

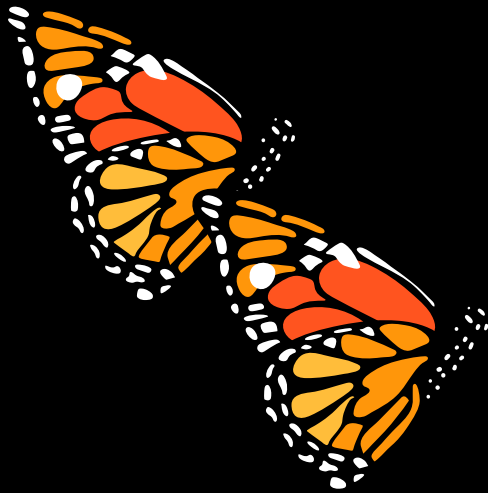
CORPORATE PARTNERSHIP REPORT

FY 24-25
WWF MÉXICO



-----> Bring **Nature** Back

TABLE OF CONTENTS



BRING NATURE BACK

9

LOCALLY MANAGED PARTNERSHIPS

11

PRO BONO, IN-KIND
CONTRIBUTIONS AND CORPORATE
ENGAGEMENT PLATFORMS

18

CONTACT INFORMATION

22

NATURE AT THE BRINK

3

OUR WORK WITH THE CORPORATE
SECTOR

4

STRATEGIC APPROACH

3

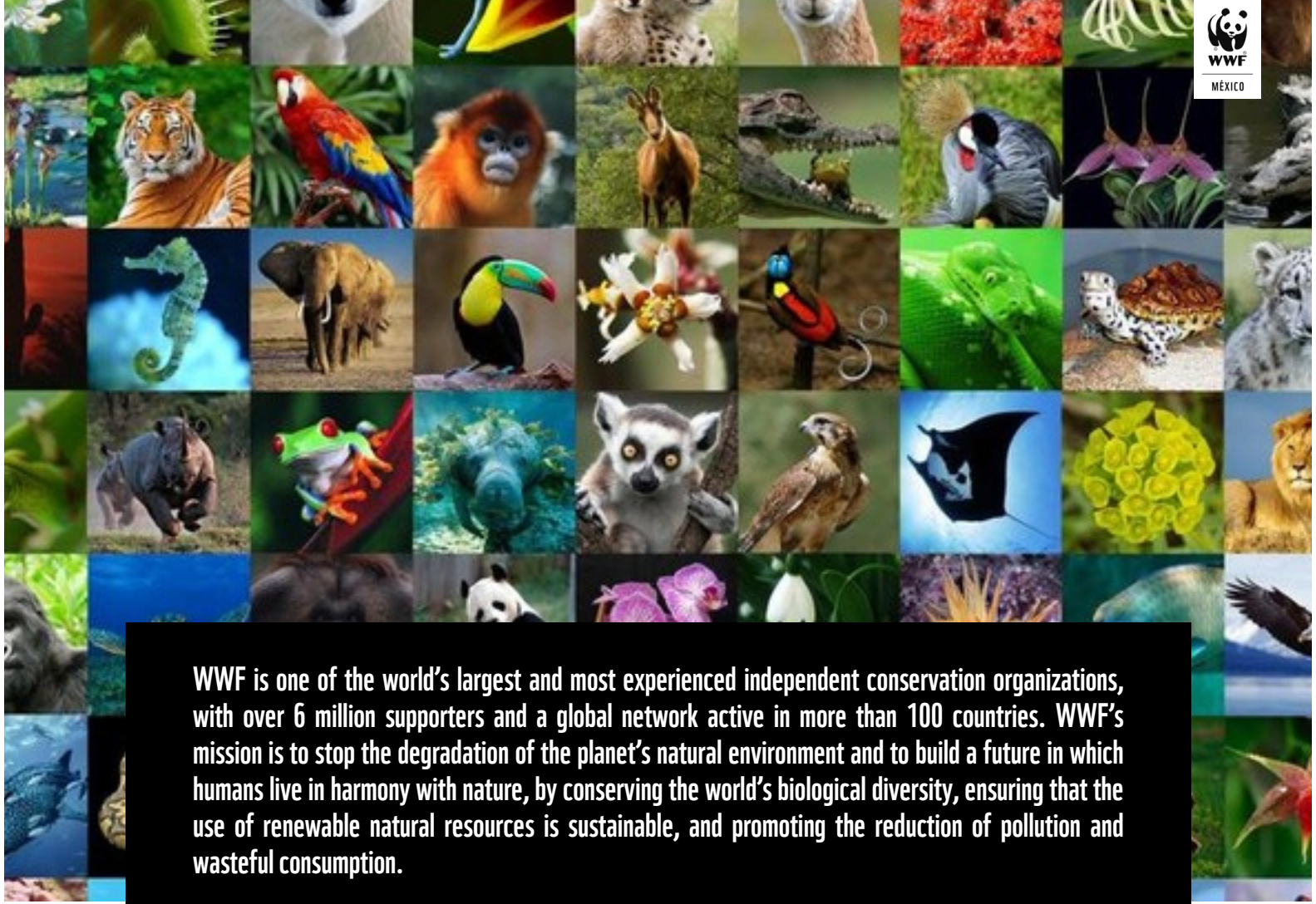
TYPES OF PARTNERSHIPS

6

TRANSPARENCY AND
ACCOUNTABILITY

8





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 that 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.

WWF continues to deliver locally in crucial ecoregions around the world focusing on our seven topic areas – biodiversity, forests, finance, oceans, freshwater, climate & energy, and food.

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.



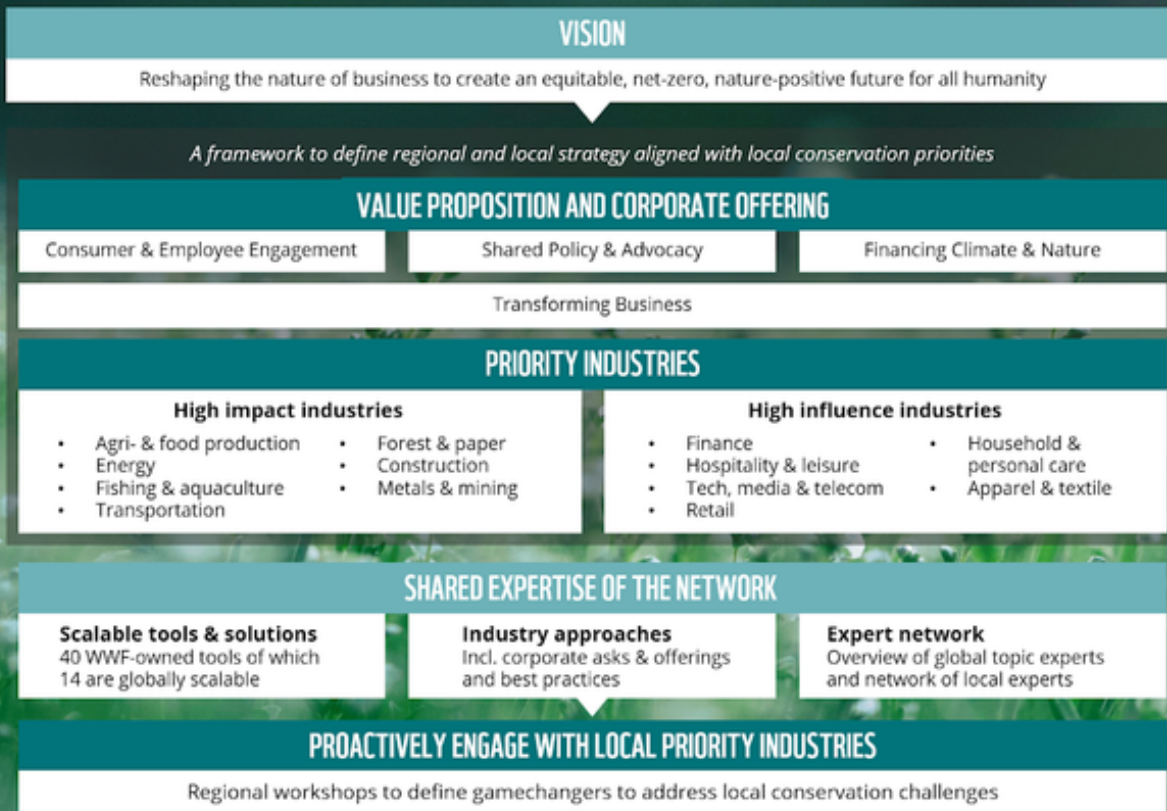
WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

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.

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



WWF CORPORATE ENGAGEMENT. A STRATEGIC APPROACH TO UNLOCK UNTAPPED POTENTIAL



WE ENCOURAGE TRANSFORMATION

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.

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

1 | 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

2 | Consumer & Employee Engagement

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

3 | 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

4 | 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

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.

TRANSFORMING BUSINESS



- 1 Assess impacts and dependencies on nature and climate across the value chain
- 2 Set science-based targets for climate and nature, and implement robust reduction plans
- 3 Develop DCF and sustainable agri-forest supply chains
- 4 Engage in stewardship in WWF's priority landscapes, seascapes and basins
- 5 Reduce and eliminate plastic use and waste across value chains

CONSUMER & EMPLOYEE ENGAGEMENT



- 6 Encourage sustainable consumption and lifestyle choices
- 7 Promote the protection of natural habitats and biodiversity

SHARED POLICY & ADVOCACY



- 8 Advocate for ambitious sectoral and national sustainability policies and standards
- 9 Implement sustainable financing principles

FINANCING CLIMATE & NATURE PROJECTS



- 10 Invest in nature protection and restoration



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.

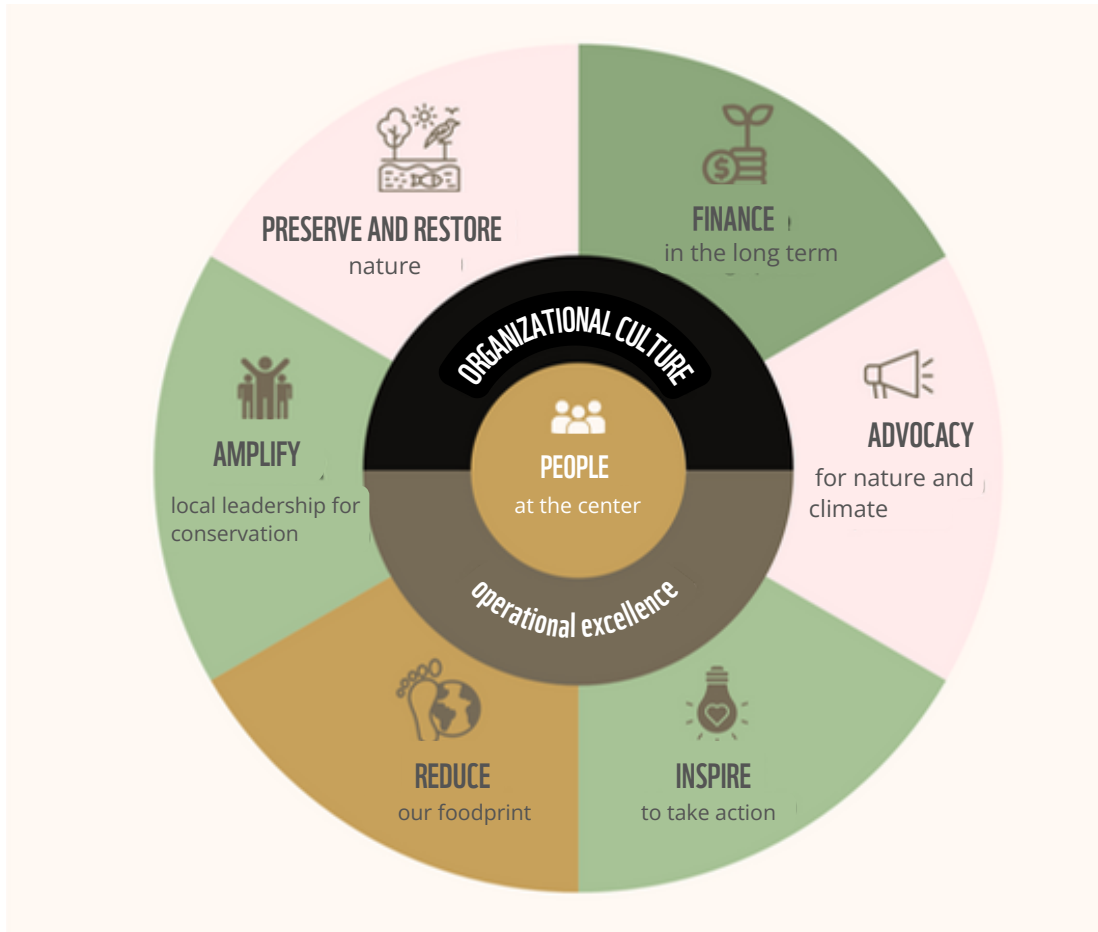
We want all our partnerships with companies to deliver the greatest impact possible, with the goal of creating lasting results at scale. We have, therefore, started a process of deeper and more systematic assessment of the targets and the outcomes we achieve in our work with the private sector and specifically 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](#).



*GlobeScan / [ERM Sustainability Institute](#) Leaders 2024 Survey

Bring **Nature** Back



»»» BNB STRATEGY

At WWF Mexico, we are reinventing ourselves. We want to bring nature back and help our country recover its natural spaces over the next decade, for the well-being of both people and the planet.

The Bring Nature Back strategy is simple and direct, six interconnected and complementary pillars that support one ambitious goal: Conserve, Restore, Reduce, Finance, Advocate, and Inspire. This strategy aims for Mexico to reclaim its natural spaces, reduce its ecological footprint, and achieve transformative change in its development model to halt biodiversity loss and confront climate change, for the benefit of people and nature.

For a future where humans live in harmony with nature.

THIS REPORT



The aim of this report is to give an overview of the partnerships that WWF-México 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 involved and for overseeing the engagement activities within the country. In some cases, these agreements have been established by other WWF offices as part of broader regional initiatives, which include activities to be implemented in Mexico.

In FY24, income from corporate partnerships represented

27.3%

of WWF Mexico office's total income portfolio.



MÉXICO

LOCALLY MANAGED PARTNERSHIPS

Partnerships managed and contracted directly by WWF Mexico, with funding and collaboration established at the national level.

Airbnb



COMPANY NAME

AIRBNB



INDUSTRY

Tourism and accommodation



TYPE OF PARTNERSHIP

Financing Climate and Nature



CONSERVATION FOCUS OF PARTNERSHIP

Oceans



BUDGET RANGE (IN USD)

250,000 - 500,000

AIRBNB: PROTECTING BIODIVERSITY AND SUPPORTING COMMUNITIES ACROSS MEXICO

With Airbnb's support, WWF is advancing biodiversity conservation in Mexico through key initiatives like marine turtle monitoring in the Islas Marías Biosphere Reserve, home to emblematic species such as hawksbill, olive ridley, and green turtles, as well as the endemic María Islands hawk. This partnership has enabled capacity-building for rangers and local authorities, the donation of mobile biological stations, and the use of satellite tracking to strengthen scientific knowledge and conservation efforts.

In addition to its work in Islas Marías, Airbnb contributes to conservation in other priority landscapes across the country. In Jalisco, it supports ghost gear removal and beach cleanups along the coast. In Mexico City, it backs conservation work in the Parque Ecológico de Xochimilco, a key urban wetland. And in the Yucatán Peninsula, Airbnb promotes sustainable tourism initiatives with a strong focus on community empowerment and local social impact.

Danone



COMPANY NAME

DANONE



INDUSTRY

Agri-food sector,
specialized in the
production of food and
beverages



TYPE OF PARTNERSHIP

Financing Climate and
Nature



CONSERVATION FOCUS OF PARTNERSHIP

Forest & freshwater



BUDGET RANGE (IN USD)

25,000 - 100,000

WATERSHED RESTORATION IN NEVADO DE TOLUCA TO PROTECT MONARCH FORESTS AND WATER SUPPLY IN THE STATE OF MEXICO

WWF and Danone have partnered to restore degraded soils and forests in the sub-watersheds of Nevado de Toluca, a critical area for water supply in the State of Mexico and a key wintering site for the Monarch butterfly. The project focuses on reforesting native pine and oyamel forests, creating local employment while recovering essential ecosystem services such as water capture, carbon sequestration, and biodiversity. It also includes the construction of gabion dams in erosion-prone areas to reduce sediment runoff and restore soil health. Activities are carried out in collaboration with the San Juan de las Huertas ejido and supported by PROBOSQUE and CONANP to ensure ecological integrity and sustainable development for local communities.

Fundación AXA México



COMPANY NAME

Fundación AXA México



INDUSTRY

Insurance sector



TYPE OF PARTNERSHIP

Financing Climate and Nature



CONSERVATION FOCUS OF PARTNERSHIP

Forest & freshwater



BUDGET RANGE (IN USD)

100,000 - 250,000

SCALING FOREST CONSERVATION AND COMMUNITY-LED RESTORATION IN PRIORITY LANDSCAPES

With support from Fundación AXA México, WWF is advancing three strategic initiatives that integrate conservation and community resilience. In the Copalita-Zimatán-Huatulco (CZH) watershed in Oaxaca, regenerative agriculture is being strengthened across three watersheds. The project supports agroecological innovation, forest restoration (90 ha), spring protection, and sustainable livelihoods in value chains like coffee and agave, led by community groups such as Alianza Suchixtepec and Unión San Pedro.

In the Sierra Tarahumara, efforts focus on restoring 25 hectares through soil and moisture conservation structures to reduce erosion, retain sediments, and improve water availability, while engaging communities through training and job creation.

In the Monarch Butterfly wintering region, 15,000 hectares of forest are being improved under responsible management. Community forest owners benefit from FSC certification and forest carbon credits through the Mexico Forest Protocol (PFM-CAR), enhancing biodiversity, climate action, and local development.

Grupo Modelo



COMPANY NAME

Grupo Modelo



INDUSTRY

Brewing industry



TYPE OF PARTNERSHIP

Shared Policy and Advocacy



CONSERVATION FOCUS OF PARTNERSHIP

Freshwater



BUDGET RANGE (IN USD)

25,000 - 100,000

MEXICO WATER FOOTPRINT STUDY

WWF Mexico and Grupo Modelo are collaborating on a proposal to update the country's Water Footprint Study, originally published in 2012. Given the critical state of Mexico's freshwater resources, where per capita water availability has dropped dramatically from 18,035 m³/year in 1950 to just 3,692 m³/year today, this update is essential to inform sustainable water use across sectors. The new study will build on over 15 years of WWF's watershed conservation efforts in key river basins such as the Upper Conchos, Copalita-Zimatán-Huatulco, and San Pedro Mezquital.

This collaboration with Grupo Modelo reflects a shared commitment to understanding how production and consumption patterns impact freshwater ecosystems, and to promoting responsible water stewardship as a foundation for sustainable development.

Reckitt Benckiser



COMPANY NAME

Reckitt Benckiser - Finish



INDUSTRY

Consumer goods company operating across home care, hygiene, and health segments.



TYPE OF PARTNERSHIP

Financing Climate and Nature



CONSERVATION FOCUS OF PARTNERSHIP

Forest & freshwater



BUDGET RANGE (IN USD)

100,000 - 250,000

PROMOTING HYGIENE PRACTICES BY IMPROVING ACCESS TO WATER IN MEXICO.

Reckitt and WWF have partnered to restore the watersheds feeding the Cutzamala System, which supplies water to over six million people in Mexico City's Metropolitan Area. Over a three-year period, the initiative will produce and plant 900,000 native tree seedlings to restore 756 hectares of degraded forest in key recharge zones. The partnership also supports sustainable livelihoods by engaging women and youth in community nurseries and reforestation activities, while promoting water conservation and biodiversity through environmental education in Atizapán and Tlalpan—home to Reckitt's main manufacturing facilities. WWF provides science-based technical guidance and works closely with local communities, as part of broader efforts to restore the Monarch Butterfly Region.

Santander



COMPANY NAME

Santander



INDUSTRY

Bank



TYPE OF PARTNERSHIP

Financing Climate and Nature



CONSERVATION FOCUS OF PARTNERSHIP

Oceans



BUDGET RANGE (IN USD)

100,000 - 250,000

TACKLING MARINE PLASTIC AND GHOST GEAR

Through its LikeU Blue digital credit card, Santander supports WWF Mexico's efforts to remove ghost gear from Bahía de Banderas, Nayarit. For every card issued, Santander donates \$25 MXN to the initiative, helping protect marine life and support sustainable fisheries.

WWF has worked in this marine priority region since 2019, where 18 species of marine mammals, nearly half of Mexico's total find refuge. In collaboration with local communities, WWF removes ghost gear and trains specialized divers in safe retrieval techniques.

Beyond financial support, Santander deepened its commitment by hosting a photo exhibit at its corporate headquarters to raise awareness among employees about plastic pollution in oceans and seafood. Additionally, staff took part in a volunteer beach cleanup in Bahía de Banderas, promoting direct engagement with marine conservation.



MÉXICO

PRO BONO, IN-KIND CONTRIBUTIONS AND CORPORATE ENGAGEMENT PLATFORMS



Creel, García-Cuéllar, Aiza y Enriquez Abogados



COMPANY NAME

Creel, García-Cuéllar, Aiza y Enriquez Abogados



INDUSTRY

Legal consultant



TYPE OF PARTNERSHIP

Shared Policy and Advocacy



CONSERVATION FOCUS OF PARTNERSHIP

-



BUDGET RANGE (IN USD)

Pro bono

PRO BONO LEGAL SUPPORT FOR A SHARED PLANET

For nearly two decades, Creel, García-Cuéllar, Aiza y Enríquez has supported WWF Mexico through high-level pro bono legal counsel, contributing to the integrity and success of our conservation work. Their guidance has been vital across a broad range of legal areas, including contract drafting, agreements, and intellectual property matters. This trusted collaboration ensures WWF's initiatives are fully aligned with Mexican legal and regulatory frameworks, allowing us to focus on delivering impact with confidence.

Creel's continued partnership reflects a strong commitment to social and environmental responsibility. By helping us navigate legal complexities, they play a behind-the-scenes but fundamental role in enabling conservation and environmental awareness efforts throughout the country.

Fundación Cinépolis



COMPANY NAME

Fundación Cinépolis



INDUSTRY

Film and entertainment



TYPE OF PARTNERSHIP

Consumer Engagement



CONSERVATION FOCUS OF PARTNERSHIP

Freshwater



BUDGET RANGE (IN USD)

Pro bono

RAISING AWARENESS THROUGH CINEMA: FUNDACIÓN CINÉPOLIS AND WWF MEXICO

Through a pro bono donation Fundación Cinépolis supported WWF by screening a one-minute spot highlighting our work on water and community engagement in the Copalita-Zimatán-Huatulco watershed. The cineminuto ran for two weeks (March 27 to April 9, 2025) across 4,068 movie theaters in 494 locations throughout Mexico, reaching an audience of over 5.4 million people with 226,739 total screenings. This generous collaboration helped raise public awareness of WWF's work and the importance of water conservation and collaboration with the communities.

PLASTIC PACT



The Mexico Plastics Pact (PPMX) is part of a global network of 13 voluntary agreements working to address the escalating challenge of plastic pollution. The Pact brings together key stakeholders from across the plastics value chain in Mexico, including businesses, government agencies, academia, and civil society organizations, to accelerate the transition to a circular plastics economy.

Currently, the Pact's activating members, **Danone, LALA, Yakult, Bioelements, Maritime Procurement Services, and Evertis**, are demonstrating leadership through joint action to eliminate problematic plastics and improve plastic management in the country.

[Web Page](#)



As part of this collective effort, in 2024 the Pact developed a "Guidance for the Private Sector: Addressing Problematic and Avoidable Plastics in Mexico." This document was the result of a series of technical workshops and stakeholder discussions held between May and August 2024, with the participation of Pact members, collaborators, and other key actors across the plastic value chain. The guidance aims to support companies in identifying and addressing the most harmful plastics used in the national context and in aligning with circularity goals.





BRING
NATURE
BACK



WWF MÉXICO

For further information on
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