



INDONESIA

# CORPORATE PARTNERSHIPS REPORT

WWF-INDONESIA CORPORATE  
PARTNERSHIPS FISCAL YEAR 2024

## FOR FURTHER INFORMATION ON PARTNERSHIPS, PLEASE CONTACT WWF-INDONESIA



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## 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.**

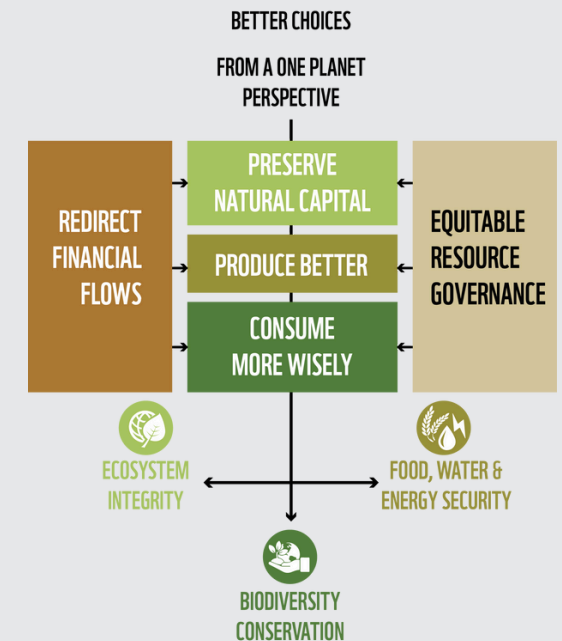
WWF continues to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – wildlife, forests, oceans, freshwater, climate and energy, and food – and three key drivers of environmental degradation – markets, finance and governance. We are creating global communities 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.

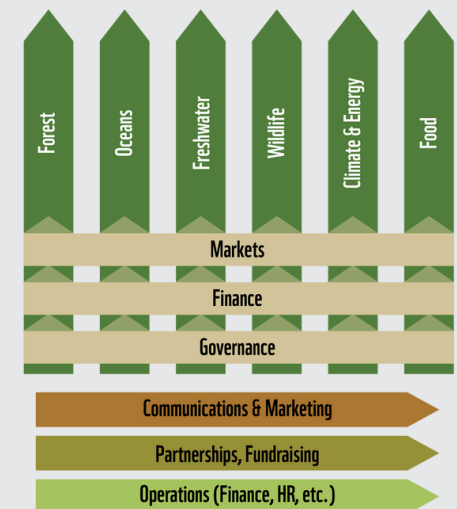
© WWF-Indonesia

## OUR VISION FOR CHANGE



## HOW WE MAKE IT HAPPEN

6 global goals, 3 cross-cutting drivers, delivered by powerful communities of practice and partners





An aerial photograph of a dense, lush green forest canopy, showing a variety of tree species and a thick layer of foliage. The image is used as a background for the text on the left side of the page.

# 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.



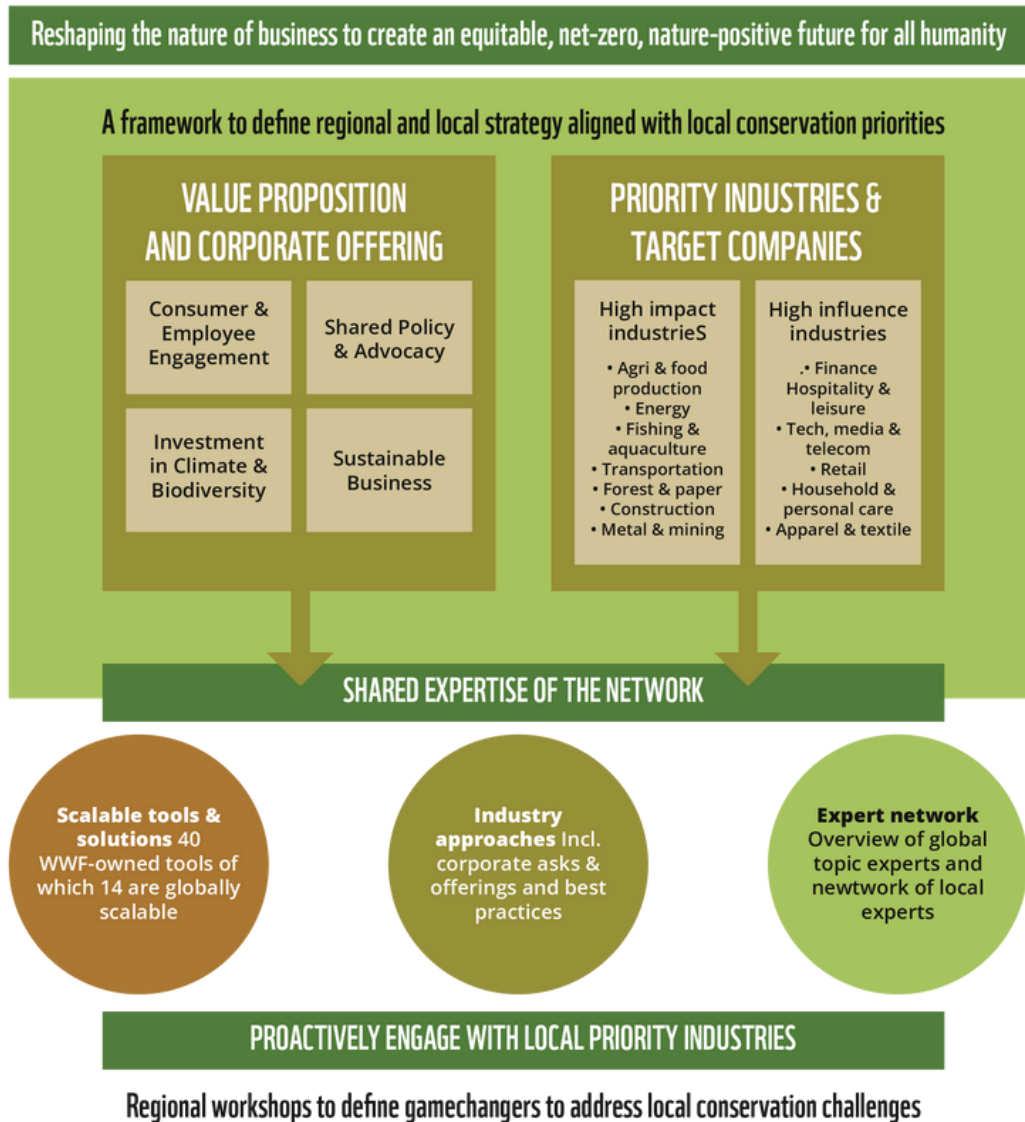
# WWF CORPORATE ENGAGEMENT: A STRATEGIC APPROACH TO UNLOCK UNTAPPED POTENTIAL

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms such as

- [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](#), [Build Back Better](#), [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-Indonesia has with individual companies.

## VISION:





# OUR WORK IN CORPORATE PARTNERSHIPS

## WWF WORKS WITH COMPANIES TO ACHIEVE OUR CONSERVATION GOALS.

NGO-company partnerships require open communication and mutual challenges to address real issues. While these partnerships offer opportunities for both sides, they also involve risks. At WWF, we mitigate these risks through clear guidelines, due diligence, and the right to public comment. 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:

### 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.

## OUR VISION FOR CHANGE

### CONSUMER & EMPLOYEE ENGAGEMENT



**Drive awareness and activate behavioral change** by communicating, education and incentivising 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-INDONESIA 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;
- Influence policies that lead to bold ambitions and integrated actions;
- 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 FY24, income from corporate partnerships represented **xx%** of this WWF office's total income.



# ABOUT WWF

WWF, the global conservation organization, is one of the world's largest and most respected independent conservation organizations. Today, WWF is active in over 100 countries, and employs more than 8000 people worldwide. WWF's mission is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature, by:



**CONSERVING**  
the world's  
biological  
diversity

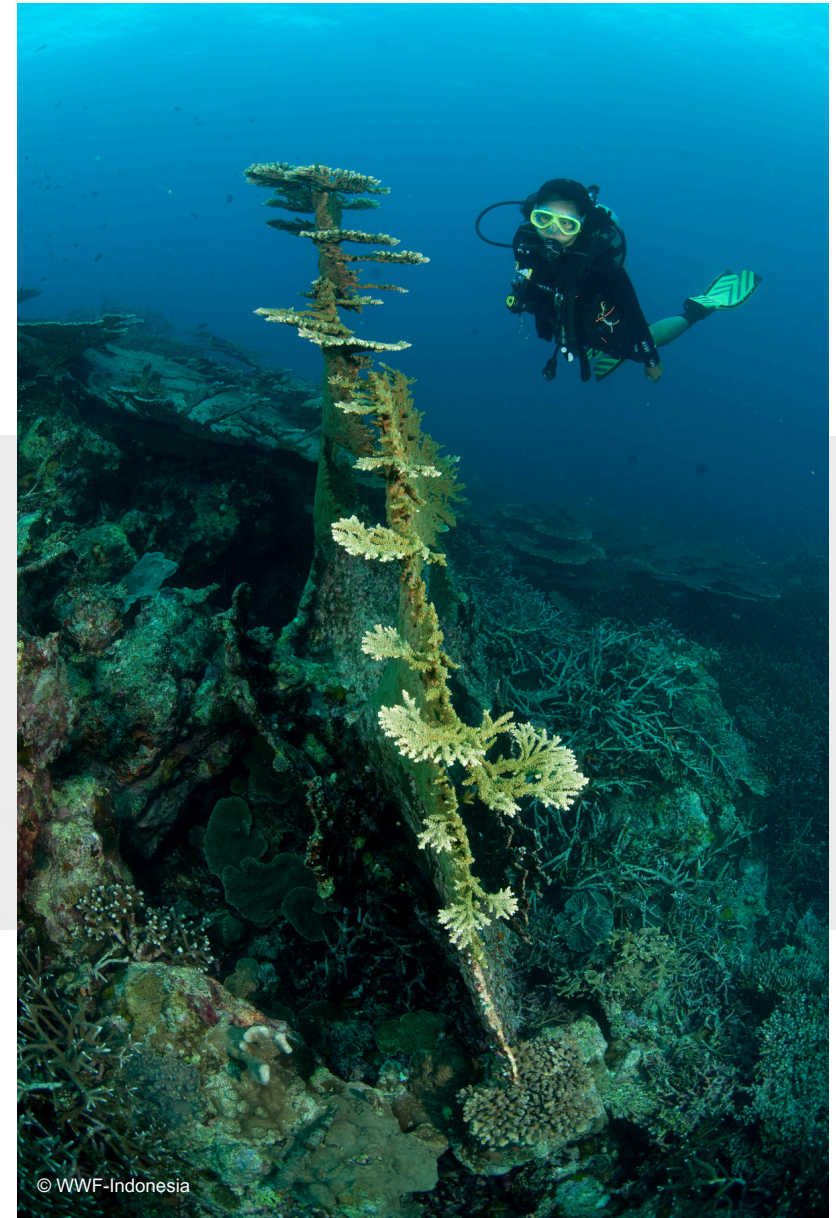


**ENSURING**  
that the use of  
renewable natural  
resources is  
sustainable



**PROMOTING**  
the reduction  
of pollution  
and wasteful  
consumption

WWF works with the corporate sector to reshape the nature of business to create an equitable, net-zero, nature-positive future for all humanity. We do this by engaging, challenging and collaborating with businesses and others to implement science-based solutions and catalyse systemic change that reverses nature loss and tackles climate change.



# OUR MISSION

## TO CONSERVE BIODIVERSITY IN INDONESIA AND REDUCING HUMAN IMPACT



Realizing the governance of ecosystems and biodiversity of Indonesia in a just and sustainable way for the welfare of the Indonesian people by:



Implementing and promoting best conservation practices based on science, innovation and traditional wisdom



Building coalitions and partnering with civil society, working with governments and the private sector for sustainable development



Promoting the ethics of environmental conservation by raising awareness and conservation action among rural and urban communities



Advocating and influencing policies and supporting law enforcement at institutions responsible for promoting good environmental governance



# WWF-INDONESIA'S CONTRIBUTION TO SUSTAINABLE DEVELOPMENT GOALS

## SUSTAINABLE DEVELOPMENT GOALS



### MARINE & FISHERIES



### FOREST & WILDLIFE



### CLIMATE & MARKET TRANSFORMATION





# ABOUT WWF-INDONESIA

YAYASAN WWF INDONESIA (WWF-INDONESIA) IS AN INDEPENDENT NATIONAL CONSERVATION ORGANIZATION AND PART OF WWF GLOBAL NETWORK. STARTED ON 1962 WITH JAVAN RHINO RESEARCH IN UJUNG KULON, WWF-INDONESIA CURRENTLY WORKING TOGETHER WITH GOVERNMENT, LOCAL COMMUNITY, NGO, INDIGENOUS PEOPLE, AND GENERAL PUBLIC.

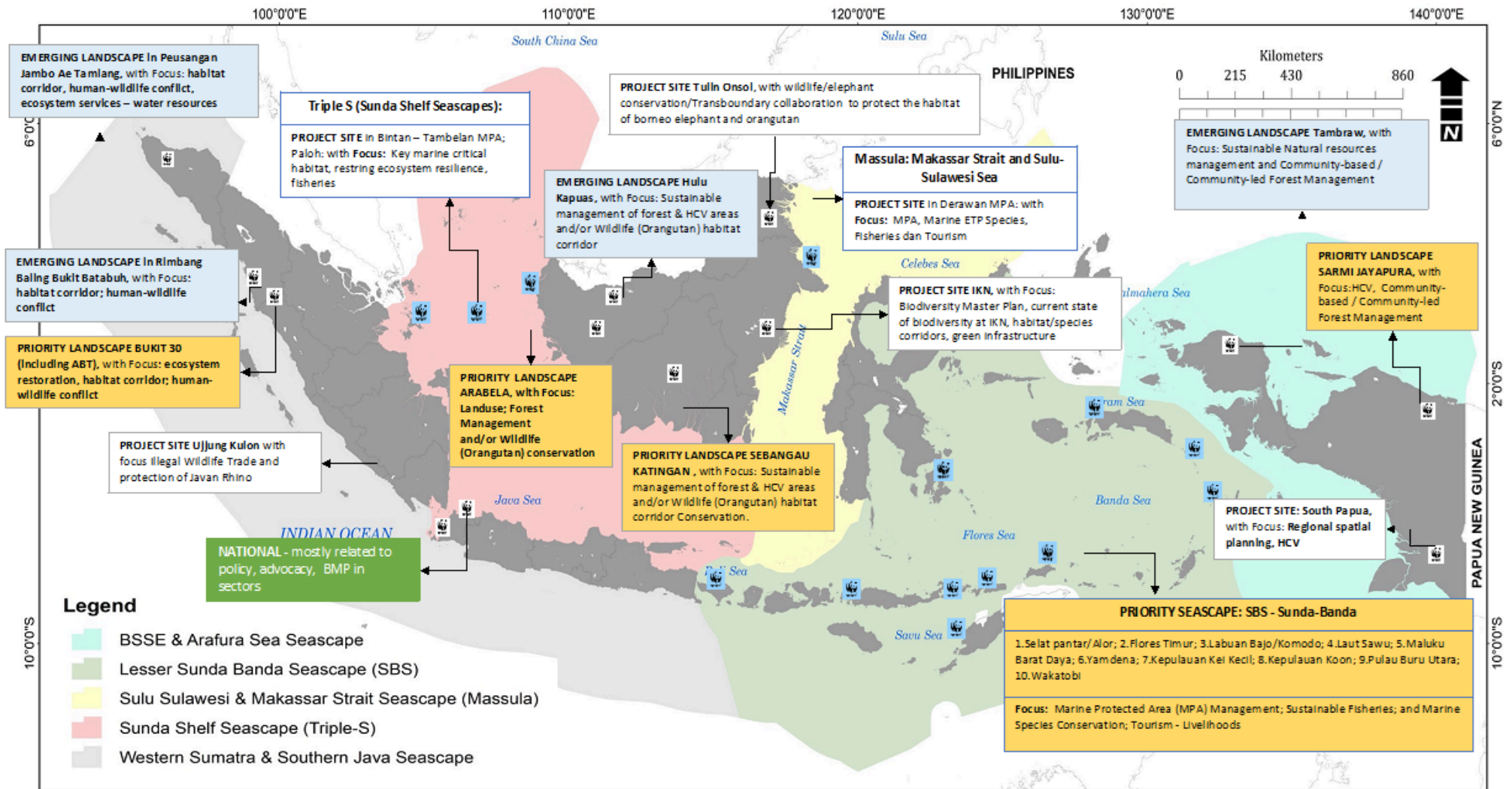
For more than 60 years, WWF-Indonesia has worked to save the environment and run community development programs, especially in remote areas.



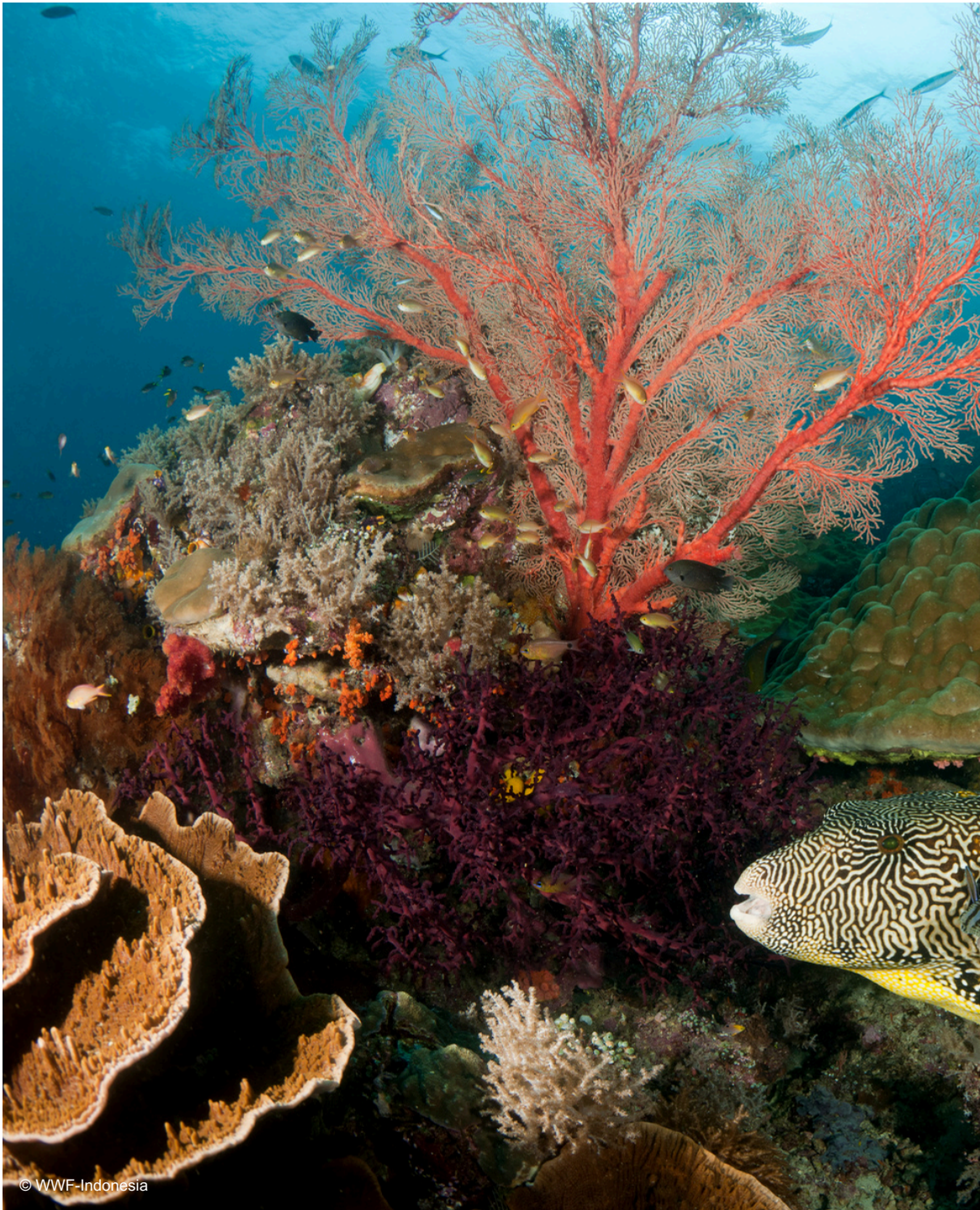


# INDONESIA LAND-AND-SEASCAPES DIRECT INTERVENTIONS

## Doing Impactful and Meaningful Conservation on the Ground







## ABOUT WWF-INDONESIA

WWF-Indonesia, in steadfast collaboration with its partners, has embarked on a transformative journey to foster a better Indonesia in terms of biodiversity, environmental sustainability, and community development. This alliance has been a dynamic force for change, strategically implementing a multifaceted approach that aligns with Indonesia's unique ecological diversity.



A large sea turtle, likely a hawksbill, is resting on a sandy beach. The turtle is positioned in the lower half of the frame, facing towards the left. Its shell is dark with distinct orange and yellow patterns. The background shows a calm sea reflecting the warm light of a setting sun, with a line of palm trees visible on the horizon under a cloudy sky.

"Conservation is not just  
about protecting species;  
it's about protecting ourselves."

RACHEL CARSON



# WWF-INDONESIA PROGRAMMES

## MARKET & CLIMATE TRANSFORMATION



With a focus on Market and Climate Transformation, our conservation efforts aim to promote sustainable practices in the energy, oil palm, tourism, finance, and infrastructure sectors. We are building multi-stakeholder partnerships to ensure sustainable tourism, from development to waste management.

## MARINE & FISHERIES



WWF Indonesia works to protect marine ecosystems through initiatives like establishing marine protected areas, promoting sustainable fishing, developing sustainable tourism, and conserving endangered marine species.

## FOREST & WILDLIFE



We aim to improve forest management and protect wildlife. We work with communities to use forests sustainably, based on local knowledge and conservation principles. This helps ensure a balance between human needs and environmental protection. We adapt our plans to changing environmental conditions and collaborate with local governments, NGOs, universities, and communities to achieve our goals.



# MING

## ABOUT THE PARTNERSHIP

MING has been a strategic partner of WWF-Indonesia since 2018. Our ongoing collaboration has seen us jointly promote conservation activities and initiatives in numerous locations.

This includes the public screening of the "Berbagi Ruang" promotional video. The partnership is designed to enhance our outreach and increase public awareness.



**INDUSTRY:**  
Out of Home Advertising

**TYPE OF PARTNERSHIP:**  
Communication &  
Awareness Raising. (In-Kind)

**FY24 BUDGET RANGE:**  
Rp 15,000,000,000

## ABOUT THE COMPANY

Ming Media Production is a dynamic Indonesian media production company specializing in high-quality Out-of-Home (OOH) advertising solutions. With a focus on innovative and impactful campaigns, they create visually striking and attention-grabbing OOH advertisements across various mediums, including billboards, mobile Led, Mall Branding, Adsman, Mobile Shocase and Videotron.





## ABOUT THE PARTNERSHIP

The ongoing partnership between HSBC and WWF-Indonesia under the Freshwater Program, initiated in 2018, focuses on the revitalization of the Koto Panjang Water Catchment in West Sumatra and Riau. The program aims to enhance water quantity and quality through land restoration, sedimentation mitigation, and improved management of the hydropower system, while also increasing stakeholder awareness on watershed revitalization.

To date, 50 hectares of critical land have been restored, benefiting 57 farming families through agroforestry schemes that provide sustainable income and environmental rehabilitation. The Koto Panjang hydropower plant has also adopted international standards for operational governance and dam safety. Additionally, over 2,000 students, local communities, and youth groups actively participate in environmental awareness initiatives.

The program's success has led to commitments from provincial governments and the private sector in environmental service payments, and local fishing groups have adopted more sustainable practices. As the partnership moves into 2024, the focus is on capacity building, program handover to local stakeholders, and continued environmental education through the Panda Mobile initiative in Jabodetabek schools.



**INDUSTRY:**  
Banking & Financial Services

**TYPE OF PARTNERSHIP:**  
Philanthropic Partnership

**CONSERVATION FOCUS:**  
Fresh Water Project

**FY24 BUDGET RANGE:**  
IDR 11,000,000,000

## ABOUT THE COMPANY

HSBC Indonesia, a subsidiary of HSBC Holdings plc, has been a prominent banking and financial services provider in the country since 1884. Offering a wide range of services, including retail banking, wealth management, and commercial banking tailored to individuals and businesses, the bank is committed to sustainability and supports initiatives that promote environmental protection and financing projects aimed at reducing carbon emissions. With a focus on digital solutions, HSBC Indonesia enhances customer experiences while contributing to the country's economic growth.



### PANDA MOBILE WWF-INDONESIA KEMBALI HADIR!

Mari bergabung bersama Panda Mobile WWF-Indonesia dalam menginspirasi generasi penerus lingkungan masa depan dengan menghadirkan aktivitas seru dan interaktif yang kreatif tentang lingkungan langsung ke sekolah-sekolah. Melalui pembelajaran yang menyenangkan, kita akan membekali siswa untuk berperan aktif dalam memelihara masa depan yang lebih hijau dan berkelanjutan!

### KEGIATAN PANDA MOBILE KE SEKOLAH

Hari dan Tanggal	Waktu	Tempat
Selasa, 29 Oktober 2024	08.00-11.00 WIB	SMP Negeri 16 Depok
Selasa, 5 November 2024	08.00-11.00 WIB	Biqama Tirta Islamic School, Jakarta Timur
Senin, 11 November 2024	08.00-11.00 WIB	BPKP Panabur
Sabtu, 16 November 2024	08.00-11.00 WIB	Sinar Cendekia Islamic School, Serpong

Dan masih banyak sekolah lainnya!

### AKTIVITAS YANG AKAN DILAKUKAN DI SEKOLAH



### WORKSHOP FOR VOLUNTEERS

Berkas pelatihan dan pembinaan sebelum berangkat bersama panda mobile WWF-Indonesia

Kamis, 24 Oktober 2024

16.00 - 18.00 WIB

HSBC collaboration café Lt.7 WTC 3

Pengenalan Panda Mobile, Training

Public Speaking dan kegiatan

memandu ulang

Untuk informasi lebih lanjut dan pendaftaran, hubungi:

Raka Arung Alvara (kontak orang disampingnya ya!)

Telp. 0818 5282 8821



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# AGODA, BANK OF SINGAPORE & LORINET FOUNDATION

## ABOUT THE PARTNERSHIP

The partnership between WWF-Indonesia, Agoda, Bank of Singapore (BOS), and the Lorinet Foundation reflects a collaborative commitment to addressing the pressing challenges facing the Bukit Tigapuluh region in Central Sumatra. This area is experiencing pressures from unsustainable land use practices, which can impact the habitats of endangered species such as the Sumatran tiger and elephant, as well as the livelihoods of local communities who rely on forest resources.

Together, these organizations strive to restore 6,500 hectares of forest and enhance biodiversity by promoting sustainable agroforestry practices. The initiative emphasizes the importance of community involvement in restoring forest cover by developing agroforestry plots managed by forest farmers' groups (KTH).

Additionally, the project aims to achieve reforestation through natural regeneration, enrichment, and planting efforts until 2024. The support from BOS and the Lorinet Foundation is instrumental in empowering local communities, fostering sustainable livelihoods, and facilitating essential conservation activities that contribute to the ecological well-being of this significant landscape.



**INDUSTRY:**  
Electronics

**TYPE OF PARTNERSHIP:**  
Philanthropic Partnership

**CONSERVATION FOCUS:**  
Wildlife / Biodiversity

**FY24 BUDGET RANGE:**  
Rp 2,000,000,000 -  
Rp 2,800,000,000

## ABOUT THE COMPANY

**Bank of Singapore** is a leading private bank in Asia, offering personalized wealth management services to help clients grow and protect their assets.

**Lorinet Foundation** is a philanthropic organization that supports sustainable development, focusing on education, livelihoods, and environmental protection to improve the lives of vulnerable communities.



# BNI

## ABOUT THE PARTNERSHIP

BNI has been a long-term partner of WWF-Indonesia since 2011, starting with the launch of the BNI-WWF Affinity Credit Card. Through this card, every transaction made by cardholders contributes to WWF-Indonesia's mission of environmental conservation. BNI's collaboration with WWF has resulted in the issuance of over 37,000 Gold and Platinum BNI-WWF credit cards to date, playing a crucial role in supporting environmental efforts.

As a reward for cardholders, an exclusive nature trip to Labuan Bajo in July 2024 and the Batanghari Landscape in November 2024 will be offered. Additionally, cardholders will receive special privileges as part of WWF-Indonesia's Member of Nature (MoNA) program, further enhancing their involvement in conservation activities.



**INDUSTRY:**  
Banking & Financial Services

**TYPE OF PARTNERSHIP:**  
Philanthropic Partnership

**CONSERVATION FOCUS:**  
Wildlife/Biodiversity

**FY24 BUDGET RANGE:**  
Rp 1,600,000,000 -  
Rp 1,800,000,000

## ABOUT THE COMPANY

Bank Negara Indonesia (BNI) is one of Indonesia's largest and oldest state-owned banks, established in 1946. BNI provides a wide range of financial services, including retail, corporate, and international banking. With a strong focus on innovation and customer service, BNI plays a significant role in supporting economic growth in Indonesia, offering products such as loans, credit cards, savings accounts, and investment services. BNI also emphasizes sustainability and social responsibility through various partnerships and initiatives that contribute to environmental and community development.



© WWF-Indonesia





# PT KLIRING PENJAMINAN EFEK INDONESIA (KPEI)

## ABOUT THE PARTNERSHIP

PT Kliring Penjaminan Efek Indonesia (KPEI) and WWF-Indonesia have partnered to enhance responsible tourism in Labuan Bajo, a vital national tourism area and marine biodiversity hotspot. Facing significant challenges from mismanaged tourism practices, plastic waste pollution, and destructive fishing, Labuan Bajo generates around 12.8 tons of waste daily, including 2.5 tons of plastic. Additionally, local residents have become increasingly marginalized by external tourism investors, emphasizing the need to strengthen local livelihoods in the fishing and tourism sectors.

This collaboration aims to support Indonesia's "blue economy" by improving tourism governance, reducing plastic waste, rehabilitating mangroves, and enhancing community livelihoods. Key initiatives include implementing global sustainable tourism standards, planting mangroves for eco-tourism and carbon capture, and developing plastic waste reduction programs in model villages.

Together, WWF-Indonesia and KPEI address environmental degradation and socio-economic challenges, promoting sustainable development while empowering local communities in Labuan Bajo.



**INDUSTRY:**  
Capital Market

**TYPE OF PARTNERSHIP:**  
Philanthropic Partnership

**CONSERVATION FOCUS:**  
Improving Tourism  
Governance in Labuan Bajo

**FY24 BUDGET RANGE:**  
Rp 1,000,000,000 -  
Rp 1,300,000,000

## ABOUT THE COMPANY

PT Kliring Penjaminan Efek Indonesia (KPEI) is a vital institution in Indonesia's capital markets, responsible for clearing and settling securities transactions. As a Self-Regulatory Organization (SRO) alongside the Indonesia Stock Exchange (BEI) and the Indonesian Central Securities Depository (KSEI), KPEI ensures market integrity by managing risks associated with securities trading. The company is dedicated to promoting a transparent and orderly trading environment, supporting the growth and stability of Indonesia's financial ecosystem.





## ABOUT THE PARTNERSHIP

West Java has strong potential for coffee production due to its favorable geography. However, farmers face challenges such as unsustainable practices, low productivity, pests, inefficient post-harvest processes, and limited institutional support. These issues hinder coffee quality and threaten the fragile ecosystem of the Tugu Utara area, part of the Ciliwung watershed, which requires urgent conservation to protect soil, water, and biodiversity.

To address these challenges, WWF-Indonesia and HSBC launched the "Towards Sustainable Coffee Production in West Java" program. The initiative focuses on training farmers in Good Agricultural Practices (GAP), post-harvest management, and financial literacy to improve productivity and sustainability. The partnership also established the Puncak Mandiri Sejahtera Cooperative to strengthen farmer institutions and market access, developed coffee nurseries to lower costs and ensure long-term growth, and introduced coffee education ecotourism to create new economic opportunities. This program empowers farmers, promotes sustainable coffee production, and supports environmental conservation while improving local livelihoods.



**INDUSTRY:**  
Banking & Financial Services

**TYPE OF PARTNERSHIP:**  
Philanthropic Partnership

**CONSERVATION FOCUS:**  
Sustainable Coffee

**FY24 BUDGET:**  
IDR 1,100,000,000

## ABOUT THE COMPANY

Since 1982, Epson has established a robust presence in Southeast Asia and South Asia. The company operates in 11 countries, supported by 7 manufacturing facilities and 6 solution centers that provide comprehensive services and solutions to meet local market needs.





# INDOSAT

## ABOUT THE PARTNERSHIP

The health of marine ecosystems in Jembrana Regency, Bali, has been deteriorating due to factors such as habitat degradation and the decline of key species. To address these pressing issues, this project represents the second phase of a collaborative initiative between Indosat Ooredoo Hutchison Tbk and WWF-Indonesia aimed at restoring marine health and resilience.

Building upon the successes of the previous year, this phase focuses on implementing a comprehensive approach that includes establishing marine protected areas (MPAs), rehabilitating habitats, engaging communities, and addressing plastic pollution.

By creating new MPAs covering a total area of 2,394.8 hectares, the collaborative action aims to safeguard critical marine habitats and promote sustainable practices. Additionally, this partnership will expand coral reef rehabilitation efforts, support community-based conservation initiatives, and implement effective waste management strategies.



**INDUSTRY:**  
Telecommunication

**TYPE OF PARTNERSHIP:**  
Philanthropic Partnership

**CONSERVATION FOCUS:**  
Preserving The Marine Environment

**FY24 BUDGET:**  
Rp 1,000,000,000

## ABOUT THE COMPANY

PT Indosat Ooredoo Hutchison Tbk (IOH) is a prominent Indonesian telecommunications company offering a comprehensive range of services. As one of the country's leading providers of mobile network and data services, IOH boasts a substantial customer base of over 63 million subscribers. With a focus on digital transformation, IOH continues to expand its offerings and connect millions of customers across Indonesia.



© WWF/ Sander Reneman / SNDR

# SAMSONITE

## ABOUT THE PARTNERSHIP

Indonesia, with its vast coastline and rich marine ecosystems, faces significant challenges from the rapid growth of tourism. Issues such as pollution, damage to marine habitats, and land-use conflicts threaten both the environment and the economic potential of marine tourism. To address these concerns, WWF-Indonesia has partnered with Samsonite through the Signing Blue Program, which promotes responsible marine tourism practices.

The Marine Tourism Improvement Program (MTIP) helps tourism providers adopt sustainable practices that align with global standards like the Global Sustainable Tourism Council (GSTC) criteria. With Samsonite's support, the program focuses on capacity building in key regions such as Alor, Labuan Bajo, and Wakatobi. Campaigns also aim to engage travelers in sustainable tourism, raising awareness about reducing ecological footprints and preserving Indonesia's marine ecosystems.

**Samsonite®**

**INDUSTRY:**  
Luggage & Travel Goods

**TYPE OF PARTNERSHIP:**  
Philanthropic Partnership

**CONSERVATION FOCUS:**  
Signing Blue  
Responsible Tourism

**FY24 BUDGET:**  
Rp 700,000,000 -  
Rp 720,000,000

## ABOUT THE COMPANY

Samsonite, founded in 1910, is a global leader in luggage, known for durable and innovative travel bags and suitcases. The company focuses on creating lightweight, stylish products and is committed to sustainability through eco-friendly materials and practices.





# INDITEX

## ABOUT THE PARTNERSHIP

Southeast Asia is home to a rich tapestry of diverse ecosystems, yet these precious environments face challenges from unsustainable forest product extraction and land conversion for agriculture. These pressures lead to significant biodiversity loss and increase the risk of zoonotic diseases.

To safeguard these invaluable forests, WWF emphasizes the urgent need for heightened awareness and concerted action. By promoting forest conservation, landscape restoration, and sustainable management practices, we can protect the myriad species that call these forests home and support the livelihoods of millions who depend on them.

In line with this commitment, WWF-Indonesia has partnered with INDITEX on the Paper Bag Scheme. In 2020, INDITEX took a significant step towards environmental sustainability by eliminating single-use plastic bags and packaging from its stores. Instead, customers are offered sustainably certified paper bags for a nominal fee, encouraging them to adopt reusable bags and reduce paper consumption. This initiative not only helps protect forests but also fosters a culture of mindful consumption.

# INDITEX

**INDUSTRY:**  
Fashion

**TYPE OF PARTNERSHIP:**  
Philanthropic Partnership

**FY24 BUDGET:**  
Rp 700,000,000

## ABOUT THE COMPANY

Inditex, a global fashion giant, has grown from a small family business to a multinational retailer with over 6,000 stores worldwide. The company has set ambitious environmental goals, including net-zero emissions by 2040 and using 100% sustainable materials in its products.







## ABOUT THE PARTNERSHIP

In collaboration with HSBC, WWF-Indonesia has launched the NEWtrees program to restore critical forest areas, particularly within the Ciliwung River Basin, which supplies freshwater to over 20 million people. This initiative empowers local communities to plant endemic trees, contributing to their livelihoods through future fruit harvests while fostering a sense of environmental ownership.

The program incorporates geotagging technology to monitor tree growth over a two-year period. To measure its environmental benefits, WWF-Indonesia also partners with Jejak.in for carbon storage tracking, ensuring the sustainability of this community-driven conservation effort.



**INDUSTRY:**  
Banking & Financial Services

**TYPE OF PARTNERSHIP:**  
Philanthropic Partnership

**CONSERVATION FOCUS:**  
NEWTree Program

**FY24 BUDGET:**  
IDR 600,000,000

## ABOUT THE COMPANY

HSBC Indonesia, a subsidiary of HSBC Holdings plc, has been a prominent banking and financial services provider in the country since 1884. Offering a wide range of services, including retail banking, wealth management, and commercial banking tailored to individuals and businesses, the bank is committed to sustainability and supports initiatives that promote environmental protection and financing projects aimed at reducing carbon emissions. With a focus on digital solutions, HSBC Indonesia enhances customer experiences while contributing to the country's economic growth.





# ISUZU

## ABOUT THE PARTNERSHIP

The partnership between WWF-Indonesia and Astra Isuzu is dedicated to conserving the Peusangan-Jambo Aye-Tamiang landscape in Aceh, home to key species like the Sumatran Tiger, Elephant, and Orangutan. Challenges such as habitat changes and climate shifts have increased human-wildlife interactions, particularly with elephants moving closer to settlements.

Through the #BerbagiRuang campaign, WWF-Indonesia, with the support of Astra Isuzu, raises awareness about the importance of peaceful coexistence between humans and wildlife. A documentary series featuring "Warriors" Chico Jerikho, Ganindra Bimo, and Aurelie Moeremans amplifies this message. Additionally, Astra Isuzu enhances the initiative by providing vehicles for conservation efforts in Aceh, thereby strengthening the shared commitment to preserving biodiversity.



**INDUSTRY:**  
Automotive & Vehicle

**TYPE OF PARTNERSHIP:**  
In-Kind Products  
& Cash Rp 225,000,000

**CONSERVATION FOCUS:**  
Wildlife & Biodiversity

**FY24 BUDGET RANGE:**  
Rp 500,000,000 -  
Rp 525,000,000

## ABOUT THE COMPANY

Astra Isuzu, founded in 1978 as a joint venture between Astra International and Isuzu Motors, is a prominent automotive company in Indonesia. Specializing in reliable commercial vehicles like trucks and buses, the company is dedicated to sustainability and has a robust network of dealerships and service centers nationwide.



# SAMSONITE

## ABOUT THE PARTNERSHIP

The Ciliwung watershed, a vital area for Jakarta, has faced challenges due to increased development and changes in land use. These developments, driven by the region's appealing climate and fertile soil, have led to a reduction in the natural vegetation that plays a crucial role in maintaining the water catchment area. As a result, the region is more susceptible to floods, which can impact local communities and the broader environment.

In response to these challenges, PT Samsonite Indonesia and WWF-Indonesia have partnered to promote ecological restoration by planting 2,304 trees in the Hulu Ciliwung area, specifically in Blok Paseban, Bogor, West Java. This initiative not only aims to restore the natural balance of the ecosystem but also engages the local community in nurturing their environment. By reintroducing native trees, the partnership hopes to improve water quality and support the area's biodiversity, fostering a more resilient ecosystem for both people and wildlife.

**Samsonite®**

**INDUSTRY:**  
Luggage & Travel Goods

**TYPE OF PARTNERSHIP:**  
Philanthropic Partnership

**CONSERVATION FOCUS:**  
NEWTrees

**FY24 BUDGET:**  
Rp 200,000,000

## ABOUT THE COMPANY

Samsonite, founded in 1910, is a global leader in luggage, known for durable and innovative travel bags and suitcases. The company focuses on creating lightweight, stylish products and is committed to sustainability through eco-friendly materials and practices.





# EPSON

## ABOUT THE PARTNERSHIP

WWF-Indonesia and Epson have extended their partnership to rehabilitate coral reefs in the Alor Marine Protected Area (MPA), focusing on Marisa Village in Pulau Kangge and Buaya Island. The project addresses the need to protect vital marine ecosystems while supporting local communities by promoting sustainable marine tourism.

The initiative includes coral reef restoration using the rockpile method, along with community engagement to raise awareness and encourage active participation in conservation. Key programs include strengthening Community-Based Tourism (CBT) and activating the Plastic Free Ocean Network (PFON). In the 2023-2024 phase, the partnership will focus on building local capacity, identifying and promoting tourism packages, and monitoring the restored coral sites. These efforts aim to create long-term environmental and economic benefits for both the ecosystem and local communities.

**EPSON®**  
EXCEED YOUR VISION

**INDUSTRY:**  
Technology & Electronics

**TYPE OF PARTNERSHIP:**  
Philanthropic Partnership

**CONSERVATION FOCUS:**  
Alor Marine Park  
Conservation

**FY24 BUDGET RANGE:**  
Rp 90,000,000 -  
Rp 99,000,000

## ABOUT THE COMPANY

Since 1982, Epson has established a robust presence in Southeast Asia and South Asia. The company operates in 11 countries, supported by 7 manufacturing facilities and 6 solution centers that provide comprehensive services and solutions to meet local market needs.



## IN-KIND PARTNERSHIP

# POLYGON

## ABOUT THE PARTNERSHIP

Polygon, a leading Indonesian bicycle brand, and WWF-Indonesia have partnered to promote sustainable lifestyles and raise awareness about climate change. This collaboration addresses the critical issue of reducing carbon emissions by encouraging cycling as an alternative mode of transportation, in line with both organizations' commitment to environmental sustainability.

The partnership kicked off with the Bikepacking event in Bogor, where 100 participants joined a cycling tour to advocate for green living. This event supports WWF's broader campaign to engage the public in sustainable practices and conservation efforts.

Polygon reinforced its commitment by donating IDR 5 million, a bicycle, and offering discounts through WWF's MoNA (Members of Nature) program, marking a joint effort to promote environmental sustainability in Indonesia.



**INDUSTRY:**  
Bicycle Manufacturing

**TYPE OF PARTNERSHIP:**  
In-kind Products

**CONSERVATION FOCUS:**  
Sustainable Lifestyles &  
Climate Change Awareness

**FY24 BUDGET:**  
Donation Rp 5,000,000  
MONA Discount Partners  
and in-kind product.

## ABOUT THE COMPANY

Polygon is a popular bicycle brand in Indonesia, established in the late 1980s, offering mountain, road, and city bikes. Polygon is a leading bicycle brand in Indonesia known for its commitment to promoting sustainable lifestyles. The company supports environmental advocacy by encouraging cycling as an eco-friendly transportation alternative that helps reduce carbon emissions.

A promotional poster for a bikepacking event in Bogor. The top half features a man on a bicycle riding through a forest, with the Polygon logo and "BOGOR PUNCAK HALIMUN CAMP" text. The bottom half contains event details: "SABTU &amp; MINGGU 24-25 JUNI 2023", "START POINT: Rodalink Siliwangi", "25 KM+ Elevation 920MDPL", "BERHADIAH", "PENDAFTARAN: 1 Juni - 21 Juni 2023", "Rp 100.000 / peserta", "Rp 200.000 / keluarga", "DAFTAR DIRIMU", a QR code, "bit.ly/PolygonBikepackers", "CONTACT PERSON: 0877 7292 4834 (Adnan)", and a list of sponsors including Rodalink, Yulu, Xzone, Cat Eye, Socran Swat, Strive, Izisoup, and Milo.





# AGODA

## ABOUT THE PARTNERSHIP

The partnership between WWF-Indonesia and Agoda, through the Agoda Deals 3.0 initiative, focuses on protecting and restoring the vital ecosystems of Bukit Tigapuluh in Central Sumatra. For every booking made through Eco Deals 3, Agoda donates USD 1 to support this project, which is crucial for endangered species like Asian elephants, tigers, and orangutans, and sequesters up to 53 MtCO<sub>2</sub>e of forest carbon. It also sustains livelihoods for indigenous communities, such as the Orang Rimba and Talang Mamak tribes, while facing threats from encroachment and illegal palm oil clearing. Key activities include replanting degraded forests, enhancing wildlife habitat connectivity, and supporting sustainable businesses, with funds directly contributing to the conservation of this ecosystem.

Additionally, Agoda engages its employees through initiatives that foster environmental awareness. Events include a beach cleanup where participants removed plastic waste, raising awareness about coastal cleanliness. A marine conservation workshop equipped staff with skills to protect marine ecosystems and promote sustainable tourism through WWF-Indonesia's Signing Blue program. Participants also gained firsthand experience by releasing sea turtles, learning about their life cycle and the challenges they face.



**INDUSTRY:**  
Travel & Tourism

**TYPE OF PARTNERSHIP:**  
Philanthropic Partnership

**CONSERVATION FOCUS:**  
Wildlife & Biodiversity

**FY24 BUDGET RANGE:**  
Rp 1,500,000,000

## ABOUT THE COMPANY

Agoda is a leading digital travel platform, offering accommodations and travel services across 200+ countries. In partnership with WWF-Indonesia, Agoda supports conservation efforts in Indonesia through employee engagement programs and direct contributions to environmental initiatives, promoting responsible and sustainable travel.



# TRANSPARENCY & ACCOUNTABILITY

THE FOLLOWING LIST REPRESENTS ALL CORPORATE PARTNERSHIPS UNDER WWF-INDONESIA'S SIGNING BLUE PROGRAM.

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Alexa Scuba	CajomaV & VI liveabroad
Alor Dream Trip	Citadines Berawa
Alor Travel	Conrad Bali (PT. Oriental Indah Bali Hotel)
Amaris Hotel Ambon	Cucun Cottage
Amaris Hotel Kupang	CV. Dinis Putra (DCDC)
Anjani trip	CV. Mandiri Alor Lestari Alam
Artotel Batu	CV. Santrian Beach Cottages (Griya Santrian)
Artotel Bobotel Medan	CV.Y2N Wakatobi (Wakatobi Dive Trip)
Artotel Casa Hangtuah	Dynasty Hotel
Artotel De Braga	Fairmont Hotel Jakarta
Artotel Goodrich Hotel	Fairmont Sanur Beach Bali
Artotel Haniman Ubud	Fave Hotel Gatot Subroto Jakarta
Artotel Kemang Icon	Flores Diving Centre (PT Cahaya Adrian Flores)
Artotel Sanur	Gangga Island Bungalow (Lotus Group)
Artotel Semarang Gajah Mada	Go Nias Tour
Artotel Suites Mangkuluhur	Golden Palace Hotel Mataram
Artotel Surabaya	Harper Perintis Makassar
Artotel Sutasoma	Harris Hotel Sunset Road
Artotel Thamrin Jakarta	Highland Resort Manado
Artotel The Reitz Suites	Hoga Island
Artotel Wahid Hasyim	Holiday Resort Lombok
Artotel Yogyakarta	Hotel Vila Lumbung
Bawah Reserve (PT. Pulau Bawah)	Kommunal 88
BIntang Flores Hotel	Le Petit Gili
Biz Boulverd	Le Pirate Beach Club
Biz Hotel Ambon	Lotus Bungalow (Lotus Group)
Blue Bird Bali	Luwansa Beach Resorts
Blue Bird Lombok	Malaillo Liveabroad
Bunaken Oasis Resort	Manise Hotel
	Mawadah Dive Center





# TRANSPARENCY & ACCOUNTABILITY


THE FOLLOWING LIST REPRESENTS ALL CORPORATE PARTNERSHIPS UNDER WWF-INDONESIA'S SIGNING BLUE PROGRAM.

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Mimamori cafe	Puri Sari Hotel
Miranda Cottage	Raffles Hotel Bali
Moko Dive	Red Planet Makassar
Nautika Dive Alor	Rekan Dive Centre
Novotel Cikini	Royal Voyage
Nua Restoran	Santika Ambon
Pandawa Beach Villa & Resort	Santika Hotel Mataram (PT Lombok Asri)
Patuno Resort	Santika Premier BSD
Plaza Inn Kendari	Sanur Prime Plaza Resorts
Pratasaba Resort	Scuba Jenkie
PT Bahari Anja Sejahtera - Nusa Kembara	Sea Familia Dive Academy
PT Caputra Bumi Bahari (Quicksilver Cruise)	Seahorse Paradise (Lotus Group)
PT Golden Bird Bali	Seed Resort
PT Pinisi Duta Bahari (Sea Trek Sailing Adventures)	Selayar Eco Resort
PT Red Planet Hotels Indonesia	Selayar Marine Dive
PT. Dive Komodo	Spice island Dive Resort
PT. Flores XPI	Swarga Suites Bali Berawa rebranding (The Haven Berawa)
PT. Kurabesi Nusantara Indonesia	Tanapi Dive Alor
PT. Lion Internasional Hotel	Tandiano Dive Centre
PT. Nuha Kepa Kai	The 101 Bali Fontana Seminyak
PT. Planet Merah Bekasi	The City Hotel
PT. Planet Merah Dua	The Haven Bali Seminyak
PT. Planet Merah Dua Belas (Solo)	The Natsepa
PT. Planet Merah Enam	The One Legian Hotel
PT. Planet Merah Lima (Surabaya)	Tomia Ocean Dive
PT. Pondok Satu Hati (The One Villa)	Tomia Scuba
PT. Selayar Dive & Adventure	Villa Almarik (Lotus Group)
PT. Tigadara Pesona Wisata Alor	Villa Ombak
PT. Wallacea Jalesveva Lestari	Wakapa Dive Center
Pullman Central Park Jakarta	Wicked Diving







**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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Working to sustain the natural  
world for the benefit of people  
and wildlife.

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