



CORPORATE PARTNERSHIPS REPORT

FY 2024 WWF-TÜRKİYE JULY, 2025



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, 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 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.

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 (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.

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.



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.

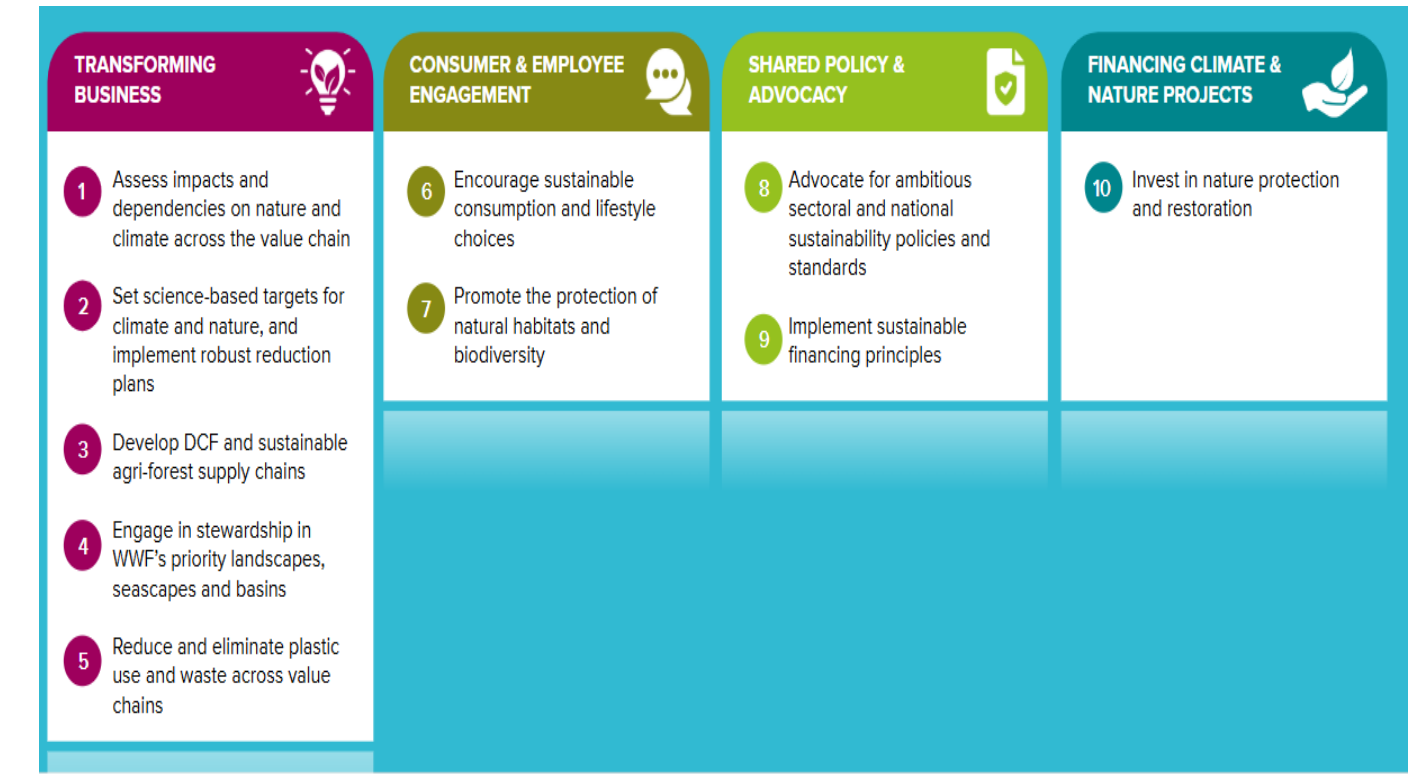
3. SHARED POLICY AND ADVOCACY

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.

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



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-XX 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 FY24, income from corporate partnerships represented 16% of this WWF office's total income.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN FY24

ETİ BURÇAK

Industry	Food & Beverages
Type of Partnership	Consumer and Employee Engagement
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

Our Soil, Our Treasure (Healthy Soil Movement) Project (2020–2024)

The project aims to identify the necessary methods for soil conservation in wheat-producing agricultural lands in Türkiye, and to develop and promote practices that improve soil quality.

Vision

Within 10 years, at least 10% of wheat-growing lands in Türkiye will widely adopt soil conservation practices by farmers.

Expected Outcome

Through this project, nature-friendly agricultural practices have been promoted in wheat cultivation areas. As a result of these practices:

- Water consumption decreased,
- Carbon emissions were reduced,
- Pesticide use was minimized.

2024 Activities and Outputs

Education and Capacity Building

Agroecology training was provided to 120 students from the faculties of agriculture in 4 universities.

A “Soil Camp” offering hands-on training was organized for 20 students.

Farmer Training and Dissemination Activities

353 farmers were personally trained on soil conservation methods in 6 provinces (Çorum, Yozgat, Kayseri, Konya, Eskişehir, Ankara) and 14 districts.

Among the 131 farmers who participated in the post-training survey, 90 stated that they were considering changing their soil management practices in the next season.

Videos sharing experiences from pilot field applications were published on farmer platforms and were viewed 1.8 million times.

Pilot Field Applications and Results

Practices such as direct seeding into stubble, cover cropping, and compost application were implemented.

Thanks to these methods:

- Soil organic matter content increased,
- Soil fertility improved,
- Despite drought, higher yields were obtained compared to surrounding fields.

Garanti BBVA

Industry	Financial Services
Type of Partnership	Philanthropic Partnership
Conservation Focus of Partnership	Forests
Budget Range (in EUR)	25,000-100,000
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 November 2024, 8 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:

1. Raising Awareness on Forest Fires in the Tourism Sector

Implementing Organization: Turkish Foresters Association Western Mediterranean Branch (TODBA)

In the Mediterranean climate zone, many tourism facilities are located in or near forested areas. These establishments are both at risk of being affected by wildfires and may also be potential sources of ignition. In Türkiye, approximately 90% of forest fires are caused by human activities, and their frequency and intensity have increased due to the impacts of climate change.

In this context, two hotels were selected as pilot sites, and a total of 120 staff and managerial personnel participated in awareness-raising and practical training sessions. The training covered topics such as causes of forest fires, preventive measures, preparedness strategies, firefighting methods, and post-fire restoration practices.

Positive developments were observed in the participants' level of knowledge and attitudes toward fire prevention. These improvements were assessed through evaluation forms, and the feedback received indicated a strong engagement with the content delivered.

2. Wildfire Preparedness and Nature Literacy Project

Implementing Organization: Yeşil Ziraat Volunteers Association (YZGD)

In regions with historically low wildfire occurrence, preparedness levels tend to be limited. However, with the growing impact of the climate crisis, these areas are becoming increasingly vulnerable to wildfire risks. It is therefore critical to enhance community-level readiness in all regions.

In this framework, a pilot implementation was carried out in the Ziraat district of Sivas. Nature literacy trainings were provided in four neighborhoods, focusing on forest ecosystems and wildfire ecology. Neighborhood-level wildfire action plans were developed collaboratively. Local knowledge and attitudes toward nature and wildfire risks were assessed through sociological surveys.

Initial trainings were provided to local institutional representatives, who were then encouraged to disseminate the knowledge to their respective communities. This approach fostered both **local engagement and a wider impact on preparedness efforts.**

3. Neighborhood-Based Risk and Resource Mapping for Wildfires

Implementing Organization: Civil Field Movement Network Association (SAHA)

This project aimed to strengthen wildfire preparedness and local-level disaster response mechanisms in 16 neighborhoods of Ula, a district in Muğla province.

Awareness-raising sessions on disaster risk management and community-based response strategies were delivered to local residents. Collaboration was established with public institutions such as the General Directorate of Forestry (OGM), energy companies (Aydem), and local municipalities. High-risk wildfire areas were identified through participatory fieldwork, leading to the creation of a Digital Risk Map, which guided preventive actions ahead of the fire season.

Additionally, a Digital Resource Inventory was developed to facilitate response planning. Coordination was established between neighborhood leaders and OGM firefighting teams. Awareness campaigns, community meetings, and preparedness trainings were also conducted. WhatsApp groups were created to support rapid communication during high-risk days.

Vodafone

Industry	Telecommunications
Type of Partnership	Transformational, customer engagement, behaviour change
Conservation Focus of Partnership	Conservation
Budget Range (in EUR)	25,000-50,000

Vodafone Türkiye joined the list of countries supporting the "One Million Phones for the Planet" campaign, launched by the Vodafone Group in collaboration with WWF (World Wildlife Fund) in 2023.

As part of the campaign, which aims to reduce electronic waste and create a more circular economy for unused mobile phones, over 500,000 phones have been collected in Europe and Africa to date. With a goal of collecting one million phones globally, the campaign encourages users to contribute to the preservation of nature by recycling their old mobile phones.

For every mobile phone collected, 45 TL is donated to our foundation's nature conservation efforts in Türkiye. Donations will contribute to WWF-Türkiye's nearly 50-year-long efforts to protect Türkiye's nature and biodiversity.

HSBC

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

Breath of the Mediterranean: Kaş-Kekova Seagrass Conservation Project

The "Breath of the Mediterranean: Kaş-Kekova Seagrass Conservation" Project was launched at the end of 2021 to protect globally threatened seagrass meadows, known as the "lungs of the seas," through a buoy system to be established in the Kaş-Kekova Marine Protected Area. Within this scope, the installation of 100 ecological moors and buoys in Kaş was completed through a local collaboration established under the technical leadership of the Ministry of Agriculture and Forestry, the District Directorate of Agriculture, the Kaş District Governorship, and financial support from HSBC and technical support from WWF-Türkiye.

Highlights of the Project Impact Report:

- The 100 ecological buoy and mooring system installed was used by nearly 12,000 vessels at a high rate of 80% in 2024. This average is on par with successful buoy systems implemented in other countries in the Mediterranean basin.
- Anchoring rates in the Kaş Marine Protected Area Hotspots (priority areas for biodiversity richness) decreased by approximately 70%, while protection was provided for seagrass meadows such as Posidonia oceanica, Cyomodocea nodosa, and Halophila stipulacea.
- Based on the maximum circular benefit range of one buoy and mooring area of 450 m², the negative impacts of mooring in 45,000 m² of benthic habitat (bottom habitat) were mitigated with 100 buoys.
- The project achieved a 5% reduction in fuel consumption and engine maintenance costs due to boats being moored to buoys rather than anchored.
- According to the modeling, it is estimated that 80% effective use of the buoy system and the reduction in fuel use will lead to a potential carbon storage effect of 580-2,250 tons of CO₂ per year.

QNB
Finansbank

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

Youth Nature Leaders Program is a youth program supported by the Ministry of National Education and implemented in seven regions of Türkiye, aiming to empower teachers and students through nature education. Students participating in the program work with their teachers to develop projects in the field of nature conservation.

In June 2024, 15 teachers and 53 students from 11 provinces (Antalya, Bartın, İzmir, Kocaeli, Tunceli, Kahramanmaraş, Muş, Tekirdağ, Mersin, Balıkesir, and İstanbul) participated in the National Youth Conference held in İstanbul under the sponsorship of QNB, within the scope of 14 selected projects. Awards and certificates were presented to the students and teachers who gave project presentations. In the same year, a partnership was reestablished with QNB.

The protocol process with the Turkish Ministry of National Education was extended. In November 2024, 10 teachers from 10 different provinces (Ankara, Aydın, Bingöl, Burdur, Istanbul, Kars, Niğde, Sakarya, Trabzon, and Zonguldak) were assigned to the program. These teachers, who completed 30 hours of training in Istanbul, provided face-to-face training to a total of 346 teachers in different provinces. The WWF-Türkiye team provided online training to 149 teachers. Throughout 2024, the five asynchronous training modules on the www.dogaonculeri.com portal were viewed a total of 11,000 times.

At the National Conference to be held in June 2025, 11 schools from outside Istanbul and 2 schools from within Istanbul will have the opportunity to present their effective projects.



THE BUYUK MENDERES PROGRAMME

As part of WWF-Türkiye’s Water Stewardship Program, the fourth season of regenerative agriculture across 17.9 hectares of Better Cotton farms has been completed, with comprehensive data collection for monitoring and evaluation (M&E). On a 15.5-hectare farm, investment in modern irrigation led to a 60% reduction in water use, saving approximately 58,000 m³ of water annually. The outcomes of this fourth year will be finalized and shared with partners in the first quarter of 2025. WWF-Türkiye conducted a cost-benefit analysis of regenerative cotton pilot projects on 7.9 hectares, showing that regenerative cotton farming becomes profitable as yield losses are gradually recovered over five years. With varying levels of government support, the payback period ranged from two to three years, with net accumulated cash reaching \$448,000 to \$530,000 by year ten. These results will be shared with the Ministry of Industry in 2025 to inform potential government-backed financial support for regenerative farming. WWF-Türkiye finalized the Regenerative Cotton Scorecard, a tool to guide farmers and agricultural engineers in developing step-by-step action plans for implementing, monitoring, and evaluating regenerative practices. The Scorecard, along with guidelines, will be publicly available in English in 2025.

WWF-Turkiye also facilitated the launch of a technical working group by the Aydın Governorate to restore habitats and migration routes of the European eel in Bafa Lake and the Buyuk Menderes Delta. The group, consisting of 45 stakeholders from public authorities, NGOs, academia, fisheries cooperatives, and municipalities, identified key challenges and developed an action plan with 14 activities across three objectives: restoring habitats, enhancing the eel population, and fostering local stewardship for habitat restoration.

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

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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

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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

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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 FY24.

A. GREEN OFFICE ENGAGEMENTS

- ebebek
- Teknosa HQ
- Ray Insurance
- Teknosa HQ
- Yemek Sepeti HQ

C. EARTH HOUR (Sponsor)

- Panasonic
- QNB Finansbank
- ETİ
- Daikin
- Kanyon
- İş Bankası
- Saat & Saat

D. OTHER ENGAGEMENTS (Adoption¹, Awareness² and Licensing³)

- Reflect Studio - WWF Market³
- Vakkorama-Licensing
- 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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and wildlife.

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