



WWF

KOREA

A close-up photograph of a bumblebee on a yellow sunflower head. The bee is positioned on the right side of the flower head, facing left. The sunflower has bright yellow petals and a dark brown center. The background is a blurred field of similar sunflowers under a blue sky with light clouds.

# WWF-KOREA CORPORATE PARTNERSHIPS REPORT

FY2024 (JULY 2023 - JUNE 2024)



**WWF**  
**(World Wide Fund for Nature)**

WWF is one of the world's largest independent conservation organizations, with over 6 million supporters and a global network active in more than 110 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.

**For more detailed information about the partnerships**

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# FOREWORD BY THE EXECUTIVE DIRECTOR OF WWF-KOREA



**Minhye Park**  
Executive Director,  
WWF-Korea

Each year, we hear reports that this summer is expected to be the hottest since temperature records began. Extreme heat and cold are altering our daily lives, while frequent heavy rains, droughts, and rising sea levels are threatening the survival of all species on Earth. However, compared to the severity of the threats humanity faces, our response has been insufficient, giving the impression that we are still enjoying a 'stable life'. The Earth continues to send us warnings, yet realistic climate action plans are being delayed, and the anticipated decisions are not being made. In the face of this challenging reality, WWF is committed to making 'nature restoration' a critical goal directly tied to humanity's survival. We strive to engage a wide range of stakeholders in the pursuit of this goal.

As WWF-Korea marks its 10th anniversary this year, we continue to run a variety of programs and initiatives aimed at halting the loss of nature by 2030 and creating a Nature-Positive Society by 2050, where nature begins its path to recovery. By collaborating with various stakeholders, including businesses and governments, we seek to bring about real changes in biodiversity conservation, climate change response, and sustainable resource management to address the twin crises of climate change and biodiversity loss. To achieve this, we are offering science-based solutions to corporate climate risks through tools and indicators such as the Sustainability Regulations (SUSREG) assessment, certification systems for sustainable resource management, and the Corporate Renewable Energy Initiative (CoREi). We are also strengthening partnerships through campaigns with a variety of companies, including retailers, gaming companies, and consumer goods manufacturers, to engage more consumers in the movement for nature restoration.

Although many companies are working with WWF towards nature recovery, bolder changes are needed. A fundamental transformation of business practices is essential across supply chains, from resource procurement to the development of sustainable production and consumption models, and even product design that considers reuse and recycling. These efforts will not only contribute to environmental conservation but also, in the long run, enhance corporate competitiveness, increase consumer trust, and minimize regulatory risks.

WWF will continue to actively support companies in developing innovative solutions to address the climate crisis, building sustainable supply chains, and fulfilling their environmental responsibilities. Through this, we will help companies proactively respond to climate-related regulations, achieve our shared goals, and create lasting change for a sustainable future. On the occasion of WWF-Korea's 10th anniversary, I would like to extend my deepest gratitude to all of our corporate partners. We will continue to do our utmost to create a future where people and nature can thrive together. together possible.



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# COOPERATION WITH CORPORATE PARTNERS

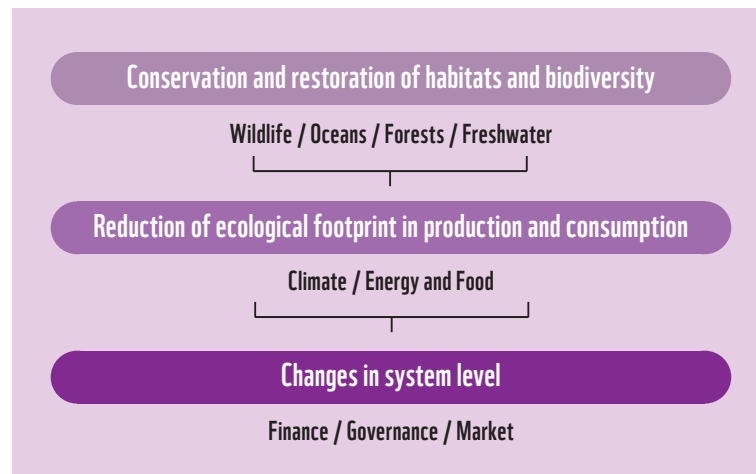
WWF is working with influential companies to reduce the risks directly threatening nature and the resources of the earth.

Corporates must responsibly leverage resources and ecosystems in a sustainable manner as key economic entities leading the global economy. In the face of rapid changes in climate and the environment, corporates that proactively adapt to these changes can lead the industries of the future. Therefore, WWF aims to collaborate with these corporates to explore solutions for global challenges such as deforestation, overfishing, water scarcity, and climate crises, ultimately steering the world towards a more sustainable direction.

WWF is committed to transforming businesses sustainably through collaboration with corporates, targeting conservation activities that may have been challenging to pursue independently. Collaboration with businesses is tailored to specific areas of their interests or impact, incorporating activities such as internal staff education and public awareness enhancement.

Forests, oceans, freshwater, wildlife, food, climate, and energy are all incorporated into WWF's global objectives. To attain these goals, WWF collaborates with diverse partners through the three key drivers of environmental change: markets, finance, and governance.

## HOW WWF WORKS FOR NATURE AND PEOPLE



# WWF'S CORPORATE PARTNERS

WWF seeks partnership opportunities with the private sector that share conservation objectives with WWF, actively pursue sustainable management, and demonstrate a strong commitment to conservation based on evaluation from the global guidelines.

WWF has signed donation and awareness-raising partnerships with companies that are pursuing a transition to sustainable businesses, or those in industries with a low environmental impact.

Partnerships between WWF and corporates are carried out in various forms as follows:

1

## DRIVING SUSTAINABLE BUSINESS PRACTICE

WWF is sharing its expertise with corporates to mitigate negative environmental impacts made by influential global companies in the market and encourages a transition of their corporate values and operational practices.

2

## RAISING AWARENESS THROUGH COMMUNICATION

WWF aims to raise public awareness of environmental issues by working with companies that have a direct impact on consumers as it can result in instilling immediate changes in consumer behavior.

3

## CONTRIBUTING TO NATURE CONSERVATION THROUGH PHILANTHROPIC PARTNERSHIPS

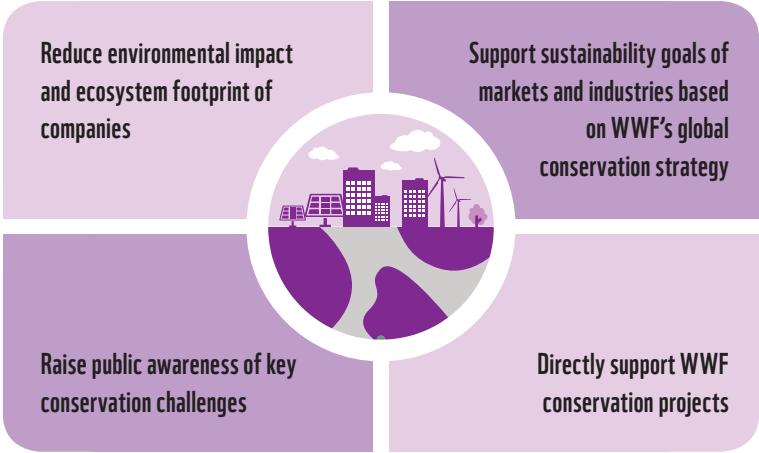
WWF is promoting nature conservation related to biodiversity and practices of tackling climate change through philanthropic partnerships.



# THIS REPORT

WWF seeks to achieve the maximum levels of natural conservation and performance through partnerships. To this end, we believe that transparent partnerships between WWF and the stakeholders are a key factor. Thus, WWF strives to maintain constructive and collaborative relationships with all of its partners based on accountability and transparency. All of WWF's global networks continue to report on the motivation, goals, activities, and outcomes of each partnership.

This report summarizes the partnerships WWF-Korea promoted from July 2023 to June 2024.



In the fiscal year of 2024 (July 2023 – June 2024) the total income from business represented 25% of the total WWF-Korea income.



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# PARTNERSHIPS

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# The Coca-Cola Company

For the past seven years, Coca-Cola and WWF-Korea have maintained a strong partnership, collaborating on conservation activities and campaigns focused on freshwater and plastic-related issues. Coca-Cola has been particularly dedicated to protecting global water resources and fostering healthy, resilient freshwater ecosystems through its Water Replenishment Project, a global water restoration program. This initiative aims to return the equivalent volume of water used in Coca-Cola products and during production back to local communities worldwide, employing various methods tailored to each community's needs. In Korea, the project has contributed to local communities by dredging reservoirs in rice paddies to secure agricultural water. Starting in Gimhae in 2018, these efforts expanded to regions like Hapcheon and Goseong, and in 2024, dredging work at Bongnim Reservoir 2 in Goseong County and Gamnae Reservoir 2 in Gimhae significantly improved residents' satisfaction and boosted the supply of agricultural water.

Since 2023, aligned with Coca-Cola's newly announced 2030 Water Security Strategy, the company launched a forest management project in Yeosu, where a Coca-Cola facility is located, to enhance water replenishment in the area. By mid-2024, forest management activities—including weeding, vine removal, nurturing young trees, thinning, and caring for natural forests—were carried out across a total of 285 hectares, helping to increase groundwater recharge and strengthen soil erosion prevention.

In addition, Coca-Cola's global initiative, World Without Waste, aims to transition all beverage packaging worldwide to recyclable materials by 2030, with a commitment to using at least 50% recycled content. As part of these efforts, the ONETHEPL campaign has been running in Korea since 2020, educating consumers on the proper separation and disposal of clear PET bottles and promoting the "Bottle to Bottle" recycling system, where plastic bottles are continuously recycled. By May 2024, the fifth season of the campaign had begun, with over 14,000 consumers participating across previous seasons, resulting in the collection of more than 78 tons of PET bottles.

## About the Company

Coca-Cola is a global beverage company that operates its businesses in over 200 nations around the world and has more than 200 beverage brands that produce soda, sports drinks, spring water, juice, tea, coffee, and many more.



### INDUSTRY

Beverage Manufacturing

### TYPE OF PARTNERSHIP

Sustainable Business Practices, Nature Conservation Activities, Communication & Awareness Raising

### CONSERVATION FOCUS

Freshwater/Forest

### RANGE OF CONTRIBUTIONS

500,000,000KRW ~ 1,000,000,000KRW





# Citibank Korea

Since 2018, WWF and Citibank Korea (Citi Foundation) have been continuously collaborating through the 'Change Now for Tomorrow' program to strengthen climate change response and climate action initiatives in Korea. This program aims to raise awareness of the climate crisis among the government, industry, academia, and the general public, while encouraging behavioral changes among domestic stakeholders to help transition to a low-carbon economy and net zero in South Korea.

Earlier this year, Citibank Korea and WWF, in collaboration with international organizations, academia, industry, and government agencies, hosted the 'Climate Action Conference' under the theme of "Sustainable Transitions for Climate and Nature." Additionally, they organized the 'Climate Action Roundtable' and a seminar for businesses focused on the Science Based Targets initiative (SBTi). These events provided practical information on setting science-based greenhouse gas reduction targets, while also introducing the Science Based Targets for Nature (SBTN) aimed at conserving and restoring biodiversity.

Furthermore, the 'Climate Action Supporters' program was launched to raise climate change awareness among youth. Through this program, participants conducted research into the global impacts of climate change on society and ecosystems and explored creative, nature-based solutions to address these challenges.

WWF and Citibank Korea will continue their ongoing collaboration to address the climate change and biodiversity crises in Korea and to achieve a low-carbon economy.

## About the Company

Citibank, a financial institution with a legacy of over 200 years, commenced its operations in South Korea in 1967. The bank is dedicated to becoming the premier banking institution for its customers by providing convenient and secure financial services.



**INDUSTRY**  
Finance

**TYPE OF PARTNERSHIP**  
Sustainable Business Practices, Communication & Awareness Raising

**CONSERVATION FOCUS**  
Climate & Energy

**RANGE OF CONTRIBUTIONS**  
100,000,000KRW ~ 500,000,000KRW





# Emart

WWF and Emart have jointly launched the K-Future Foods 52 project, which introduces food ingredients that are both nutritionally beneficial for people and support environmental biodiversity. Approximately 24% of global greenhouse gas emissions stem from food production, with about one-third of the world's land used for crops and livestock. Furthermore, from a biodiversity perspective, our heavy reliance on a limited number of key food items undermines the resilience of the global food system.

In response to these challenges, WWF, Emart, and researchers from Seoul National University collaborated to publish a report that highlights the reasons and significance behind transitioning our food systems toward sustainability. The report also introduces 52 food ingredients that are beneficial for both human health and the environment.

When selecting the K-Future Foods 52, various factors were considered, including nutritional density, yield, consumer adoption, greenhouse gas emissions, land use, water footprint, and price feasibility. After a rigorous 10-step process, 52 food items were selected. These selected ingredients will be made available to consumers in Emart stores, aligning with seasonal and market conditions, thereby expanding the impact of the project.

Emart is committed to continuously distributing and promoting a variety of food ingredients, enabling consumers to experience a broader range of foods while minimizing the environmental impact of food production.

## About the Company

Emart strives to create a happy lifestyle for its customers and grow alongside local communities, aiming to become a leading national company. As a corporation that creates abundant value, Emart will leverage its role in retail to foster a sustainable shopping culture that involves the entire value chain.



### INDUSTRY

Retail

### TYPE OF PARTNERSHIP

Sustainable Business Practices

### CONSERVATION FOCUS

Food/Plastic

### RANGE OF CONTRIBUTIONS

100,000,000KRW ~ 500,000,000KRW





# SSG.COM

Since 2020, WWF and SSG.COM have been strengthening their partnership, and in 2024, they jointly launched the 'RE I'll Be Bag' campaign to establish a resource recycling system and promote awareness around circularity. SSG.COM, which has long been committed to preventing over-packaging and minimizing environmental impact, aims through this project to create a system for collecting, repairing, and reusing damaged 'I'll Be Bags'.

TerraCycle, a leading company in recycling and reuse solutions, also participated in the initiative, working to create a consumer-friendly, participatory campaign. In collaboration with fashion brands, the campaign seeks to make resource recycling more familiar to the public. Improving packaging systems and reducing the environmental impact of packaging waste generated during the delivery process remains a critical challenge for the retail industry. Through these efforts, SSG.COM aims to establish a practical resource recycling system and expand its partnerships to become a more sustainable e-commerce company.

## About the Company

SSG.COM is an integrated online shopping platform where customers can purchase all products from Shinsegae Group, including Shinsegae Department Store, Emart, and Traders. Since 2019, SSG.COM has pioneered the launch of the reusable 'I'll Be Bag', to promote eco-friendly, packaging-free delivery and reduce excessive packaging.

# SSG.COM

## INDUSTRY

E-commerce

## TYPE OF PARTNERSHIP

Sustainable Business Practices, Communication & Awareness Raising

## CONSERVATION FOCUS

Circular Economy

## RANGE OF CONTRIBUTIONS

100,000,000KRW ~ 500,000,000KRW





# Mohegan Inspire Entertainment Resort

Mohegan Inspire Entertainment Resort (hereafter referred to as “Inspire”) and WWF have partnered to launch a campaign aimed at raising awareness about endangered species conservation, under the theme ‘Love It or Lose It.’ Utilizing the resort’s diverse facilities, the campaign promoted environmental conservation across various touchpoints.

At the hotel, Inspire offered a special ‘Love Our Planet’ room package, while the resort’s digital LED entertainment street, ‘Aurora,’ featured a media show, and the Inspire Mall hosted a WWF pop-up booth, delivering environmental conservation messages throughout the resort.

The jointly developed ‘Love Our Planet’ hotel package was designed to engage guests directly in conservation efforts. Guests received a plush toy made from 100% recycled materials, along with a mission letter inviting them to complete eco-friendly tasks throughout the resort.

Additionally, on the massive 150-meter-long, 25-meter-high LED pillars in the ‘Aurora’ space, the resort screened captivating WWF videos featuring tigers, elephants, and giant pandas, highlighting the importance of endangered species and habitat conservation, as well as biodiversity restoration.

Inspire is committed to continuing its efforts towards sustainable business practices, including initiatives like this campaign to raise awareness about the critical issues of endangered species and habitat destruction.

## About the Company

Mohegan Inspire Entertainment Resort is a large-scale integrated resort offering a wide range of amenities and entertainment options, including a five-star hotel, a multi-purpose arena, the indoor waterpark ‘Splash Bay,’ the immersive digital entertainment street ‘Aurora,’ the outdoor experiential park ‘Discovery Park,’ and the multi-cultural complex “Inspire Mall.”



### INDUSTRY

Hospitality industry

### TYPE OF PARTNERSHIP

Communication & Awareness Raising

### CONSERVATION FOCUS

Endangered Species Conservation

### RANGE OF CONTRIBUTIONS

50,000,000KRW ~ 100,000,000KRW





# Kakao Games

In celebration of Environment Month, Kakao Games organized a donation campaign through its puzzle game 'Friends Popcorn,' encouraging users to participate and raise funds. The proceeds from this campaign were directed towards WWF's efforts to conserve bees, including research on the connection between air pollution and bee vision, the creation of urban bee habitats, and public campaigns to raise awareness. The campaign also provided users with information about bees, highlighting the link between bee extinction and the climate crisis, while underscoring the importance of bee conservation.

Since 2023, Kakao Games has held interactive donation events in celebration of Environment Month, allowing users to easily contribute to biodiversity conservation efforts. Last year, the company donated to WWF's Arctic Programme, supporting activities aimed at preserving the Arctic's biodiversity. Kakao Games will continue exploring fun and engaging ways for its users to participate in biodiversity conservation.

## About the Company

Kakao Games is a global gaming company with the vision of "making everyday life as enjoyable as a game." It aims to provide the best gaming experiences to users worldwide by offering a variety of games across multiple platforms, including PC and mobile, in both the domestic and global markets. As a game developer and publisher, the company secures diverse game IPs and content, focusing on sustainable growth through its game development capabilities and partnerships with promising game companies both domestically and internationally.

# kakaogames

## INDUSTRY

Game software development and distribution

## TYPE OF PARTNERSHIP

Communication & Awareness Raising

## CONSERVATION FOCUS

Conservation of Endangered Species

## RANGE OF CONTRIBUTIONS

50,000,000KRW ~ 100,000,000KRW





# Hansoll Textile

Hansoll Textile and WWF signed a partnership for biodiversity conservation and are supporting a project for the conservation of endangered species in the Mekong River valley in Cambodia until 2025.

Launched in 2019 by WWF-Cambodia, the project aims to protect the habitat and ecosystem of the Siamese crocodile in the Srepok River to increase its population and contribute to nature conservation and climate change adaptation in the Mekong River Basin. Through the project, Hansoll Textile is working to identify the population of Siamese crocodiles and prepare for their release by strengthening stakeholder cooperation, designating and managing protected areas, and conducting ongoing river patrols.

In addition, Hansoll Textile participated in WWF's Earth Hour campaign on March 23, 2024, by holding lights-off events at its headquarters and overseas branch offices. Through this initiative, the company aimed to raise awareness about the climate crisis and promote positive change for a sustainable future.

## About the Company

Hansoll Textile, established in 1992, is a pioneer in the Korean textile industry and is striving to implement green management practices for a sustainable future.



Tailoring to Your Comfort

### INDUSTRY

Textile and Apparel Manufacturing

### TYPE OF PARTNERSHIP

Nature Conservation Activities

### CONSERVATION FOCUS

Conservation of Endangered Species

### RANGE OF CONTRIBUTIONS

10,000,000KRW ~ 50,000,000KRW





# Deloitte Korea

Deloitte Korea, in partnership with WWF, regularly conducts employee volunteer activities at Saetgang Ecological Park and Bamseom in Yeouido as part of efforts to raise awareness among employees about biodiversity conservation and engage in practical environmental improvement initiatives.

Most recently, employees participated in the removal of invasive plant species, contributing to the enhancement of urban plant habitats. Additionally, group activities and ecosystem-related educational sessions were provided, offering employees hands-on learning and practical experiences.

Deloitte Korea will continue to strengthen its partnership with WWF through ongoing employee volunteer activities and will work to raise both internal and external awareness of biodiversity conservation.

## About the Company

Deloitte Korea is a comprehensive accounting and consulting firm that leverages its expertise and experiences in various industries to provide services in accounting audit, tax advisory, financial advisory, risk advisory, and consulting. Guided by the vision of 'making an impact that matters,' the firm is committed to promoting sustainability and creating a positive impact on our society.

# Deloitte.

## INDUSTRY

Service

## TYPE OF PARTNERSHIP

Communication & Awareness Raising

## CONSERVATION FOCUS

Biodiversity

## RANGE OF CONTRIBUTIONS

10,000,000KRW ~ 50,000,000KRW





# P&G Korea

Since 2009, P&G has partnered with WWF to promote sustainable business transformation in areas such as sustainable materials, forestry, and climate energy, including efforts to raise public awareness. The company is committed to achieving its sustainability programs and long-term goals through precise scientific methods. P&G Korea, a subsidiary of P&G, entered into a partnership with WWF-Korea in 2020, collaborating on campaigns and educational initiatives aimed at promoting corporate sustainability.

This year, P&G Korea provided an educational program on "Net Zero and Life Cycle Assessment (LCA)" to students at Boramae Elementary School in Seoul. Through the two major themes of climate change and net zero, the program emphasized the importance of environmental conservation and how to practice carbon neutrality in daily life. The concept of LCA, which analyzes the environmental impact of every stage of a product's life cycle—from production to disposal—was explained in simple terms, helping students gain a broad perspective on environmental issues.

Through education and various interactive activities, students connected carbon emissions to their everyday lives, learning practical habits for achieving net zero both at home and at school, and how to actively implement them.

P&G Korea and WWF-Korea will continue to collaborate across various sectors to advance sustainable business transformation.

## About the Company

P&G is a global consumer goods company that manufactures and sells a wide range of household products, including detergents, razors, shampoos, toothbrushes, and diapers. The company aims to create a better living environment for both current and future generations through small but meaningful changes.



### INDUSTRY

Consumer Goods Manufacturing & Retail

### TYPE OF PARTNERSHIP

Communication & Awareness Raising

### CONSERVATION FOCUS

Climate/Plastic

### RANGE OF CONTRIBUTIONS

10,000,000KRW ~ 50,000,000KRW





# CESCO - CESCO Mylab

Last year, CESCO conducted a donation campaign through its shopping platform, 'CESCO Mall,' as part of its '100 to the Future' program. In this campaign, 100 KRW was donated for each product purchased. Additionally, during the year-end, a consumer participation donation event was held, where 100 KRW was added to an environmental fund for every message of support, even without purchasing a product. Over 310,000 participants joined this event, further contributing to the donation efforts.

The 'CESCO Mylab 100 to the Future' program is tied to the purchase of products from CESCO Mylab, the brand focused on environmental hygiene products such as dishwashing detergent, disinfectants, and deodorizers. For every product purchased, 100 KRW is automatically contributed to an environmental fund, with the accumulated amount donated annually through the '100 to the Future' program to support environmental protection initiatives.

CESCO, a company that has prioritized the environment for over 25 years by incorporating social responsibility into its business practices and issuing environmental declarations, continues to place environmental concerns at the core of its operations. The funds raised through this campaign were donated to WWF's impACT Fund, supporting efforts to collect marine debris, prevent ghost fishing and microplastic pollution, and contribute to biodiversity conservation.

## About the Company

CESCO's environmental hygiene product brand, CESCO Mylab, operates the '100 to the Future' program, where 100 KRW is automatically donated for each product purchased. This initiative allows for continuous contribution to environmental protection efforts by donating funds every year.

# CESCO Mylab

## INDUSTRY

Pest Management and Environmental Hygiene

## TYPE OF PARTNERSHIP

Communication & Awareness Raising

## CONSERVATION FOCUS

Plastic

## RANGE OF CONTRIBUTIONS

10,000,000KRW ~ 50,000,000KRW

CESCO Mylab 100 to the Future  
세스코 마이랩 백투더퓨처

“백투더퓨처란?”

세스코의 환경위생용품  
'세스코 마이랩' 제품을 구매하면,  
1개당 자동으로 100원이  
환경적립금으로 적립돼  
매년 누적 금액을  
기부하는 프로그램입니다.

100 to the Future

당신의 소중한  
100원이 모여,  
미래 가능성을 100% 변화시킵니다.



# Com2uS

In celebration of the 10th anniversary of its global RPG "Summoners War: Sky Arena", Com2uS launched a net zero campaign in partnership with global users and employees to contribute to the fight against climate change. The company also donated to support carbon neutrality and international forest conservation efforts.

As part of the campaign, an event was held where Com2uS raised funds based on the number of missions completed by players in "Summoners War." Participants were rewarded with in-game items and also educated on practical ways to reduce their carbon footprint in daily life, raising awareness of carbon neutrality. For Com2uS employees, the company organized a 10-task challenge encouraging eco-friendly habits, such as deleting unnecessary emails, using reusable cups, and utilizing public transportation, all contributing to reducing carbon emissions in daily life.

Com2uS has been conducting user-participation donation events through its games each year to support various WWF nature conservation projects. Last year, in celebration of the 9th anniversary of "Summoners War: Sky Arena", the company donated to support efforts for protecting endangered species and preserving biodiversity.

## About the Company

Founded in 1999, Com2uS was the first company in Korea to offer mobile game services, pioneering the Korean mobile gaming market. Com2uS has expanded beyond gaming into a wide array of content genres, embodying the values of challenge and innovation. With decades of development expertise, a global network, and service know-how, Com2uS has reached over 230 million downloads worldwide for "Summoners War: Sky Arena", alongside offering a wide variety of games across the globe.

# com2uS

## INDUSTRY

Online Game software development and distribution

## TYPE OF PARTNERSHIP

Communication & Awareness Raising

## CONSERVATION FOCUS

Biodiversity

## RANGE OF CONTRIBUTIONS

10,000,000KRW ~ 50,000,000KRW





# Korea Sports Agent Association

WWF signed a memorandum of understanding with the Korea Sports Agent Association for the 2023 Seoul EOU Cup U-18 International Youth Tournament. The tournament name, EOU, stands for 'Earth On Us,' symbolizing the connection between the planet and the community, and emphasizing sustainability. This environmentally friendly soccer tournament aimed to highlight the importance of sustainability for future generations, adding deeper significance to the international youth soccer event.

The tournament was organized in accordance with carbon reduction and sustainability guidelines jointly established by UEFA and WWF. A WWF campaign booth was set up at the event, providing various activities, including educational materials on sustainability, panda tattoo stickers representing endangered species, and a WWF merchandise giveaway for participants who made donations. In addition, attendees were encouraged to use public transportation and reusable containers during the tournament, while designated stations for transparent PET bottle recycling were provided to ensure proper waste management and reduce carbon emissions and waste generated during the event.

This partnership served as a valuable opportunity to raise awareness about sustainability and environmental conservation for future generations. WWF plans to continue its efforts to promote sustainable sports culture through various initiatives.

## About the Company

The Korea Sports Agent Association contributes to the healthy development of the sports industry and the promotion of domestic sports culture through initiatives such as research on the sports agent industry, the formulation of policies and systems, and the establishment of academies.

## 한국스포츠에이전트협회

KOREA SPORTS AGENT ASSOCIATION

### INDUSTRY

Non-profit corporation

### TYPE OF PARTNERSHIP

Communication & Awareness Raising

### CONSERVATION FOCUS

Plastic

### RANGE OF CONTRIBUTIONS

10,000,000 KRW~ 50,000,000KRW





# Employee Engagement

Conservation efforts can only be achieved when individual mindsets shift, and collective voices are raised. For a company to achieve sustainable business practices, it requires the combined efforts of both leadership and employees. True change comes from a shift in awareness and unified action among the workforce.

In response to this, WWF runs corporate employee engagement programs that allow staff to participate directly in nature conservation activities, helping them understand the importance of environmental preservation and the urgency of addressing environmental issues. WWF provides companies with appropriate themes and directions to ensure that businesses can independently plan and sustain these activities, supporting them in finding and implementing programs aligned with their corporate culture.

Additionally, WWF aims to enhance employee engagement by offering educational programs that provide a comprehensive understanding of the significance and urgency of conservation efforts, backed by scientific data and the latest developments in global conservation. The goal is not only to create a sense of fulfillment from the effort but also to inspire lasting changes in thought and behavior. The training covers critical issues such as plastic pollution, marine biodiversity, and the climate crisis, focusing on areas where WWF actively works.

Employee education on climate change and the importance of renewable energy transition at Vena Energy



## Vena Energy

In the 2024 fiscal year, WWF provided an employee education program on the importance of addressing climate change and transitioning to renewable energy for employees of Vena Energy, a leading renewable energy company in the Asia-Pacific region. The program, delivered both online and offline, showed high engagement, including participation from the Singapore headquarters. It offered a valuable opportunity for employees to further appreciate the necessity of renewable energy.

## Agoda

WWF partnered with the online travel agency Agoda to install fencing at Yeouido Saetgang Ecological Park to protect the habitat of endangered otters. Before the activity, employees received biodiversity education, which emphasized the crisis and importance of biodiversity, strengthening their commitment to the cause. Thanks to the enthusiastic participation of Agoda employees, a safe and stable habitat for otters and other wildlife was successfully created.

WWF plans to continue expanding its educational programs and conservation activities with partner companies and their employees in the future.

Installation of fences at Yeouido Saetgang Ecological Park in collaboration with Agoda to protect otter habitats







**SUSTAINABLE  
PROGRAM**

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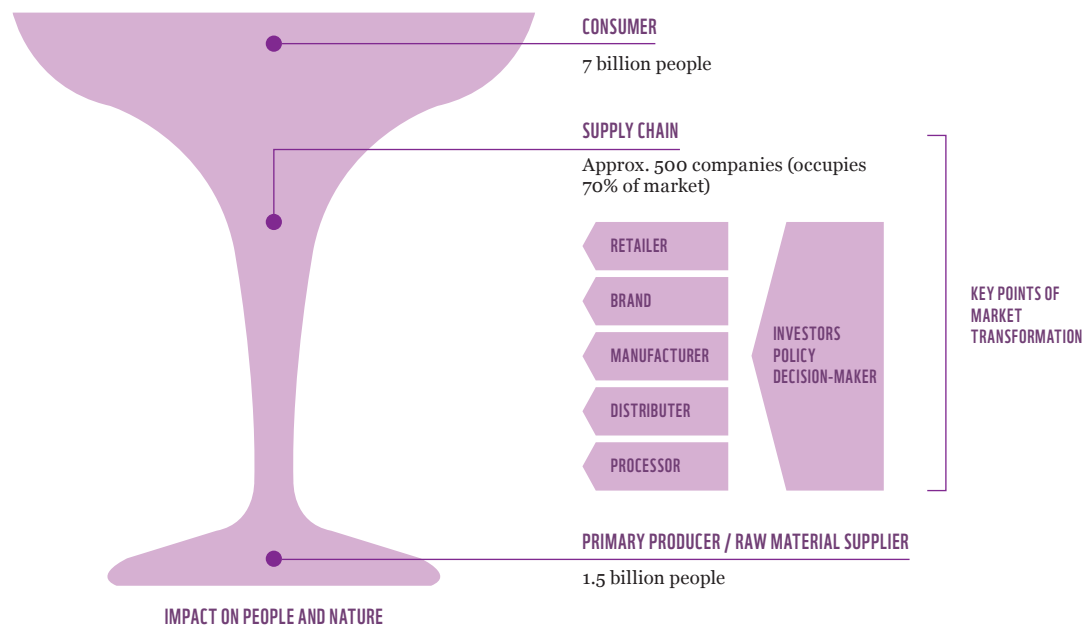


# SUSTAINABLE PROGRAM

Currently, people are consuming resources at a rate approximately 1.7 times faster than the Earth's capacity to sustain. This poses a significant threat to maintaining a healthy planet and is unsustainable for both humanity and nature. Therefore, efforts should be directed towards managing the demand for raw materials such as water, food, and fuel in line with population growth, along with activities aimed at water conservation and climate stability, to facilitate the restoration of nature.

In pursuit of its conservation goals, WWF focuses on reducing the environmental impact of production and consumption, emphasizing transformative business system changes that benefit both humans and nature. WWF collaborates with businesses to induce behavioral changes within industries regarding environmental practices, aiming to maximize conservation outcomes through such partnerships.

To bring about changes in markets and businesses, concerted efforts from the entire industry are essential, rather than individual endeavors by companies alone. WWF has established initiatives and platforms that promote multi-stakeholder collaboration, including foundational research, hosting roundtable discussions, and operating corporate collaboration initiatives. These efforts aim to support domestic markets and companies in transitioning to sustainable business practices.



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# PLASTIC

The issues associated with plastic usage and the resulting environmental pollution have been widely reported. However, finding a clear solution from a business perspective has proven challenging. WWF has put forth a strategy called 'No Plastics in Nature by 2030,' aiming to globally prevent the environmental influx of plastic and halt ecosystem contamination by the year 2030.

## PACT Business Joint Initiative

PACT (Plastic ACTION) is WWF's business initiative that aims to reduce the globally emerging issue of plastic pollution. Through the collective participation of businesses, it aims to achieve a long-term reduction in the use of plastic throughout the product life cycle, from production to design and packaging. Launched by WWF-Singapore in 2019, PACT has seen the involvement of various global companies from industries such as Evian, Hyatt, Hilton, and more, leading to the reduction of over 12 million plastic products and packaging items. Following Singapore, Thailand, and the Philippines, Korea joined PACT for the first time in 2021, marking the initiation of efforts by domestic companies to reduce plastic use.

Companies participating in PACT are committed to two primary objectives: 1) identifying opportunities for cross-sector collaboration, and 2) setting individual plastic reduction targets.

Firstly, PACT members can establish networks across diverse industries without restriction. Companies from sectors such as food and beverage, cosmetics and personal care, hospitality, and finance collaborate to discover new opportunities and share their plastic reduction achievements with the public through the PACT annual impact report.

Secondly, PACT companies engage in continuous dialogue with WWF to develop mid- to long-term strategies and action plans. They enhance awareness of plastic reduction through employee education initiatives and leverage WWF's global network and official channels to promote their sustainability efforts.



## 4th Plastic Roundtable

On February 22, WWF hosted the 4th Plastic Roundtable, which was attended by over 30 representatives from approximately 20 companies, including Pulmuone, SK Networks, LG Household & Health Care, and Woowa Brothers.

During the roundtable, WWF shared the achievements of the PACT initiative, noting that 13 member companies collectively reduced over 11,000 tons of plastic last year. WWF also highlighted marine debris collection efforts funded by the impACT fund. Furthermore, WWF emphasized through its Plastic Pollution Inequality Report that low-income countries bear more than 10 times the costs compared to high-income nations. The presentation concluded with a call for continued attention to WWF's regional campaigns and events ahead of the upcoming INC-5 meeting in Busan this November.

Next, the Ellen MacArthur Foundation (EMF) presented the latest research findings on the circular economy for plastics. EMF explained that by minimizing environmental impacts at the early stages of product design and improving recyclability, it is possible to prevent plastic from becoming waste. EMF introduced its vision and the concept of upstream innovation, stressing that not only corporations but also NGOs, governments, and the financial sector must work together to achieve a global circular economy for plastics.

The third session featured Samyang's presentation on recycling discarded fishing nets, 'Polyamide 6'. Samyang highlighted the sustainability of its materials business and the production, quality control, and certification processes involved in recycling fishing nets. The company also emphasized the transparency of its quality control procedures provided to clients.

The final presentation was by I'm Eco (Sansu Beverage), which outlined its goals to reduce its environmental footprint by transitioning all products to recyclable, low-carbon, or biodegradable materials by 2025, as well as plans to increase recovery rates to 30%. I'm Eco shared various collaboration examples with credit card companies, hotels, and festivals, underscoring its commitment to tracking the lifecycle of plastic products and promoting a culture of reuse.





### Resident-led Waste Management Project in Tongyeong

In 2023, WWF, in collaboration with the Korea National Park Service (KNPS), successfully implemented a Resident-led Marine Debris Management Project in Tongyeong, collecting a total of 18,390 kg of marine debris. In February of the previous year, WWF and KNPS signed a memorandum of understanding to address the marine debris issue in the island areas of the Hallyeohaesang National Park. The initiative aimed to protect the marine ecosystem and promote sustainable resource management.

The region is heavily affected by marine debris due to wind and ocean currents, but its remote location makes it difficult to hire clean-up personnel. The wide distribution of debris further strained existing resources, limiting the scope of waste management efforts. In response, WWF and KNPS collaborated with the local community on Yeondaedo Island from July to November last year. A group of 27 residents, including members of the local village community and fishing cooperatives, conducted clean-up activities across six beach areas on Yeondaedo, resulting in the collection of 18,390 kg of marine debris.

Through this project, WWF not only increased the income of local residents but also raised awareness of marine conservation. The project fostered cooperation among public institutions, local governments, and residents, contributing to the preservation of the local marine ecosystem. WWF plans to continue expanding the Resident-led Marine Debris Management Project to further its impact on marine ecosystem conservation.

### Submerged Marine Debris Collection in Yangyang

Each year, 11 million tons of plastic waste flow into the ocean, exacerbating the growing issue of marine pollution. The impact is particularly severe due to abandoned or lost fishing gear, which contributes to pollution and causes significant harm to marine life. In response to these issues, WWF-Korea has been actively engaged in the continuous collection of submerged marine debris. Since 2021, WWF has partnered with the Korea Fisheries Infrastructure Public Agency and utilized private sector funding to support its marine debris collection initiatives.

In 2021, WWF collected 105 tons of marine debris from the Yeonpyeong Island fishing grounds, followed by 41 tons from the Jeju region in 2022. In 2023, approximately 34 tons of submerged marine debris—including discarded fishing gear, ropes, and traps—were retrieved from the waters

near Susan Port, Yangyang County, Gangwon Province, using salvage frames and crane-top vessels.

The collected debris is processed according to the Waste Management Act, undergoing sorting and cleaning before being recycled. Some of the waste is incinerated or subjected to pyrolysis to extract oil. Through these efforts, WWF has helped mitigate microplastic pollution and ghost fishing, while also contributing to the restoration of marine resources and the conservation of marine ecosystems. WWF remains committed to fostering corporate participation in the pursuit of a sustainable ocean.

In addition, ahead of the International Plastics Treaty (INC-5) to be held in Busan this year, WWF has selected the Busan coastline as its 2024 project site for submerged marine debris collection.

### Presentation at the Sustainable Packaging Forum

On July 20, WWF participated in the Sustainable Packaging Forum, hosted by Control Union Korea, where it presented examples of sustainable packaging practices. The event was attended by over 130 stakeholders, including representatives from large corporations, mid-sized companies, public institutions, and research institutes. The forum focused on discussions surrounding the production, regulation, management, and certification of sustainable packaging.

During the first session, which covered topics such as global sustainable packaging trends, the latest ESG developments, and strategies for building a circular economy for plastics, WWF introduced the Reusable E-commerce Packaging Project from its Singapore headquarters. The six-month project saw one-third of consumers opt for reusable packaging out of 15,000 orders, with participation boosted by incentives and pre-event promotions. WWF highlighted that reusable packaging proved more cost-effective than recyclable alternatives.

Additionally, WWF shared case studies on the FSC certification system for sustainable packaging and the use of paper packaging in the cosmetics industry. The presentation also included research and development updates on plastic materials in the food and electronics industries, as well as examples of successful transitions to sustainable packaging solutions.

### Participation in the Saemangeum World Scout Jamboree

WWF participated in the 2023 Saemangeum World Scout Jamboree, held in Buan County, Jeollabuk-do. This event brought together over 43,000 youth from 150 countries, during which WWF conducted various educational programs and awareness-raising activities focused on nature conservation. Operating a promotional tent at the Ban Kimoon SDGs Village, WWF engaged global scouts with representatives from its Korea, Hong Kong, Philippines, and Malaysia offices, offering insights into the importance of protecting migratory birds, wildlife, and combating plastic pollution.

Scouts learned about the life cycle of plastic—from production to disposal—and how it poses a threat to biodiversity. They also explored the migration routes of birds and the crucial role that wildlife plays in preserving ecosystems. WWF has a long-standing partnership with the World Organization of the Scout Movement and has promoted various initiatives, such as the Champions for Nature program, which encourages Scouts to actively participate in achieving the UN Sustainable Development Goals (SDGs) and biodiversity conservation.

### Participation in the 'Jiguhada Festival'

On October 23, WWF participated in the 'Jiguhada Festival' held at Gwanghwamun, organized by the Ministry of Environment, Kyobo Life, the Korea Environmental Preservation Association, and the National Environmental Education Center. The event was aimed at raising awareness of the importance of nature conservation and proper environmental practices among students, and future generations, by providing various programs such as educational sessions, cultural experiences, and performances.

Participants engaged with five thematic zones where they learned about the significance of nature conservation, practical conservation methods, resource recycling, and biodiversity. At the WWF booth, visitors were educated on the full life cycle of plastic—from its creation to production, consumption, and disposal—and the impact of plastic pollution on biodiversity and natural ecosystems. The booth attracted a wide range of participants, including youth, citizens, and tourists, and shared methods to reduce unnecessary plastic use, such as single-use items. As the international plastics treaty approaches, WWF plans to leverage various platforms to raise public awareness about plastics and promote behavioral changes in plastic consumption.





# TEXTILE

The textile and fashion industry accounts for 10% of global carbon emissions, 20% of freshwater usage, and 23% of wastewater generation, making its environmental impact significant and widespread. As sustainability becomes an essential element across the industry, aligned with international demands, relevant policies and regulations are emerging. The textile and fashion sector now faces the challenge of reducing its ecological footprint and transitioning toward sustainable business practices in response to both policy requirements and consumer expectations. WWF is actively working to support this business transition and raise consumer awareness, contributing to the development of a sustainable textile and fashion market.

## 2nd Sustainable Fashion Seminar

On October 27, WWF hosted the second Sustainable Fashion Seminar at Yonsei University under the theme "The Path to Circular Fashion: From Materials to Consumption." Following the success of the first seminar in May 2023, this event attracted over 80 students and was successfully conducted.

The seminar began with an opening speech by Minhye Park, Executive Director of WWFKorea, on "The Environmental Impact of the Textile and Fashion Industry and the Circular Economy." This was followed by presentations from Joo-Yeon Jeong, CEO of Dasiipda Lab, and Eun-Bi Lee, CEO of Craving Collector, who introduced trends in secondhand trading and the role of consumers in promoting a sustainable fashion society. Minhye Park emphasized that "the fashion industry must move from a linear to a circular economy to meet growing consumer demands and global market trends," and stressed that "achieving a circular economy requires a comprehensive approach that encompasses brands, supply chains, and consumers."

Dong-Hak Song, CEO of Netspa, and Kwang-Hyun Kim, a manager from Patagonia, presented sustainable business models from material sourcing to disposal, illustrating various ways companies can contribute to nature conservation. The seminar concluded with a Q&A session, where the enthusiasm and active participation of the students highlighted the potential for a sustainable textile and fashion market in the future.



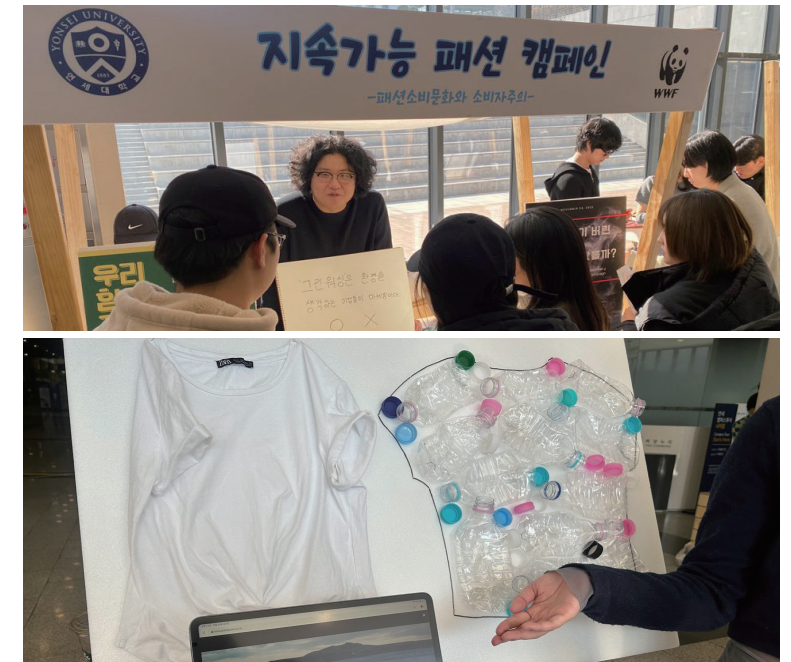
## Sustainable Fashion Campaign

On November 24, the Department of Clothing and Textiles at Yonsei University and WWF jointly hosted the 'Sustainable Fashion Campaign' to raise consumer awareness and promote actions toward sustainable fashion practices.

Approximately 150 participants engaged in various promotional and experiential activities across five booths, including quizzes and petition drives, aimed at encouraging more sustainable consumption habits. The event provided an opportunity for participants to reflect on the sustainability of the fashion industry.

The five offline booth events were planned based on pre-event big data analysis that gathered consumer insights. The booths offered engaging and accessible content on topics such as greenwashing, marine pollution caused by the fashion industry, proper consumption of vegan leather, the lifecycle of clothing, and ways to improve clothing consumption habits. These activities provided participants with accurate information about sustainable fashion in a fun and approachable manner.

Given the significant environmental impact of the textile and fashion industry, WWF sought to help consumers understand these impacts and drive changes in consumer awareness. WWF and the Department of Clothing and Textiles at Yonsei University plan to continue awareness-raising efforts to promote the development of a sustainable fashion market.





# MARKET

WWF aims to lead market transformation by encouraging companies to produce and utilize products sustainably. At the same time, it seeks to raise consumer awareness of sustainably produced goods, thereby increasing demand and driving higher production of such products. Achieving a sustainable market requires not just the efforts of individual companies, but the collaboration of the entire market. To this end, WWF is working to establish and manage platforms that facilitate multi-stakeholder cooperation, helping the domestic market transition to sustainable business practices.

## Korea Sustainable Certification Alliance

WWF, in collaboration with the Forest Stewardship Council (FSC), Aquaculture Stewardship Council (ASC), and Marine Stewardship Council (MSC), launched the Korea Sustainable Certification Alliance (KSCA) to promote the use of sustainable resources and foster a culture of responsible resource management.

As part of the Alliance's activities, WWF published the "Certification Schemes for a Sustainable Future" report in April and held a seminar on May 3rd titled "Global ESG Initiatives: Strategies for Biodiversity Conservation in the Era of Climate Crisis." Through these initiatives, WWF has been actively raising awareness about the importance of sustainable resource management. WWF will continue its efforts through the Alliance to promote corporate and consumer recognition of certification systems, contribute to building sustainable supply chains, and work towards the Nature Positive goals by restoring natural resources and conserving biodiversity.



## Sustainable Product Packaging Value Chain

Since November 2023, WWF has been working with the Korea Packaging Recycling Corporation (KPRC), the Korea Conformity Laboratories (KCL), and ten companies involved in product supply and sales to implement a project focused on building a Sustainable Product Packaging Value Chain.

This initiative seeks to establish common goals and standards for packaging sustainability, in response to increasing resource circulation policies both domestically and internationally, and growing consumer demand for environmentally-friendly consumption. The project involves collaboration between seven product suppliers (Nongshim, Jeju Special Self-Governing Province Development Corporation, LG Household & Health Care, Maeil Dairies, Namyang Dairy Products, Korea Ginseng Corporation, Lotte Chilsung Beverage) and three product retailers (Lotte Mart, Emart, and Homeplus).

As part of the project, stakeholders are currently working together to develop Sustainability Evaluation Criteria for Packaging based on industry and expert input. On June 27, WWF hosted a seminar on "Building a Sustainable Product Packaging Value Chain" to discuss strategies for minimizing the environmental impact of the value chain—from product manufacturing to supply and sales. The seminar provided a platform to share examples of improved packaging materials and structures, as well as the commercialization of advanced sustainable packaging technologies. Participants collectively recognized the need to adopt sustainable packaging solutions to both conserve nature and advance the circular economy.





# WWF-KOREA 10th ANNIVERSARY EVENT

On May 23, WWF-Korea celebrated its 10th anniversary by hosting a gala dinner event. The event, attended by over 300 corporate partners and stakeholders, was organized to commemorate the achievements of the past decade, express gratitude to the partners who have been part of the journey, and share the vision for the next 10 years.

The two-hour event opened with a speech from WWF-Korea Chairman Jungwook Hong, followed by a visionary address by Executive Director Minhye Park, who highlighted the organization's accomplishments over the past decade. In her speech, she emphasized the ongoing climate and biodiversity crises that continue to challenge the planet and urged corporate partners to actively participate in WWF's future initiatives. WWF-Korea Ambassador Tyler Rasch then introduced two new flagship campaigns, "Anistay" and "MD Trip", which focus on biodiversity and the conservation of endangered species, marking the 10th-anniversary

celebration with a hopeful message.

The first part of the evening concluded with a moving art performance by artist Sangwoo Ko, who has collaborated with WWF to raise awareness of the threats facing endangered species. His performance, themed "Love It or Lose It", conveyed a powerful message intertwining art and conservation.

Following dinner, the second part of the evening featured a magic performance by magician Junhyeong Lee, who creatively communicated WWF's mission and the urgency of conservation efforts through his illusions, inspiring further engagement from the attendees.

Through this event, WWF reaffirmed the potential for change that can be realized through its collaboration with corporate partners. Looking forward, WWF is committed to strengthening its partnerships to overcome the environmental challenges facing our planet.





# MORE ON PARTNERSHIP ACTIVITIES

## Smart Farm Forum for the Sustainability of Future Agriculture

WWF participated in the forum "The Role of Smart Farms and Retailers for the Sustainability of Future Agriculture," hosted by Emart and the Environmental Education Center.

As interest in smart agriculture grows due to the climate crisis and food security issues, the event brought together over 20 industry experts from organizations such as Emart, N.Thing, EcoAble, the Korea Environmental Industry & Technology Institute, and the Korea Agriculture Technology Promotion Agency to exchange diverse opinions. Minhye Park, Executive Director of WWF-Korea, presented on "Building Partnerships to Promote Smart Farms: Case Study of WWF-US and AeroFarms." She introduced the smart farm project in St. Louis, which aimed to secure food resources and social contribution.

Minhye Park emphasized the need for the domestic smart farm industry to not only address the climate crisis but also contribute to society, urging continued interest in the development of future agriculture to ensure food security and address climate challenges.

## I SEA U Campaign with KSDI

WWF signed a memorandum of understanding with Korea Scientific Diving Institute (KSDI) to collaborate on raising awareness of marine environmental issues and developing educational programs. This partnership includes the I SEA U Campaign, which highlights the severe impact of plastic waste breaking down into microplastics and threatening marine ecosystems.

As part of the campaign's first initiative, WWF supporters and employees received scuba diving training over a two-month period and participated in an underwater marine debris clean-up activity in

Goseong, Gangwon Province. Both organizations aim to promote the importance of marine ecosystem conservation through these activities and contribute to addressing the issue of plastic pollution and marine debris.

## 2023 Asia Pacific Corporate Engagement Workshop Hosted by WWF-Korea

From November 28 to December 1, WWF hosted the WWF Asia Pacific Corporate Engagement Workshop in Seoul, gathering corporate partnership managers from across the Asia-Pacific region. The event brought together more than 30 participants from 18 countries to engage in in-depth discussions on enhancing collaboration between businesses and NGOs for sustainability, addressing country-specific challenges and solutions, fostering corporate transition partnerships, and emphasizing the importance of sustainable finance.

On November 29, the Leaders Talk Session featured case studies from key domestic and international partnerships, enhancing understanding of sustainability in the Korean market and exploring opportunities to expand partnerships across the Asia-Pacific region. Participants shared ideas and strategies for collaboration and exchange to strengthen partnerships.

Looking ahead, WWF plans to continue expanding its collaborations with various businesses to drive transformative change in industries. The goal is to maximize the impact of corporate partnerships in the Asia-Pacific region to achieve significant nature conservation outcomes and to advance sustainable development through a range of projects and initiatives.



Participation at the Smart Farm Forum for sustainable farming



I SEA U Campaign with KSDI



2023 Asia Pacific Corporate Engagement Workshop hosted by WWF-Korea



# PHILANTHROPY DONATION

WWF actively engages with over 35 million supporters across more than 100 countries through its global network to create a future where humans and nature coexist harmoniously. Focused on conserving biodiversity, promoting the sustainable use of natural resources, and reducing environmental pollution and waste, WWF emphasizes awareness-building activities and education.



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By understanding the root causes of issues and proposing innovative solutions through a science-based approach, WWF encourages participation from everyone. Businesses align with WWF's vision and goals by sponsoring WWF projects and activities. These sponsorships can be directed toward projects directly related to the company's business direction or towards issues that are deemed meaningful by the company and its employees. Contributions made by companies are utilized by WWF in projects aimed at addressing the identified issues effectively.

In the fiscal year 2024, **GS Construction, Youngone Corporation, Kakao Makers, Korea Packaging Recycling Corporation, Amorepacific, AIMC, CH Cosmetics, Fitmoa 3R Lab, Fill the Feel, Shinjuwon D&G, Global Standard Technology, Lab & Company** contributed to the preservation activities of WWF.



LAB & COMPANY



## FEATURED STORY: WWF - Coca-Cola Partnership

# WWF AND COCA-COLA'S EFFORTS FOR CLEAN AND HEALTHY WATER

**The Water Replenishment Project aims to secure safe and clean water with a long-term impact from a broader ecological perspective and share it with local communities.**

### Coca-Cola's Global Water Replenishment Project, Launched in 2007

Clean and safe water is essential for ecosystems and critical for the well-being of healthy communities. In recognition of this, Coca-Cola launched the Water Replenishment Project in 2007, aiming to return to nature and society the equivalent amount of water used in its products and manufacturing processes. This initiative has been implemented across more than 2,000 communities in 70 countries worldwide. In 2022 alone, Coca-Cola replenished over 290 billion liters of clean water to nature and local communities through this project.

The Water Replenishment Project has been a collaborative effort with various partners, including WWF, the United Nations Development Programme (UNDP), The Nature Conservancy (TNC), WaterAid, CARE, and Water For People.

The water replenishment efforts are primarily carried out through three key methods. First, providing clean water: Building wells, water supply systems, and purification facilities to ensure access to safe water. Second, protecting and restoring watersheds: Safeguarding and rehabilitating watersheds that serve as the foundation for the livelihoods of local

communities. Third, recycling water: Repurposing water, such as rainwater and wastewater, for agricultural and other essential uses. In addition to these, the project focuses on improving access to sanitation facilities, educating communities on hygiene and environmental sustainability, advocating for policy changes, and working toward biodiversity conservation. The Water Replenishment Project is designed with a long-term vision to have sustained impact. The project is structured to provide direct benefits to local communities, make a broader impact on both people and ecosystems, be a replicable model for other regions facing similar challenges, and ensure the sustainability of water replenishment efforts over time.

While some of these efforts may not seem directly tied to replenishing water volumes, they are aligned with Coca-Cola's broader ecological approach to ensuring that clean and safe water is available and shared with communities.

Ultimately, the Water Replenishment Project aims to secure safe and clean water from a wider ecological perspective, ensuring long-lasting benefits for both the environment and local communities.



2022 Project Site – Gaho 2 Reservoir

### The Long-standing WWF and Coca-Cola Partnership

For over a decade, WWF and Coca-Cola have partnered to implement the Water Replenishment Project. Initially launched across 11 freshwater basins, the partnership has since expanded to 50 countries, collectively returning over 1.4 billion liters of water to nature. In 2021, the global partnership was renewed for an additional three years, extending to over 50 countries—half of Coca-Cola's 100 operating markets across nine business units. Through this collaboration, more than 200 organizations have joined the efforts, aiming to mobilize further investments and foster collective action from other global stakeholders. The partnership has primarily focused on water replenishment in local communities, making significant progress in addressing the global water scarcity challenge.

The results have shown positive impacts on both local communities and Coca-Cola's business, highlighting the importance of sustained partnership efforts.

Looking ahead, WWF and Coca-Cola are committed to driving meaningful change through increased investment and broader partnerships to create long-lasting, positive environmental impacts.

WWF is also working closely with Coca-Cola to develop and implement a global roadmap for its sustainability strategy and targets through 2030. By leveraging the WWF network, the collaboration is focused on achieving these ambitious goals, with WWF supporting Coca-Cola's data collection efforts across various countries. Additionally, WWF aids in expanding networks with other partners, raising awareness, and ensuring successful conservation projects. The partnership between WWF and Coca-Cola has become a model for corporate-NGO collaboration, successfully driving collective action alongside governments, communities, and other businesses to conserve freshwater resources and key watersheds.

**The partnership between WWF and Coca-Cola has become a model for corporate-NGO collaboration, successfully driving joint efforts with governments, communities, and other businesses to protect freshwater ecosystems and critical watersheds worldwide.**



## Partnership for the Korea-Specific Water Replenishment Project

In line with global water replenishment goals, WWF-Korea and Coca-Cola Korea have partnered since 2017 to carry out water replenishment projects in collaboration with local communities. The initiative began in 2017 with the Korea-specific Water Replenishment Project, launched in conjunction with the 2018 PyeongChang Winter Olympics. A Memorandum of Understanding was signed with Gangwon Province and the PyeongChang Organizing Committee for the Olympic Winter Games to secure and protect water resources in the Daegwallyeong area.

In 2018, the partnership expanded to include the Nakdong River Basin Environmental Office, Gimhae City, and the Korea Institute of Ecology and Environment. This led to the completion of the Siraeri Ditch Wetland and the First Clean Village Reservoir in Gimhae, where the reservoir was expanded and water quality improvement training was provided to

local residents. These efforts resulted in the supply of clean water and improved the water quality of the ditch from Grade 4 to Grade 2. In June 2019, dredging and expansion of the Sanbon Reservoir in Gimhae, Gyeongsangnam-do, were completed, providing clean water to a community struggling with water pollution and the preservation of its agricultural ecosystem. This project also extended water resources to the neighboring Gwandong Village, fostering community collaboration. In 2020, the project continued with dredging work in Mugok-ri in Changwon, and in 2021, further efforts were made at Deogam-ri in Juchon-myeon, Gimhae. By 2022, the project expanded to additional areas such as Hapcheon and Goseong, securing agricultural water for local communities through the dredging of 14 reservoirs and the improvement of two ditches, with plans to continue these efforts through 2024.



2018 Project Site – Sangchon Village Ditch



2020 Project Site – Mugok 2 Reservoir

## New Strategy for Achieving Water Security by 2030

Coca-Cola has recently introduced a new strategy focused on achieving Water Security by 2030. Water security refers to the availability of sufficient water quantity and quality, ensuring safe access to shared water resources through effective management. This new strategy aims to not only replenish water in local communities but also to promote responsible water use across all stages of business operations, adopting approaches that benefit both society and the environment.

In line with this global initiative, Coca-Cola has launched a water resource management project in Yeosu, South Korea, in partnership with the Yeosu Council and Yeosu Forest Cooperative. The project focuses on forest management to secure water resources in the region, where a Coca-Cola facility is located. Forests play a vital role in purifying the air, regulating water cycles, and mitigating the adverse effects of climate change through carbon sequestration. Particularly, forests are crucial in the water cycle, as they help retain water in the surrounding soil, sustaining ecosystems.

Prior to initiating the project in Yeosu, WWF and Coca-Cola conducted a joint study with the Korea Institute of Ecology and Environment, revealing that groundwater shortages in Yeosu posed risks not only to agriculture but also to corporate reputations. The study concluded that forest management could increase groundwater levels and mitigate these risks over the long term. Given that natural systems are interconnected, it is essential to understand how components such as freshwater and forests depend on each other. By taking swift action, ecosystems can be restored, contributing to a richer natural environment. WWF, through its global nature-based projects, emphasizes the importance of restoring these connections to support ecosystem recovery. The forest management project in Yeosu, in collaboration with Coca-Cola, aims to restore both the forest and the water cycle, ultimately fostering a healthy ecosystem.

## Restoring Natural Systems and Ensuring Sustainable

As Coca-Cola's business is heavily reliant on water, it is not only essential but a fundamental responsibility to manage clean water resources continuously, contribute to freshwater conservation, and maintain ecosystem balance. Coca-Cola's commitment to building sustainable communities goes hand in hand with these efforts. In this era of crisis, where climate change exacerbates freshwater shortages and biodiversity loss, reconnecting fragmented terrestrial, marine, and freshwater habitats to restore degraded natural systems is critical—not just for the planet and local communities, but for ensuring the long-term sustainability of businesses. Restoring natural systems in the face of risks such as climate change and biodiversity loss is a crucial component for sustainable business operations. WWF is committed to identifying and pursuing freshwater ecosystem restoration projects in collaboration with Coca-Cola, aimed at supporting both environmental resilience and sustainable business practices.

**In this era of crisis, where climate change and biodiversity loss have become evident, restoring degraded natural systems is critical for the sustainability of businesses.**





# PARTNER INTERVIEW



## Interview with Ah-Reum Oh, Manager at Hansoll Textile

### 1. Could you briefly introduce your current role at Hansoll Textile?

Hello, my name is Ah-Reum Oh, and I am a Manager in the CSR/Sustainability department at Hansoll Textile. I am responsible for overseeing the company's Corporate Social Responsibility (CSR) and Sustainability Initiatives. Specifically, my role involves setting Hansoll's social and environmental goals, developing detailed strategies to achieve them, and planning and executing various CSR and environmental programs. I also work on managing a sustainable supply chain and leading projects that aim to minimize our environmental impact, ensuring that Hansoll meets its ESG responsibilities.

### 2. What has been your experience working with WWF? What were some of the positive aspects of the collaboration?

WWF has been instrumental, not just as an environmental organization, but as a key partner in helping us analyze risks across various industries and craft sustainable business strategies. I greatly value WWF's global network and expertise in analyzing international environmental regulations and industry trends. Their ability to provide insights into these areas has been incredibly beneficial for us.

Over the past three years, Hansoll Textile has been working in collaboration with WWFKorea. During this time, we've been able to align our activities with WWF's philosophy, allowing us to integrate the necessary environmental initiatives into our business strategy. This partnership has not only enabled us to fulfill our environmental responsibilities but also contributed to creating social value, supporting Hansoll's sustainable growth and development.

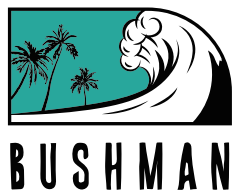
### 3. Looking ahead, is there anything you'd like to pursue in collaboration with WWF?

Biodiversity risks represent a twin crisis that all industries should be paying close attention to. However, it's challenging for companies to tackle this on their own, which is why we would love to collaborate with WWF, leveraging their expertise in this field.

Additionally, supply chain management is critically important in the apparel industry. Considering the nature of our industry, I hope to collaborate with WWF on environmental activities that minimize the impact on developing countries and strengthen supply chain accountability. Through this collaboration, I believe we can maximize value creation for both sides.







## Interview with Chi-Yong Ahn, CEO of Bushman

### 1. Could you introduce Bushman?

Bushman is a summer beauty brand with a mission to make everyone's summer more enjoyable. Whether it's through event projects or product development, our top priority is always centered on how we can enhance our customers' summer experience. Our flagship product is waterproof sun care—a must-have for outdoor activities, whether at the beach, rivers, or in the mountains. In 2019, we became aware that certain ingredients in sunscreens can harm coral reefs, significantly impacting marine ecosystems. That realization led us to conduct research, and we eventually developed a product that excluded all 10 ingredients known to harm coral reefs.

For us, nature and Bushman are one and the same. The word "Bushman" refers to people who live in the wild, and just like WWF's mission, the harmonious coexistence of people and nature is crucial to us. To fully enjoy summer, we need to keep our oceans, rivers, and natural environments clean. The conservation of a clean, healthy environment is not just important for our brand's growth, but it's a value we are committed to upholding.

### 2. What motivated you to support WWF?

Beyond reducing the use of plastic components and opting for eco-friendly materials at a corporate level, we wanted to make a more direct and tangible contribution to the environment, which led us to support WWF. Through environmental documentaries, I was introduced to researchers studying whales, marine ecosystems, orangutans, and rainforests, many of whom were supported by WWF. I believe that WWF's mission aligns with our goal of making summer more enjoyable for everyone, which is why we decided to offer our support.

### 3. Is there anything you hope to see from WWF in the future?

I hope WWF continues its important work in preserving biodiversity and marine ecosystems. It would also be great if we could introduce WWF's initiatives to our Bushman customers, encouraging more people to take an interest in nature and support these efforts. I look forward to a long-lasting partnership that can make a meaningful impact on the planet.





# WWF GLOBAL NETWORK

Armenia  
Austria  
Azerbaijan  
Belgium  
Belize  
Bhutan  
Bolivia  
Brazil  
Bulgaria  
Cambodia  
Cameroon  
Canada  
Central African Republic  
Chile  
China  
Colombia  
Congo, Democratic Republic of the  
Croatia  
Cuba  
Denmark  
Ecuador  
Fiji  
Finland  
France  
France (French Guiana)  
Gabon  
Georgia  
Germany  
Greece  
Guatemala  
Guyana  
Honduras  
Hong Kong  
Hungary  
Iceland  
India  
Indonesia  
Italy  
Japan  
Kenya  
Laos  
Madagascar  
Malaysia  
Mexico

Mongolia  
Morocco  
Mozambique  
Myanmar  
Namibia  
Nepal  
Netherlands  
New Zealand  
Norway  
Pakistan  
Panama  
Papua New Guinea  
Paraguay  
Peru  
Philippines  
Poland  
Portugal  
Romania  
Singapore  
Slovakia  
Solomon Islands  
South Africa  
South Korea (Republic of Korea)  
Spain  
Suriname  
Sweden  
Switzerland  
Tanzania  
Thailand  
Tunisia  
Turkey (Türkiye)  
Uganda  
Ukraine  
United Arab Emirates  
United States  
Vietnam  
Zambia  
Zimbabwe

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# THE FUTURE OF OUR PLANET DEPENDS ON TODAY

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