



CORPORATE PARTNERSHIPS REPORT

FY 2024 WWF-MESOAMERICA
SEPTEMBER, 2025

WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 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, 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 organisation 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

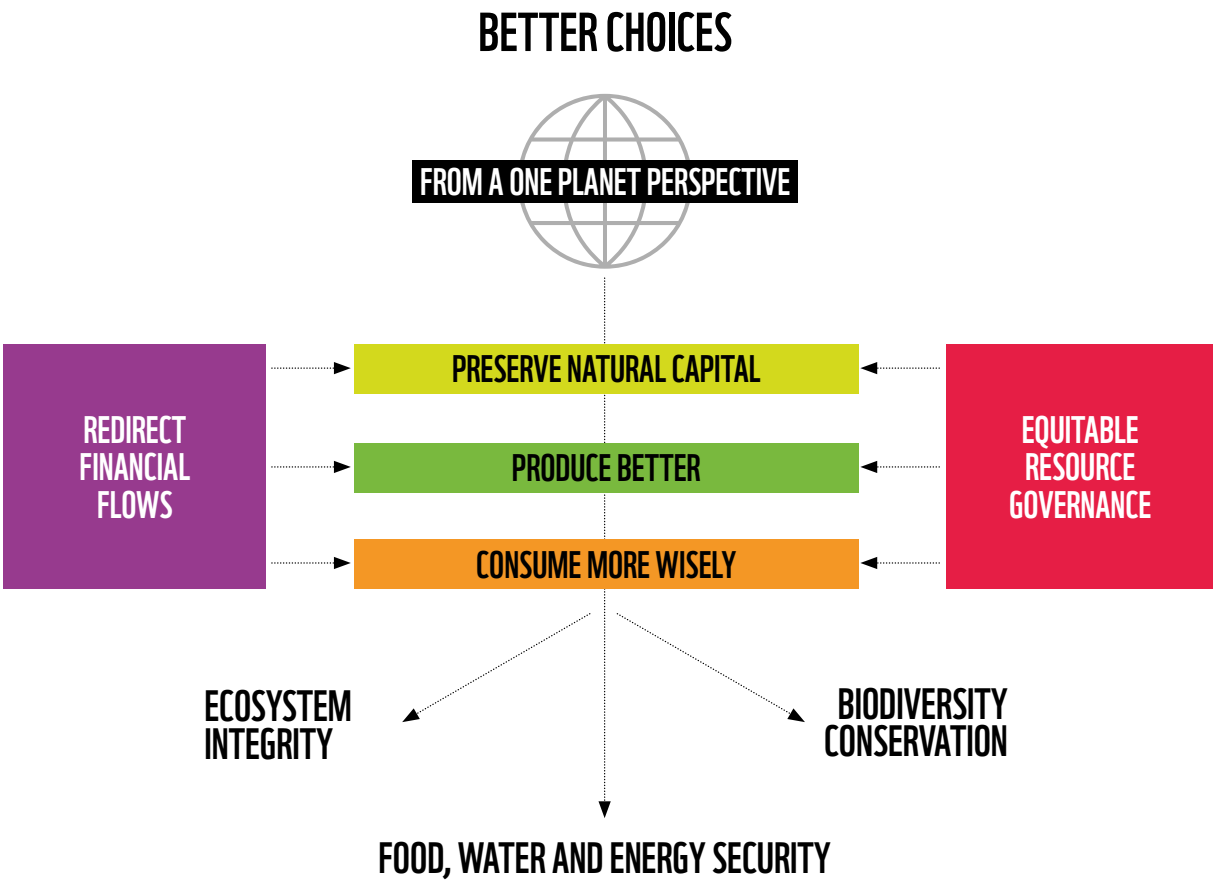
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

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 global. 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.

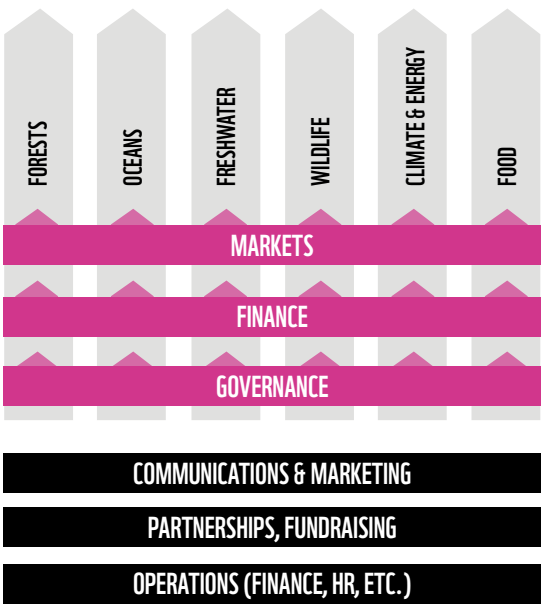
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

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. 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 (and to engage in public policy discussions at global and local level, 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 work 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

Our cooperation 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 three 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.

WWF partners on a philanthropic or awareness-raising level with companies that are undertaking substantial action to improve their sustainability performance, or that have negligible environmental impacts.

Many partnerships with companies use a combination of these approaches.

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.

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-Mesoamerica 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.

In FY24, income from corporate partnerships represented 13.36% of this WWF office's total income.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR100,000 IN FY24

COMPANY NAME ABASA S.A.

Industry	Beverages
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	100,000-250,000
URL link to partnership webpage	https://www.wwfca.org/nuestrotrabajo/agua/

Brief description of partnership

The Global WWF - Coca-Cola Company Alliance has been active in the Mesoamerican Reef since 2007. Working with local Coca-Cola bottlers and civil society, in FY 24, we have achieved the following results in Sierra de las Minas Biosphere Reserve in Guatemala:

- 600 hectares of cloud forest continuously protected from forest fire threat (since 2016)
- 1 watershed governance mechanism operating (watershed technical board)
- 2050 persons continuously sensitized to the importance of integrated watershed management
- 113 hectares of reforestation/regeneration (since 2016)
- 46 forest firefighters trained and equipped
- Active engagement in the Motagua river coalition led by the Government of Guatemala

COMPANY NAME LOS VOLCANES

Industry	Beverages
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	100,000-250,000
URL link to partnership webpage	https://www.wwfca.org/nuestrotrabajo/agua/

Brief description of partnership

The Global WWF - Coca-Cola Company Alliance has been active in the Mesoamerican Reef since 2007. Working with local Coca-Cola bottlers and civil society we have achieved the following results in Samala and Ocosito watersheds in Guatemala.

This initiative provides educational information, organizes activities where citizens can participate, promotes local legislation, and presents the benefits offered by its partners to motivate stakeholders to begin or continue with a 3R culture: reducing, reusing, and recycling.

- Water quality monitoring and dry season isotope water study ongoing.
- 42.30 hectares reforested in both watersheds
- Two watershed governance bodies governance bodies (watershed technical boards) are supporting integrated watershed management
- Birdwatching workshops carried out to build ecotourism businesses
- One fire brigade formed and equipped

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR100,000 IN FY24

COMPANY NAME EMBOCEN

Industry	Beverages
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	100,000-250,000
URL link to partnership webpage	https://www.wwfca.org/nuestrotrabajo/agua/

Brief description of partnership

The Global WWF - Coca-Cola Company Alliance has been active in the Mesoamerican Reef since 2007. Working with local Coca-Cola bottlers and civil society we have achieved the following results in Maria Linda watershed in Guatemala:

- Stable isotopes monitoring conducted in both wet and dry seasons is ongoing.
- A watershed management plan developed and validated by the technical committee and landowners. This plan identifies 418 hectares for forest protection.
- One watershed governance body (watershed technical board) supported

COMPANY NAME COCA-COLA COMPANY

Industry	Beverages
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	100,000-250,000
URL link to partnership webpage	https://reciclalos.com/

Brief description of partnership

Reciclalos is a multi-sector initiative, including government, municipalities, academia, companies and civil society members, who work together to promote responsible consumption and circular economy in Guatemala.

In FY 24 results include:

- 819 Tons of recycling recovered during the year
- 3 waste collectors’ groups with strengthened capacities
- 4 municipalities supported through waste characterization analyses or diagnostic studies of recycling status at the local or regional level.
- 2 sites identified to establish transfer sites for municipal solid waste management and their designs validated with authorities and stakeholders.
- 8 municipalities identified to assess waste pickers and recycling conditions

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR100,000 IN FY24

COMPANY NAME

AIRBNB

Industry	Hospitality and tourism
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Wildlife
Budget Range (in EUR)	100,000-250,000
URL link to partnership webpage	https://news.airbnb.com/costa-rica-by-land-an-initiative-to-promote-responsible-tourism-recovery/

Brief description of partnership

Our partnership with AirBnB focuses on citizen science for conservation of jaguars and marine turtles in two locations in Costa Rica: communities nearby Rincon de la Vieja volcano and Tortuguero and Barra Colorada National Parks.

WWF partnered with three local organizations: Amigos de Felinos Association, TurtleLove, and ProParques. Results to date include:

- 105 community members strengthened their capacities in use of camera traps for monitoring of wildlife; analysis of data collected; communication of results; and conducting interviews to identify conflict hotspots and computer skills
- A monitoring protocol with the use of camera traps was developed to determine the relationship between jaguars and sea turtles and communities
- 4 communities with awareness raising communication products with information on activities implemented and wildlife species identified from camera traps

In Rincon de la Vieja, the participating communities are local leaders in jaguar conservation. The initiative strengthened their capacities to conduct analysis of the data collected from the monitoring of jaguars and wildlife using camera traps. As well as the creation of eco-touristic products based on results from camera trap monitoring.

In the coastal communities of Barra del Tortugero and Parismina citizen science monitoring of jaguars focused on understanding the interaction of jaguars and sea turtles. Determining jaguar diet and identifying hotspots of human wildlife conflict are in process.

Additionally, these communities were also trained as Marine Litter Scientists to understand the impact of marine litter on these species. With the results from the collaborative marine litter sampling, mitigation measures will be identified and implemented.

- 34 persons trained as marine litter scientists

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

COMPANY NAME
FUNDACIÓN
CERVECERÍA
HONDUREÑA S.A.

Industry	Beverages
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	25,000-100,000
URL link to partnership webpage	https://www.wwfca.org/nuestrotrabajo/agua/

Brief description of partnership

The Global WWF - Coca-Cola Company Alliance has been active in the Mesoamerican Reef since 2007. Working with local Coca-Cola bottlers and civil society we have achieved the following results in Honduras:

- 70 hectares of agroforestry
- 38 smallholders trained on better agriculture practices and agroforestry systems
- 38 agroforestry systems

Media campaign on forest fire prevention

Social media animated videos on forest fire prevention in Merendon mountains.

With the following reach:

- 1,570,361 Facebook users
- 546,030 YouTube impressions
- 51,366 X impressions

Forest fire prevention school curriculum for 10 local schools.

The collaboration with the local Coca-Cola bottler also aims to recover enough plastic for recycling as they produce plastic bottles. WWF supports this commitment and in FY 24 the following was achieved:

- 50 tons of recycling materials collected
- 7 people with new or better jobs because of EMA (environmental management system) assistance.
- 200 young people trained in gender equality

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.

Recíclalos is a multi-sector initiative, including government, municipalities, academia, companies and civil society members, who work together to promote responsible consumption and circular economy in Guatemala.

This initiative has a digital platform: <http://www.reciclaos.com> that provides educational information, organizes activities where citizens can participate, promotes local legislation and presents the benefits offered by its partners to motivate stakeholders to begin or continue with a 3R culture: reducing, reusing and recycling

Recíclalos: <http://www.reciclaos.com>

For further information on corporate engagement at WWF-Mesoamerica, please contact:
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A photograph of a tropical beach with many palm trees and a clear blue sky. In the foreground, there is a concrete pier or walkway with some outdoor seating and umbrellas. The water is a vibrant turquoise color.

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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