish Foresters Association)

Fire-Resilient Villages Project

In the districts of Ula and Menteşe in Muğla, located at three different elevations that have not previously experienced fires, the project focused on a comprehensive fire approach. This included sharing information and experiences with residents to be prepared for fires, establishing firefighting teams in case of possible fires, and providing the teams with necessary equipment.

FESGDER (Equal Opportunities Sustainable Future Association)

An Eco-Kit to Prevent Forest Fires

A sociological research project was conducted in the Köyceğiz – Gökova region to identify and document local practices in fire preparedness and effective measures taken during fires. The aim was to prevent forest fires by understanding and implementing traditional knowledge passed down through generations.

TürED (Production Economy Association)

Learning and Disseminating Fire-Resilient Production Models

This initiative aims to develop fire-resistant production models for farmers and producers who prioritize eco-friendly and sustainable practices. It includes research into local and national/international literature, webinars, instructional videos featuring exemplary practices, and showcasing farmers who have implemented fire-resistant techniques.

Natura (Natura Nature and Culture Conservation Association)**Let the Caracals Live Unharmd!**

After a forest fire in Muğla's Bördübet Wildlife Development Area in 2022, efforts were made to protect the habitats of caracals and increase awareness about their behavior and habitat needs. Informational signage was installed, education sessions, and awareness-raising meetings were conducted to promote caracal conservation.

TAKODER (Hatay Nature Conservation Association)**Be a Drop of Water!**

In the Hatay provinces of Samandağ and Belen, where Mediterranean climate and red pine forests are prevalent, measures are being taken to mitigate the effects of climate change and reduce the risk of forest fires. This includes awareness campaigns starting from local schools, consciousness-raising meetings, and preventive measures to make communities more resilient to fires.

TODBA (Turkish Foresters Association Western Mediterranean Branch)**Increasing Awareness of Forest Fires in Tourism**

In the Sorgun region of Antalya, where hotels are at risk of forest fires and fires can spread from forests to hotels, awareness-raising activities and risk assessments are being conducted. These efforts aim to prepare hotel staff and managers for potential forest fires and to implement practical measures for fire prevention and preparedness.

YZGD (Green Zara Volunteers Association)**Forest Fire Preparedness and Environmental Literacy Project**

In Sivas' Zara district, the Green Zara Volunteers Association is conducting various activities to raise awareness about forest fires and promote ecological literacy. This includes community outreach, collaborative efforts with public and private stakeholders, and capacity-building initiatives for disaster preparedness and response. These activities are set to begin in May 2024.

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HSBC

Industry	Financial Services
Type of Partnership	Driving Sustainable Business Practices
Conservation Focus of Partnership	Marine
Budget Range (in EUR)	25,000-100,000

The "Breath for the Mediterranean: Kaş-Kekova Seagrass Conservation" Project aims to protect the seagrass meadows, which are under threat on a global scale and called the "lungs of the seas", with the buoy system to be established in the Kaş-Kekova Marine Protected Area. In this context, the installation of 100 ecological vaults and buoys in Kaş was completed on the 100th anniversary of our Republic of Türkiye, within the scope of the local cooperation established under the technical leadership of the Ministry of Agriculture and Forestry, District Directorate of Agriculture, Kaş District Governorate, with the financial support of HSBC and the technical support of WWF-Türkiye.

The buoys placed at points determined by scientific studies and technical analysis will allow tourism boats and small-scale fishers to continue their activities, while helping to protect sea meadows and seabottom life.

On November 3, 2023, the buoy system implemented within the scope of the Breath for the Mediterranean Project was introduced to the press with the speeches and field visit of WWF-Türkiye Chairman of the Board of Directors, HSBC General Manager, Kaş Mayor and Kaş District Governorate Project Coordinator. Representatives of local interest groups also took part in the presentation. Periodic seagrass meadow and biodiversity monitoring studies have been completed.

QNB Finansbank

Industry	Financial Services
Type of Partnership	Philanthropic Partnership
Conservation Focus of Partnership	Education
Budget Range (in EUR)	25,000-100,000

Project period: September 2023 - September 2024

With the support of the Ministry of National Education of the Republic of Turkey, the Youth Nature Leaders Program, carried out in 7 regions across Turkey, has assigned 20 different trainer teachers from 20 different provinces for the 2023-2024 academic year. Online training sessions held in Adıyaman, Ankara, Balıkesir, Bartın, Bolu, Çanakkale, İzmir, Isparta, Konya, Kahramanmaraş, Malatya, Mardin, Manisa, Muş, Muğla, Ordu, Sinop, Sivas, Elazığ, and Istanbul have reached a total of 940 teachers and over 15.000 students. In June, the National Youth Conference will host a total of 16 schools, 10 from outside Istanbul and 6 from within, providing them with the opportunity to present their impactful projects to each other. On the education portal of the program, www.dogaonculeri.com, there are 1866 registered teachers.



THE BUYUK MENDERES PROGRAMME

As part of WWF-Turkiye's regional collaboration with the Chamber of Industry and the Development Agency in the textile sector, the 'Denizli’s Future is in Cleaner Production' project, initiated by the Chamber in 2022, has been successfully completed. The project aimed to conduct a feasibility analysis on resource efficiency at 40 textile companies, revealing that an €8.6 million investment across these companies has the potential for annual savings of €8.2 million. This project represents Turkey's first comprehensive study on resource efficiency in the industrial sector. Since the inception of the regional partnership for textile cleaner production in 2018, the Development Agency's financial support for cleaner production has reached 10 million TL (€1.4 million).

The successful third-year implementation of regenerative agriculture practices is completed in 17.9 hectares of Better Cotton farms. The implementation included cover crop application and termination with roller-crimper machinery, no-till and direct seeding, along with compost application. WWF-Turkiye has successfully completed the exercise to enhance the Regenerative Scorecard framework. The scorecard now features different levels (ranging from 0 to 4) of ecological enhancement, providing support for farmers and agricultural engineers in developing step-wise action plans to implement, monitor, and evaluate their farm-level regenerative practices. The Cotton Water Stewardship Committee, which aims to leverage finance for the modern irrigation pilot and to bring policy suggestions to enhance irrigation in Turkey, presented their work to the Ministry of Agriculture. The Ministry acknowledged this innovative collective action model and recognized its potential to significantly improve water efficiency in agriculture. WWF-Turkiye's dialogue with the local wetlands committee has led to the establishment of a technical working group dedicated to ensuring a barrier-free migration route for the European eel between Bafa Lake and the Delta.

IKEA

Industry	Retail
Type of Partnership	Driving sustainable business practices (The Büyük Menderes Programme)
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	25,000-100,000

TOMMY HILFIGER

Industry	Retail
Type of Partnership	Driving sustainable business practices (The Büyük Menderes Programme)
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	25,000-100,000

TCHIBO

Industry	Retail
Type of Partnership	Driving sustainable business practices (The Büyük Menderes Programme)
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	25,000-100,000

GINA TRICOT

Industry	Retail
Type of Partnership	Driving sustainable business practices (The Büyük Menderes Programme)
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	25,000-100,000

TOMMY CARES FOUNDATION

Industry	Retail
Type of Partnership	Driving sustainable business practices (The Büyük Menderes Programme)
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	25,000-100,000

VF FOUNDATION

Industry	Retail
Type of Partnership	Driving sustainable business practices (The Büyük Menderes Programme)
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	25,000-100,000



PARTNERSHIPS WITH AN ANNUAL BUDGET OF EUR25,000 OR LESS IN FY23

The following list represents all corporate partnerships that this WWF office has with an annual budget of EUR25,000 or less (including pro bono or in-kind contributions) in FY23.

A. GREEN OFFICE ENGAGEMENTS

- ALSTOM
- Baymak HQ
- BriSA R&D Office
- Gaiasourcing HQ
- Ray Insurance
- Sabancı Digital Technology Services
- Securitas Security Services
- Teknosa HQ
- Yemek Sepeti HQ
- MUFG Bank HQ
- Pasha Bank HQ

C. EARTH HOUR (Sponsor)

- Panasonic
- Daikin
- Kanyon
- İş Bankası
- Saat & Saat
- QNB Finansbank
- Aristo Communication Consultancy and Advertising

D. OTHER ENGAGEMENTS (Adoption¹, Awareness² and Licensing³)

- Borusan ENBW¹
- Data Market¹
- Reflect Studio - WWF Market³
- Garanti BBVA Eco-Friendly Bonus Card³

CORPORATE ENGAGEMENT PLATFORMS

The following list represents corporate engagement platforms that this WWF office is leading or part of and involves multilateral engagements with companies to bring about sustainable outcomes within their supply chain or consumer behaviours.

1. Benevity

For further information on corporate engagement at WWF-Türkiye, please contact: Özlem KUTLU / Corporate Engagements Senior Specialist / OKUTLU@wwf.org.tr.



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 for the benefit of people
and wildlife.

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