



WWF-MALAYSIA

Corporate Partnerships

About WWF

100

WWF is active in nearly 100 countries

+30M

WWF has over 30 million followers on social media

1961

WWF was founded in 1961



+5M

WWF has over 5 million supporters

About WWF-Malaysia

WWF-Malaysia (World Wide Fund for Nature Malaysia) was established in Malaysia in 1972. It currently runs more than 50 projects, covering a diverse range of environmental conservation and protection work, from saving endangered species such as tigers and turtles, to protecting our highland forests, rivers and seas.

We now also undertake scientific field research, public awareness campaigns, business and industry engagement, environmental education as well as policy advocacy. WWF-Malaysia works hand in hand with local communities to improve their livelihoods while enabling their participation in conservation as well as training and supporting other environmental protection organisations in Malaysia.

What We Do

Our ultimate goal is to achieve long-term and sustainable conservation impact in Malaysia by conserving, restoring, and protecting a diversity of species, forests, marine, coastal, and freshwater ecosystems for the benefit of people and nature.



Wildlife



Forests



Marine



Freshwater



Policy & Advocacy



Sustainable Markets



Food

Working with Businesses



Photo: © WWF-Malaysia/Engelbert Dausip

Businesses rely on natural resources and business activities can have a significant impact on the environment. This is why businesses have a crucial role to play in supporting conservation efforts and being part of the solution.

Changes in corporate practice are essential if there is to be real progress in tackling conservation challenges like climate change, clean energy solutions and ensuring the sustainable use of natural resources.

In today's increasingly competitive world, consumers, employees, shareholders and stakeholders are demanding that corporations demonstrate sound environmental practices and corporate responsibility.

By engaging in strategic partnerships with the private sector, WWF works with corporations to:

- Help them change the way they do business
- Reduce their environmental footprint
- Encourage change and innovative solutions

Working with Businesses



Photo: © WWF-Malaysia/ Anisah Ahmad

Strategic Philanthropy

Business partners support WWF-Malaysia through investments in specific conservation projects. Long term financial support offers security and continuity for projects that help conserve endangered species and our natural resources as well as educate future leaders and boost the livelihoods of local communities.

Employee Engagement

WWF-Malaysia offers educational employee engagement programmes to an organisation's staff members to get hands-on experience at our field sites. This enables them to understand that sustainable development can go hand-in-hand with environmental conservation efforts and inspires them to embrace greater environmental citizenship.



Photo: © WWF-Malaysia



Marketing Partnerships

Companies with a proven track record of corporate environmental responsibility and whose products are manufactured using environmentally friendly practices and materials may embark on consumer facing campaigns that enable their customers to show their support and contribute actively to conservation efforts.

Working with Businesses



Photo: © WWF-Malaysia/Mazidi Ghani

Sustainable Business

WWF-Malaysia guides your company to adopt more sustainable business practices to optimise your triple bottom line - People, Planet and Profit. Ensuring a sustainable supply chain for timber, pulp & paper, palm oil, seafood and fisheries will help increase your company's competitive edge and open new markets as well as win more customers and partners.

Donations in Kind

Contributions in kind mean cost savings for WWF-Malaysia, enabling more funds to go towards conservation efforts in priority areas. We appreciate support and space for media coverage as well as booth space for awareness and promotional activities.



Photo: © Mid Valley Megamall



Photo: © WWF-Malaysia/ Rashidah Maqbool

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

together possible

panda.org