



WWF

KOREA

CORPORATE PARTNERSHIPS REPORT

WWF-KOREA
FISCAL YEAR 2023 (JUL 2022 - JUNE 2023)

WWF

WWF is one of the world's largest and most experienced independent conservation organizations, with over 6 million supporters and a global network active in more than 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 WWF-KOREA CHAIRMAN



Jungwook Hong
Chairman
WWF-Korea

During the summer season, an unprecedented wave of extreme heat and wildfires has engulfed not only South Korea but also regions across the globe. European cities are witnessing temperatures surging beyond 40 degrees Celsius, while California has experienced a temperature spike exceeding 50 degrees Celsius, marking the highest recorded in over a century. This unequivocally signals the advent of an era characterized by ‘global boiling’, rather than mere ‘global warming’. The associated consequences of extreme climatic events, such as searing heatwaves and torrential downpours, are manifesting worldwide. However, the transformation towards policy adaptation and the adoption of sustainable business practices has been progressing at a notably sluggish pace. The persistence of current conditions poses a risk of passing down a heritage of irreversible disaster to future generations. We find ourselves standing at the precipice of a pivotal juncture, as we grapple with the urgency of forging a sustainable global future.

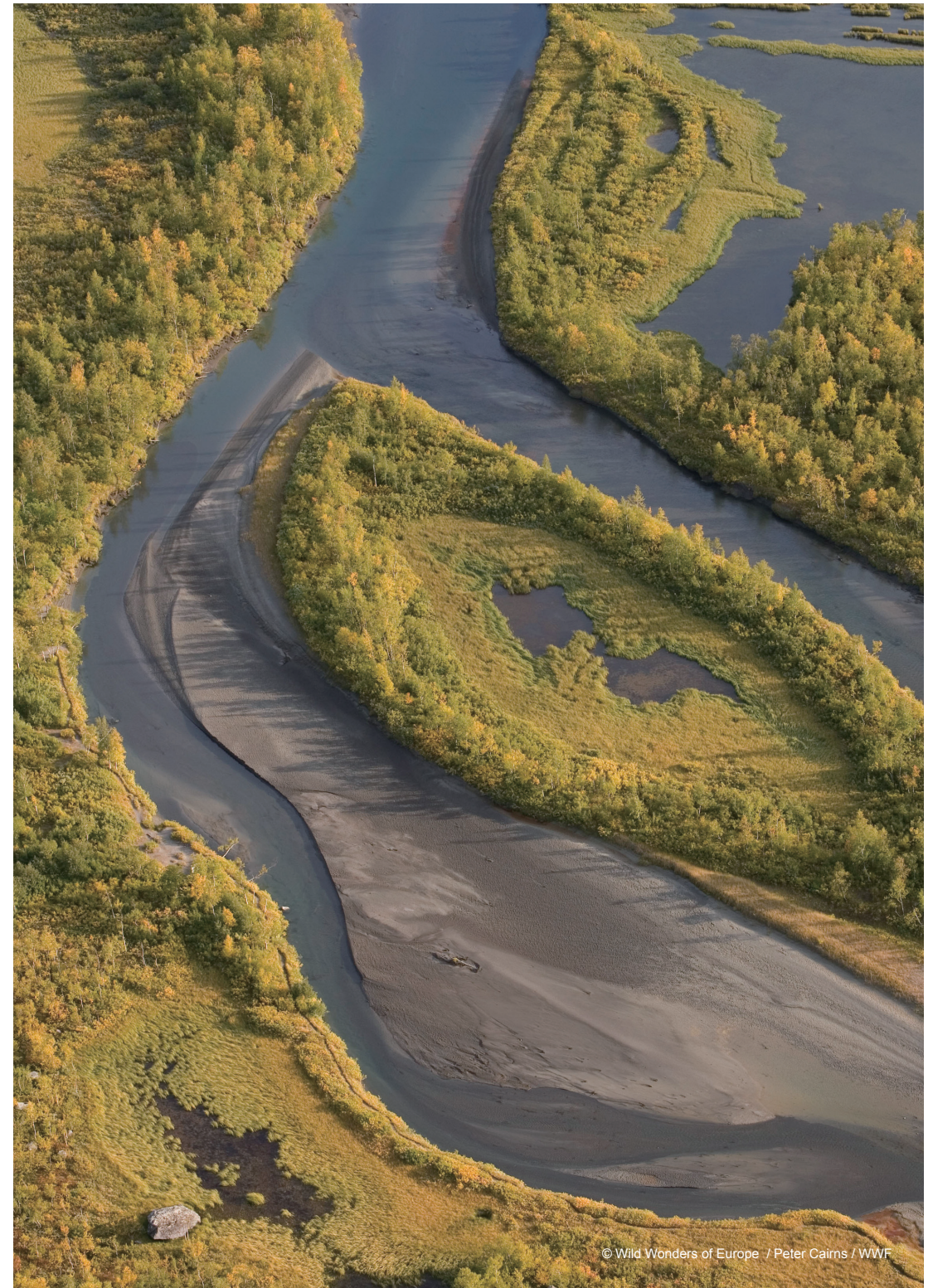
In the face of the dual crises of climate change and biodiversity erosion confronting humanity, WWF underscores the compelling necessity for aligned action by all stakeholders who collectively share stewardship of our planet. Notably, collaboration with corporate entities, which represent the fulcrum of the global economy, assumes critical significance. WWF is actively fostering strategic partnerships with influential industrial sectors and corporations, exemplifying its commitment to enacting a transformative agenda. Furthermore, WWF endeavors to harness its global influence as a catalyst for international collaboration that transcends national boundaries, thereby expanding its operations

to encompass more extensive and impactful initiatives. Leveraging its profound expertise, WWF has developed a diverse array of sophisticated metrics and tools, such as the Biodiversity Risk Filter (BRF), Palm Oil Buyers Scorecard (POBS), and Sustainable Banking Assessment (SUSBA), to offer science-based solutions to the array of challenges we presently confront.

WWF-Korea is also resolutely committed to facilitating the transformation of businesses. As we approach our forthcoming 10th anniversary, WWF-Korea aspires to serve as a catalyst in the effort to enable domestic corporations to play an active role in the global paradigm shift, as well as to lead the charge in the global marketplace. Recent developments, including the endorsement of regulations related to forest certification by the European Union and the forthcoming enforcement of measures in accordance with the Kunming-Montreal Global Biodiversity Framework, coupled with the impending execution of the United Nations Plastic Treaty, are set to accelerate the pace of environmental regulatory initiatives. In response, WWF-Korea is poised to provide comprehensive support to South Korean companies to ensure their strategic alignment with these evolving regulatory frameworks and the realization of sustainable growth that positions them at the forefront of the global market.

Together possible.

A handwritten signature in black ink, appearing to be 'J. Hong', written in a cursive style.



© Wild Wonders of Europe / Peter Cairns / WWF

COOPERATION WITH CORPORATE PARTNERS

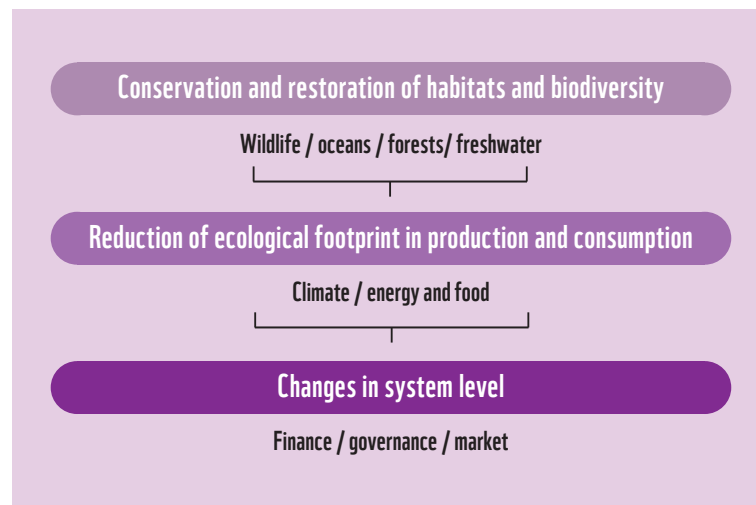
WWF is working with influential companies to reduce the risks directly threatening nature and the resources of the earth.

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

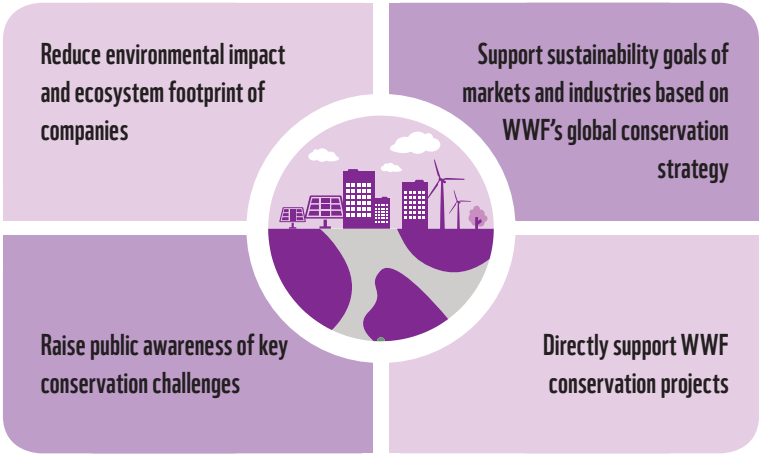
WWF is promoting nature conservation related to biodiversity and practices of tackling climate change through philanthropic partnerships.

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 2022 to June 2023.

WWF-Korea is responsible for the agreements and activities with the companies, and funds raised through corporate partnerships are typically used to:



In the fiscal year of 2023 (July 2022 – June 2023) the total income from business represented 31% of the total WWF-Korea income.





PARTNERSHIPS

© Simon de TREY-WHITE / WWF-UK

The Coca-Cola 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 / Plastic

RANGE OF CONTRIBUTIONS

EUR 350,000 ~ EUR 700,000



Coca-Cola, as a longstanding partner of WWF, strives to bring about meaningful changes in communities worldwide by aligning with sustainable goals such as environmental protection, empowerment of women leadership, and local community development in a manner compatible with Coca-Cola's business. Through the global water replenish program, the Water Replenishment Project, Coca-Cola is dedicated to protecting water resources worldwide and creating healthy and resilient freshwater ecosystems. Since 2017, in partnership with WWF-Korea, Coca-Cola has been actively involved in projects such as reservoir dredging, aquatic plant planting, and canal maintenance in water-scarce areas within the Nakdong River basin in Korea.

The Water Replenishment Project aims to replenish the total volume of water sold through Coca-Cola products and manufacturing processes in various ways tailored to the needs of each local community. In 2023, efforts were directed towards contributing to local communities by dredging the Seongjeon Reservoir in Goseong and the Myeongdong Reservoir in Gimhae, securing agricultural water. Furthermore, in line with the 2030 Water Security Strategy, Coca-Cola initiated a reforestation project in the Yeosu region to enhance water replenishment.

Coca-Cola is committed to sustainability through the World Without Waste initiative, aiming to replace all beverage packages sold by 2030 with recyclable materials and use a minimum of 50% recycled content. As part of these efforts, the company conducted the ONETHEPL campaign in Korea from 2020, educating consumers on the proper disposal of transparent PET bottles to facilitate their recycling. The ongoing fourth season of the ONETHEPL campaign that started in June 2023 introduces Coca-Cola's first domestically launched recycled PET (r-PET) product as a reward, enabling participants to actively contribute to a bottle-to-bottle circular economy by transforming collected PET bottles into recycled PET raw material for food containers.

Citibank Korea

Citibank, a financial institution with a legacy of over 200 years, commenced its operations in 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	EUR 70,000 ~ EUR 350,000



Since 2018, WWF and Citibank Korea have continued to work together to reinforce domestic climate actions and measures through the Change Now for Tomorrow program.

This program aims to enhance awareness of the climate crisis among the government, industry, academia, and the public. It seeks to promote behavioral changes among domestic stakeholders in Korea, fostering a shift towards the realization of a low-carbon economy and carbon neutrality.

In collaboration, Citibank Korea and WWF organized the "Climate Action Conference" earlier this year, bringing together international organizations, academia, industry, and central agencies under the theme of "Twin Crisis in Response to Climate Change and Biodiversity Crisis: Efforts in the Public and Private Sectors". The 8th "Climate Action Roundtable" was conducted to share the latest domestic and international updates on SBTi participation and renewable energy procurement.

Furthermore, the Climate Action Youth Supporters program was implemented to conduct research activities exploring solutions to the domestic biodiversity crisis.

WWF and Citibank Korea plan to continue their ongoing collaboration for the response to climate change and biodiversity crisis, as well as the realization of a low-carbon economy in Korea.

Amore Pacific Corporation - LANEIGE

Through the HUG (HUG for Universal Goodness) sustainability program, LANEIGE embraces the beauty of global consumers and actively expands its activities for a more sustainable future.

LANEIGE

INDUSTRY

Cosmetics

TYPE OF PARTNERSHIP

Sustainable Business Practices /
Nature Conservation Activities

CONSERVATION FOCUS

Plastic / Water

RANGE OF CONTRIBUTIONS

EUR 70,000 ~ EUR 350,000

WWF and Laneige have entered into a marine conservation partnership, collaborating on the Taean Coastal Cleanup Project and employee volunteer activities as part of Laneige's sustainable campaign, HUG (Hug for Universal Goodness).

Through collaboration with Taean Coastal National Park, support for coastal cleanup activities resulted in the collection of 235 tons of waste throughout the year 2022. Additionally, WWF and Laneige conducted two employee coastal cleanup volunteer activities in October and May at Cheongpoda Beach, a designated companion beach, collecting approximately 5 tons of waste to contribute to the preservation of marine ecosystems.

WWF and Laneige aim to make a lasting contribution to marine conservation through the Taean Coastal Cleanup and employee volunteer activities. This year, the partnership between WWF and Laneige expanded to three countries: South Korea, China, and Thailand. In China, the partnership involves sponsoring the 'Blue Planet Fund' for sustainable marine projects and employee engagement activities. In Thailand, the focus is on establishing sustainable communities for marine conservation in 10 regions, including Tyman and Andaman, supporting awareness-raising and cleanup activities with the goal of collecting 90 tons of coastal waste annually.

*The companion beach is a system that benchmarks the beach adoption program developed by the state of Texas in 1896. The system adopts, cherishes, and takes care of adopted beaches. Reinterpreted for Korea's environment, the system began as a pilot project on Jeju Island in September 2020 and is now expanding nationwide.



Hansoll Textile

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



INDUSTRY	Textile
TYPE OF PARTNERSHIP	Nature Conservation Activities
CONSERVATION FOCUS	Conservation of Endangered Species
RANGE OF CONTRIBUTIONS	EUR 35,000 ~ EUR 70,000



(© Bun Sothea / MoE / WWF-Cambodia)

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 agreement, Hansoll Textile participates in biodiversity conservation projects in the Mekong River Basin by strengthening the participation and cooperation of local stakeholders and helping to protect endangered species' habitats and ecosystems.

In addition, Hansoll Textile joined the Earth Hour campaign organized by WWF on March 25, 2023, to raise awareness of the climate crisis and promote positive change by turning off the lights at its offices.

Biodiversity loss is a factor that threatens the survival of humanity and should be considered as a priority to overcome the climate crisis. Starting with this activity, Hansoll Textile will carry out various biodiversity conservation activities through various climate change adaptation projects such as forest conservation activities and waste reduction.

DESCENTE Korea

With the slogan 'To bring the enjoyment of sports to all', DESCENTE Korea suggests a new lifestyle. Through its sports and golf brands, it continues to transform and innovate itself to become a friendly company that embraces a balance between nature and people.



INDUSTRY	Fashion
TYPE OF PARTNERSHIP	Communication & Awareness Raising
CONSERVATION FOCUS	Biodiversity
RANGE OF CONTRIBUTIONS	EUR 70,000 ~ EUR 350,000



From April 28 to June 23, DESCENTE Korea and WWF launched the SAVE THE PENGUIN employee campaign. The SAVE THE PENGUIN campaign has been running for 15 years, since 2009, and aims to convey the message and concrete actions of "using sports to protect our daily lives and the environment" in line with its identity as a sports fashion company.

Through training and volunteering activities for around 150 employees who participated in the campaign, DESCENTE Korea employees were able to recognize the importance of biodiversity and make a direct contribution to it.

At Yeouido Saetgang Ecological Park, an ecological space in the city center, employees volunteered to build and install wooden fences to preserve the otter habitat and to create an ecological fence by transplanting multiflora roses. They also removed harmful plants such as thorny gourd and Japanese hop that disturb the ecosystem and collected fallen trees and branches to create biotopes for small animals and insects to fly over the winter, contributing to the promotion of biodiversity.

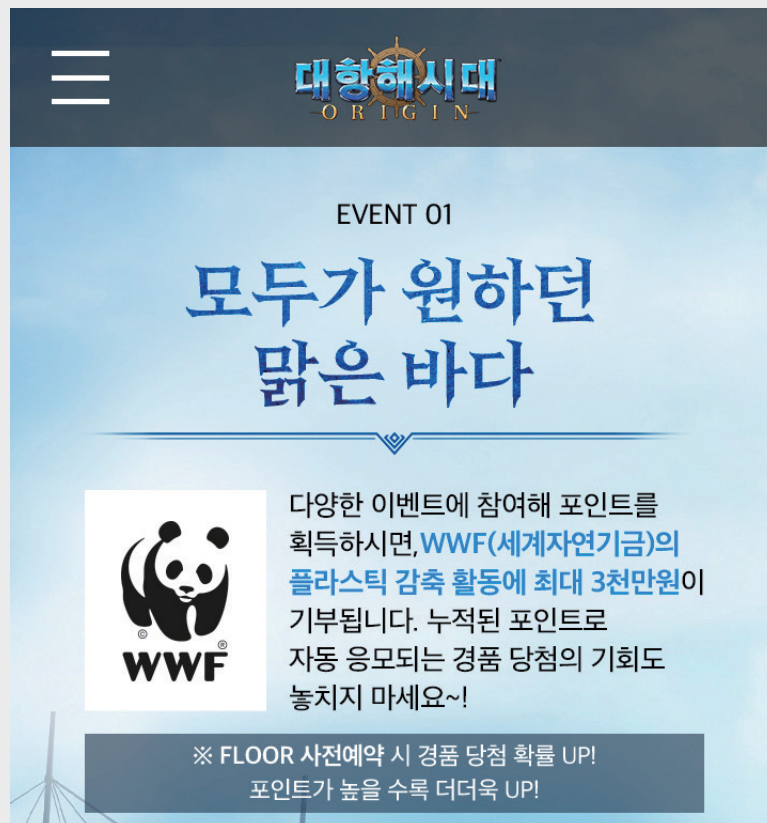
At Taeon Coastal National Park, participants learned about the realities and damages of plastic pollution and the importance of marine conservation through the 'Plastic Pollution and Marine Conservation' education program and then collected about one ton of trash from the coastal areas from Mongsanpo to Dalsanpo to help preserve the marine ecosystem.

LINE Games

Line Games Corporation is a subsidiary of the global mobile messenger platform LINE, engaging in various businesses such as game development and distribution. The company strives to provide an enjoyable world to users through a variety of hit games such as 'Dragon Flight', 'Undecember' and 'Uncharted Waters Origin.'

LINE GAMES

INDUSTRY	Online game software development and distribution
TYPE OF PARTNERSHIP	Communication & Awareness Raising
CONSERVATION FOCUS	Plastic
RANGE OF CONTRIBUTIONS	EUR 7,000 ~ EUR 35,000



LINE Games donated funds raised during the pre-order period for its open-world MMORPG game "Uncharted Waters Origin", which was launched in August 2022, to WWF for use in plastic reduction activities.

The donation was raised by users during the pre-order period for 'Uncharted Waters Origin', which ran from July 12 to August 21, and the target amount was reached early due to the interest and active participation of users.

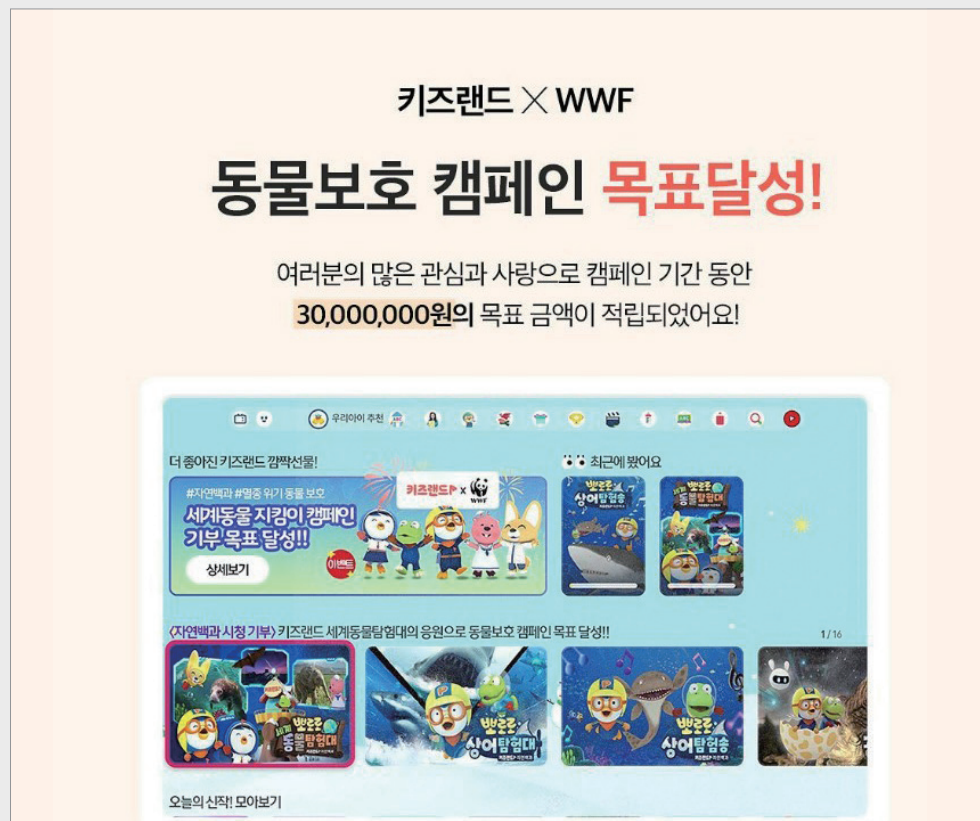
The donation from LINE Games was utilized in WWF-Korea's imPACT Fund, to contribute to various plastic reduction activities such as marine plastic collection projects and plastic awareness.

Genie TV Kids Land

KT's Kids Land, an IPTV service designed for young children, boasts an extensive collection of over 80,000 diverse children's content. Kids Land offers a variety of original content, including "Kids Land Nature Encyclopedia," "Scholastic Basic English," and "Emotion Fairytales." Furthermore, it provides exclusive content such as Little Angel, BebeFin, Doremi Friends, and Little Fox.



INDUSTRY	Telecommunication and media service
TYPE OF PARTNERSHIP	Communication & Awareness Raising
CONSERVATION FOCUS	Biodiversity
RANGE OF CONTRIBUTIONS	EUR 7,000 ~ EUR 35,000



'Kids Land Nature Encyclopedia' is an original content series on Kids Land, combining BBC documentaries with the popular character Pororo to create a docu-animation. In Season 3 of the Nature Encyclopedia, the content focuses on various endangered animals. Through the World Animal Guardian campaign, a donation fund was accumulated for approximately two months each time viewers watched the Kids Land Nature Encyclopedia.

Furthermore, as part of the initiative to become a World Animal Guardian, children who filled out membership applications were awarded certificates of membership. Outstanding members were selected, and they were presented with WWF endangered animal keychains, serving as an opportunity to educate children about the importance of protecting endangered species.

Deloitte Anjin LLC

Deloitte Korea Group is a comprehensive accounting and consulting firm that leverages its expertise and experience 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.



INDUSTRY	Service
TYPE OF PARTNERSHIP	Communication & Awareness Raising
CONSERVATION FOCUS	Biodiversity
RANGE OF CONTRIBUTIONS	EUR 7,000 ~ EUR 35,000



As part of the World Impact Initiative, Deloitte Korea Group collaborated with WWF to enhance awareness and contribute to the conservation of biodiversity. Employees engaged in volunteer activities at the Yeouido Saetgang Ecological Park, with a focus on wetland creation and clearing activities, contributing to the establishment of a stable habitat for biological resources and the enhancement of urban biodiversity.

The outcomes of this initiative are anticipated to serve as educational materials for children visiting the Saetgang Ecological Park in the future. Deloitte Korea Group is planning additional volunteer activities in the latter half of this year to further contribute to biodiversity conservation. The firm remains committed to ongoing collaboration with WWF in its efforts to make a sustainable impact on biodiversity.

Eunha Fisheries

Eunha Fisheries is committed to fostering a sense of responsibility towards future generations by striving to provide healthier seafood and a cleaner ocean.



INDUSTRY	Wholesale of Fresh, Frozen, and Other Seafood
TYPE OF PARTNERSHIP	Communication & Awareness Raising
CONSERVATION FOCUS	Sustainable Fisheries
RANGE OF CONTRIBUTIONS	EUR 7,000 ~ EUR 35,000



WWF and Eunha Fisheries have entered into a partnership to promote a sustainable seafood market. In 2021, the two entities collaborated to expand the sustainable seafood market and facilitate the eco-friendly transition of coastal fisheries.

Eunha Fisheries is actively contributing to the expansion of sustainability in the domestic seafood distribution industry by promoting widely recognized sustainability certifications such as MSC (Marine Stewardship Council) and ASC (Aquaculture Stewardship Council). The company has established goals and plans to transition towards certified seafood products, demonstrating its commitment to sustainability. As part of these efforts, Eunha Fisheries has allocated a portion of the proceeds from its ASC-certified products to support WWF's nature conservation activities.

Moving forward, WWF and Eunha Fisheries will continue their joint efforts to enhance public awareness of sustainable fisheries and expand certification systems. They aim to underscore the significance of sustainable seafood in nature conservation and persist in their endeavors to enlarge the sustainable seafood market while transforming the fishing ecosystem towards sustainability.

* MSC : Marine Stewardship Council
 ** ASC : Aquaculture Stewardship Council

KAPP

KAPP, an acronym for the Korean Association of Paddlesurf Professionals, is a nonprofit organization established in Korea. The association takes pride in being the pioneer in hosting the APP World Tour in the country. The organization is dedicated to laying the foundation and fostering the growth of paddle surfing in Korea based on this initiative.



INDUSTRY	Business Category Association
TYPE OF PARTNERSHIP	Communication & Awareness Raising
CONSERVATION FOCUS	Plastic
RANGE OF CONTRIBUTIONS	EUR 7,000 ~ EUR 35,000



Through collaboration with KAPP, WWF conducted a three-day pop-up experience booth at Gwangalli SUPrise Beach in Busan from September 23 to 25, 2022. This event coincided with the Busan SUP (Stand Up Paddle Board) Open, a part of the Association of Paddlesurf Professionals (APP) World Tour, contributing to raising awareness of plastic pollution and marine conservation.

At the WWF campaign booth, visitors were invited to empathize with marine animals suffering from plastic pollution. Participants successfully completed a mission to navigate through marine debris such as discarded fishing nets, plastic bottles, and plastic bags within a specified time. Upon success, they were awarded sticker tattoos with messages like 'Say No to Plastic' and 'Save the Ocean,' conveying a powerful message about marine conservation.

The fishing nets used in the experience were cleaned and provided by Foresys, emphasizing the significance of responsibly reusing waste collected from the sea. Additionally, to inform Gwangalli Beach visitors about the severity of marine pollution, a photo exhibition that featured marine animals affected by plastic pollution took place. It provided an opportunity for conversations about plastic and marine pollution.

Over the course of three days, approximately 300 individuals visited the WWF booth, engaging in missions and collectively reinforcing their commitment to marine conservation.



SUSTAINABLE PROGRAM

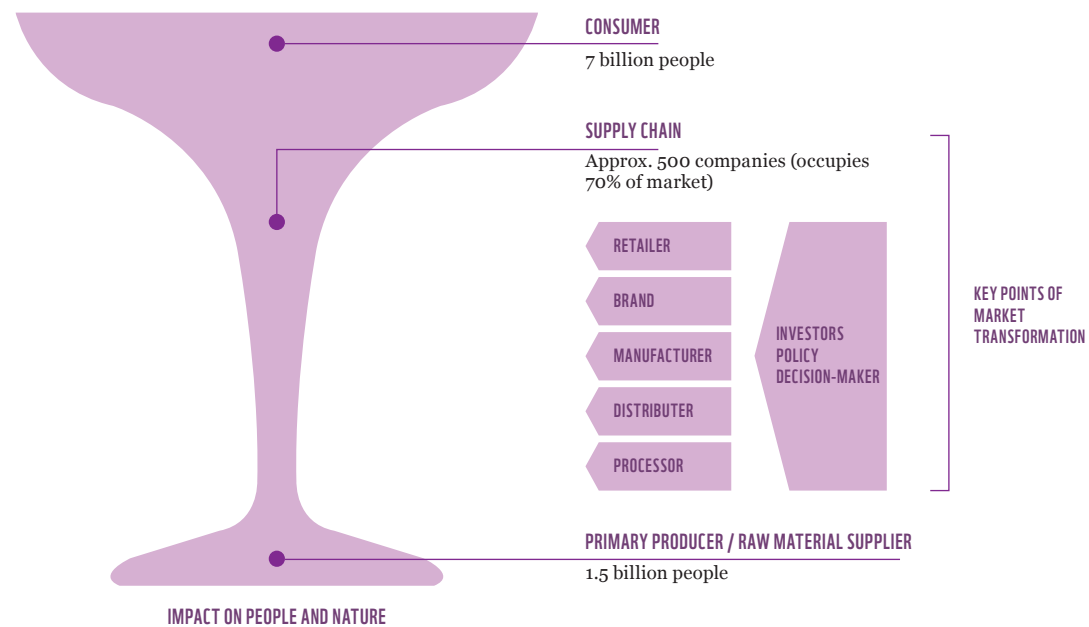
© Elisabeth Kruger / WWF-US

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.



© Staffan Widstrand / WWF

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 (Plastic ACTION) - 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, Hong Kong, and Malaysia, Korea joined PACT for the first time in 2021, marking the initiation of efforts by domestic companies to reduce plastic use. Starting with the PACT declaration ceremony in April 2021, the first progress report was published in July 2022. In June 2023, the third roundtable was held, facilitating discussions on plastic resource cycling strategies and international plastic agreements. Korean PACT member companies are actively deploying various efforts to solidify their commitment to reducing plastic use and achieving their respective reduction goals. They particularly aim to explore new opportunities through cross-sector collaboration. In 2021, companies such as Maeil Dairies, Sansu, C&H Cosmetic, Amore Pacific, Organica, Woori Card, Woowa Brothers Corp, and Grand Walkerhill joined PACT, while LG H&H, Kolon LSI · MOD, and SK Magic joined in 2022. In 2023, XYZ and Pulmuone newly joined PACT. The annual performance report on PACT companies' reduction efforts is scheduled to be released in the second half of 2023.



PACT(Plastic ACTION)

On June 9, 2023, WWF hosted the "3rd Plastic Roundtable" by inviting PACT member companies. Approximately 20 professionals from 10 domestic companies participated, engaging in discussions regarding the joint efforts of the government and businesses for plastic resource cycling and related research. The Ministry of Environment commenced the event by introducing the international trends in the Plastic Agreement, along with the Ministry's comprehensive anti-plastic measures throughout the product life cycle. They presented the outcomes of the 2nd meeting of the Inter-Governmental Negotiating Committee (INC), which included discussions on setting joint goals and regulatory measures. The Ministry also shared its target to reduce household plastic waste by 20% by 2025. Following this, WWF-US introduced the Resource Platform and announced global efforts by major corporations to reduce plastic usage. They highlighted cases such as Starbucks' elimination of plastic straws and Coca-Cola's replacement of colored plastic PET bottles, showcasing proactive measures taken by leading companies. Subsequently, WWF-Korea presented the first achievements of the PACT (Plastic Action), a joint initiative by companies launched in 2021. They also introduced the high-risk classification of plastic products, preparing for the upcoming INC. Finally, Professor Joo-Young Park from Seoul National University presented research on the flow of plastic materials and strategies for a circular economy. Emphasizing the need to increase the use of recycled plastic to 100% and reduce demand for virgin plastic to achieve plastic resource cycling, Professor Park provided valuable insights. PACT member companies had the opportunity to share their progress in reducing plastic use and engage in networking. Moving forward, WWF plans to continue supporting companies in addressing plastic-related challenges, fostering cross-sectoral collaboration within the industry, and exploring efficient reduction strategies.



Plastic Material Flow Simulation Study

To realize a plastic circular economy as a solution to environmental issues caused by plastic, a deep understanding of the production, usage, and recycling processes is crucial. WWF conducted research to identify issues and improvements in the stages of plastic production, disposal, and recycling to create models that can be used in formulating policies and activities related to resource circulation. However, due to the limited availability of data on domestic plastic use and disposal, global data were used to create simulation models. Analysis was performed on 90 data points across categories such as plastic materials, application and usage regions, and duration, quantitatively indicating the impact of the production, disposal, and collection processes on recycling. The study predicted that assuming the current recycling trends and methods remain unchanged, the longer the lifespan of plastic, the less likely it is to be reused. Particularly, for PET, approximately 65% of the collected volume could be recycled irrespective of production and usage duration. However, the study highlighted the need for more efforts in monitoring and performance management concerning plastic data due to limitations such as low-quality or missing data and a lack of diversity.

Submerged Marine Debris Collection on Jeju Island

In efforts to protect marine ecosystems and preserve biodiversity, WWF collected approximately 11 tons of submerged marine debris in the waters near Seogwipo City, Jeju Island (including Jungbang Falls, Soesokkak, and Seongsan). Starting from April 2022, the project went through a site selection process, baseline surveys, and operation designing through collaborative discussions

among relevant authorities, including Jeju Province and Seogwipo City. The waters around Seogwipo City on Jeju Island include natural protection zones, and the Yeonsanho cluster is designated as a natural monument. To ensure protection, professional diving personnel were employed for marine debris collection instead of using a lifting frame. From October to December 2022, waste collection, including abandoned fishing nets, was carried out, contributing to preventing ghost fishing and microplastics and contributing to the conservation of the marine ecosystem on Jeju Island.

Resident-led Waste Management Project in Tongyeong

WWF has collaborated with the National Park Authority since 2021 for marine plastic collection, expanding their cooperation through a memorandum of understanding signed in February. As a result, they initiated the resident-led management project for marine garbage in the Dokdo area within the Hallyeo Haesang National Park. This area, with a focus on the seas around Hallyeo and Dadu, has many vulnerable areas. One of the project sites, Yeondae Island in Tongyeong, has a population of only about 70 residents, but an estimated 20 tons of marine debris is collected annually. It includes waste such as fishing nets flowing in from nearby fish farms. Through this collaboration, WWF aims not only to collect already discarded marine debris but also to prevent the generation of additional waste through activities such as awareness-raising campaigns and addressing fundamental causes.



Presentation at the Roundtable hosted by MOFA

On December 8, 2022, the Ministry of Foreign Affairs hosted the 9th Green Roundtable on the theme of "Transition to a Circular Economy and International Responses to Plastic Pollution." The Green Roundtable, initiated in 2016 under the leadership of the Ministry of Foreign Affairs, is a forum for discussing the formation of networks, collaboration, and synergy among governments, international organizations, academia, and businesses in the fields of climate and green economy. Participants, including the Climate Change Ambassador of the Ministry of Foreign Affairs, the Japanese Vice Minister of the Environment, the Director-General of GGGI, and the Director of the Green Technology Center, attended both in person and online, presenting and discussing on panels. Additionally, Eirik Lindebjerg, the Global Plastics Policy Lead of WWF-International, participated online, presenting the details of the international agreement proposed by WWF. Participants reviewed domestic and international policy trends related to circular economy in line with the International Plastics Agreement of the 5th UN Environment Assembly. They exchanged opinions on the challenges of transitioning from a linear to a circular economy. Trends in the negotiation of the international plastic agreement at the global level were introduced, emphasizing the need for joint efforts from governments, industries, and civil society to address plastic pollution. WWF expressed its commitment to continue efforts, negotiating with governments worldwide to ensure the fair and meaningful composition of the agreement.

*The detail includes the need for rapid and large-scale systemic changes globally. WWF emphasized the reduction of production, especially of disposable plastics, fishing gear, and microplastics. The establishment of standards for the definition and use of plastics has been outlined in two reports,



along with a phased approach to reduce plastic use.

Announcement on the Parliamentary Hearing for Microplastic Special Law

In March 2023, WWF participated in the Parliamentary Hearing for the Establishment of the Microplastic Special Law, raising awareness about the severity of pollution caused by plastics and emphasizing the importance of enacting domestic laws reflecting global standards, such as the International Plastic Agreement. Organized by Representative Soo-jin Lee (Member of the Democratic Party and Environment and Labor Committee) and led by Consumer Climate Action, the event drew attention from over 250 participants, including 42 academic, industrial, institutional, and civic organizations, showcasing a high level of interest in the issue of microplastics. WWF underscored the necessity of collaboration with the industry, emphasizing that both the Microplastic Special Law and the International Plastic Agreement ultimately require changes in business practices. Additionally, WWF suggested that carefully monitoring the progress of the International Plastic Agreement discussions until 2024 and applying the Microplastic Special Law could help find solutions to address the issue of microplastics. The seminar also featured presentations on overseas legislative trends related to microplastic response and the key contents of the Microplastic Special Law. The draft of the Microplastic Special Law was formulated by referencing the existing Special Act on Fine Dust Reduction and Management, outlining the responsibilities of the nation, businesses, and citizens. It included provisions establishing safety and allowable standards to prevent the generation and discharge of microplastics. Products that violate these standards are subject to restrictions on manufacturing, sales, and usage.

PALM OIL

Palm oil is the most widely used vegetable oil globally. Approximately 86% of the world's production takes place in the tropical rainforests of Southeast Asia, a region crucial for biodiversity conservation and climate resilience. Palm oil's demand has surged due to its economic viability, efficiency, and versatility. WWF is dedicated to creating a future where nature and humanity coexist by advocating for a sustainable palm oil market that avoids indiscriminate deforestation, and ecosystem conversion, and respects human rights.

Sustainable Palm Oil Workshop

On May 11, WWF hosted a Sustainable Palm Oil Workshop, providing stakeholders with an opportunity to discuss sustainable palm oil. Approximately 50 participants, including palm oil purchasers, ESG, and CSR specialists from business, attended the workshop, expressing a high level of interest in trends related to RSPO certification for palm oil and directions for sustainable palm oil production. Palm oil farms are predominantly located in areas with high biodiversity, and the impact of activities such as deforestation, land clearing, and water pollution during the palm oil production process is raising awareness of the role of businesses. During the workshop, WWF emphasized the corporate role in biodiversity restoration. With the strengthening of corporate responsibilities through the EU Forest Deforestation Law and the traceability of forest resource use in the Carbon Disclosure Project (CDP), Korean companies may soon be obligated to use certified palm oil. WWF conveyed the message that companies need to be aware of these developments and prepare for them. Moreover, Professor Kwan-soo Kim from the Department of Agricultural Economics at Seoul National University presented research on the Korean palm oil market, and Gyu-ho Lee, an assessor from Control Union Korea, introduced the specific RSPO certification status and procedures to corporate participants. Notably, Fang Lifeng, General Manager of RSPO China, attended the workshop as a speaker, emphasizing the importance of the role of importing countries like Korea in the global supply chain, suggesting that the demand for certification is not limited to Korea, and actual certified palm oil transactions in the global supply chain could expand. Through this workshop, WWF fostered a consensus that efforts are needed beyond RSPO certification to expand the use of certified palm oil. They plan to organize regular workshops to share palm oil-related information, contributing to the sustainability of the palm oil industry and biodiversity restoration through the formation of a supply chain.

On-site Visit to Sabah, Malaysia

WWF visited the palm oil farms in Tawau, Malaysia, on May 11th to observe the current status of sustainable palm oil production and the operational methods of RSPO-certified farms. To increase understanding of sustainably produced palm oil and expand its adoption domestically, WWF collaborated with WWF-Malaysia to arrange a visit to RSPO farms for Korean palm oil buyers, ESG, and CSR stakeholders from major corporations.

Malaysia is the world's second-largest producer of palm oil, accounting for approximately 24% of global palm oil production, with Sabah state contributing over 28% of Malaysia's palm oil production. Tawau, situated in the southeast of Sabah, is renowned for its palm oil industry, with palm oil farms widespread across the region and the local economy significantly dependent on the palm oil industry. WWF-Malaysia focuses on activities centered around 1) nature protection, 2) sustainable production support, and 3) biodiversity restoration to ensure the sustainability of the palm oil industry. The Malaysian Sabah state government is aligning policies with these three key aspects to achieve sustainable development goals. The visiting delegation experienced firsthand the sustainable palm oil production methods at two farms, SSB(Sabah Softwoods Bhd) and SKSB (Sawit Kinabalu Sdn Bhd). SSB actively implements wildlife conservation programs with WWF to promote biodiversity. They emphasize education on behaviors and techniques for coexisting with wildlife to facilitate the cohabitation of humans and animals. Notably, because various animals such as elephants and orangutans inhabit the protected area within the farmhouses, regular tree planting activities are conducted for habitat restoration. SKSB has introduced electric vehicles for transportation within the farm to minimize carbon emissions during transport. They utilize by-products in livestock farming, with cow dung used as fertilizer and by-products from palm oil production reprocessed into feed, contributing to a circular economy. Additionally, the majority of employees are from Indonesia, and the farm provides regular educational programs from an Indonesian school located nearby. This social responsibility initiative ensures a balanced approach to environmental conservation and economic development in palm oil production regions. RSPO certification is seen as the first step towards balancing environmental conservation and economic development, and WWF plans to continue its efforts to promote the sustainability of palm oil and expand RSPO certification.



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 2023, **Organica, GS E&C, Youngone Corporation, Kakao Makers, Korea Teachers' Credit Union, Local Finance Association, K Car, Benedef, CH Cosmetics, RachelBlue, Kakao Pay, Songseongcorp, Global Standard Technology, SHIN JOO WON D&G** contributed to the preservation activities of WWF.

ORGANICA



YOUNGONE

kakaomakers

The K 한국교직원공제회



NEITHERS



CHAHONG

RACHELBLUE

kakaopay



GST
Global Standard Technology Co., Ltd



MORE ON PARTNERSHIP ACTIVITIES

Presentation at the 'Korea Sustainable Aquaculture Seminar'

WWF participated in the '1st Korea Sustainable Aquaculture Seminar,' held at COEX on May 28, 2023, introducing partnership cases for sustainable seafood distribution. WWF plans to expand certifications beyond ASC to include various fields such as timber and palm oil. The goal is to enhance the sustainability of products in the market, contributing to overall sustainability improvements throughout the supply chain.

Panel Discussion on 'Current and Future of Seaweed Research and Industry' at the International Seaweed Symposium

WWF-US and WWF-UK are actively supporting various projects for the development of the seaweed industry. To benchmark Korea's seaweed cultivation, approximately 20 industry professionals from the United States, Canada, and the United Kingdom visited Wando, toured Korean aquaculture farms and processing sites, and discussed mutual collaboration strategies.

Presentation at the 2022 Preview in Seoul Eco-friendly Fiber Certification Introduction and Trend Seminar

On August 25, 2022, at COEX, WWF participated as a speaker in the "Introduction and Trend Seminar of Ecofriendly Fiber Certification" at the 2022 Preview in Seoul. The presentation focused on the importance and direction of water resource management as a key sustainability trend that fashion companies should pay attention to. It proposed water stewardship strategies for sustainable water supply networks in

the textile and fashion industry, which has a high-water impact and discussed the identification of water resource risks and developing strategies using the Water Risk Filter. Currently, WWF is developing a Freshwater Strategy, with plans to expand its application to various industries, including the textile and fashion industry, involving a wide range of stakeholders.

Participation in the IUCN Leaders' Forum for Discussions on Biodiversity Conservation

From October 13th to 15th, 2022, WWF participated in the IUCN Leaders' Forum, engaging in discussions on biodiversity conservation. The forum, hosted by Jeju Island, the Ministry of Environment, and the International Union for Conservation of Nature (IUCN), brought together over 500 participants, including representatives from 69 countries, governments, organizations, and businesses. The central theme of the forum was "Nature Positive", focusing on the global goal of halting the loss of nature and reversing the declining trend in biodiversity.

The discussions aimed to explore innovative solutions to address the destruction of biodiversity and the challenges posed by climate change. Marco Lambertini, the Director General of WWF-International, emphasized the urgency for the international community to take immediate action to conserve biodiversity. He underscored the need to quantify biodiversity, establish clear goals, and set a deadline for achievement by 2030 to protect biodiversity effectively.



Message on Biodiversity Restoration and Corporate Sustainability at ESG Forum

In November, WWF participated in the ESG Forum hosted by the Ministry of Environment, delivering a lecture on the topic of 'The Role of Companies in Biodiversity Restoration Beyond the Climate Crisis.' Additionally, WWF organized a seminar on 'Sustainable Products and Distribution.' The presentation emphasized the role of businesses in addressing the business risks and solutions associated with biodiversity loss at the ESG Forum. It introduced the concept of 'Nature Positive' as a method to overcome the losses incurred due to the dual crises of climate change and biodiversity. Highlighting the need for fundamental changes across production, consumption practices, technology usage, and the overall economic and financial system, WWF aimed to generate awareness and consensus on the risks we currently face. At the Sustainable Retail Seminar held during the ESG-ECO EXPO, WWF presented the 'Product Sustainability Initiative (PSI)' published in collaboration with E-mart and showcased cooperation cases between WWF and global retailers. Recognizing the increasing awareness and importance of product and retail sustainability in the domestic market, WWF expressed plans to expand cooperation with domestic retail companies.

Presentation at the Second Webinar on 2022 Sustainable Ethical Fashion, 'The Diverging Path of Vegan Fashion'

On November 22, 2022, WWF participated as a speaker in the second

webinar of the Korean Ethical Fashion Network (KEFN) titled The Diverging Path of Vegan Fashion. WWF discussed the environmental impact of vegan fashion, questioning whether this trend indeed has only positive effects on the environment. The discussion covered the current and future aspects of vegan fashion. Minhye Park, the director WWF-Korea, emphasized the underlying environmental impact of vegan fashion and pointed out that both consumers and suppliers should consider a conscious fashion orientation. A brief mention was made of relevant certifications.

WWF is actively working to reduce the environmental impact of the fashion and textile industry, particularly by expanding freshwater management programs widely discussed in the industry.

Sustainable Fashion Seminar

On May 12, 2023, the Department of Clothing and Textiles at Yonsei University and WWF jointly hosted a seminar on sustainable fashion at Yonsei University under the theme 'Circular Economy in the Fashion Business.' Attended by over 80 students from the College of Human Ecology, the seminar discussed methods to transition towards a circular economy across the entire fashion supply chain, covering design, production, consumption, and disposal. The seminar aimed to enhance student awareness of the sustainability of the fashion industry. WWF expressed its commitment to ongoing research and support for the sustainability of the textile fashion industry, working towards positive changes.



Employee Education on Biodiversity

WWF recently conducted education sessions for employees from various companies, including Youngone Corporation, Kakao Pay, and Hanjin, with the theme "Corporate Responsibility Beyond Climate Crisis: Towards Biodiversity Recovery". This initiative is aimed at raising awareness among participants regarding the definition of biodiversity and the business opportunities and risks associated with biodiversity loss. Participating employees learned about the severity of plastic pollution issues and policy changes both domestically and internationally. They also acquired knowledge about methods for reducing plastic pollution in their daily lives. WWF covered the importance of corporate responses to the climate crisis, strategies for addressing climate and biodiversity challenges simultaneously, and the global emergency unfolding in these two areas. Through such employee education, WWF strives to enhance awareness at both corporate and individual levels. The organization encourages businesses, as significant economic players, to be conscious of their environmental impact, urging a paradigm shift toward sustainable business practices. Additionally, WWF hopes individuals will adopt various sustainable practices to lead eco-friendly lives.



Presentation on Efforts to Reduce Plastic Waste at the Jeju Plus International Environmental Forum

The "2022 Jeju Plus International Environmental Forum," held on August 4th and 5th in Jeju Island, focused on exploring solutions to protect biodiversity threatened by plastic. Co-hosted by Jeju Island, the Ministry of Environment, and UNESCO, the forum featured a presentation by Hong Yun-hee, Secretary-General of WWF-Korea, who discussed WWF's efforts to reduce plastic waste domestically and internationally. Hong introduced WWF's No Plastic in Nature 2030 strategy, emphasizing collaboration with the government, businesses, and civil society to reduce the production of virgin plastic and increase recycling efforts. The presentation highlighted the importance of adopting a global perspective to establish sustainable production, responsible consumption, and a fair resource management system, all aimed at avoiding excessive resource use.



PARTNER INTERVIEW



RUNNING POINT

1. Could you provide an overview of Running Point?

Running Point is your go-to spot for all marathon-related things. Running Point serves as a comprehensive platform for marathon enthusiasts, offering insights into both domestic and international events with streamlined payment functionalities for participant registration. We take pride in our operational involvement in our flagship events such as 'Animal Run,' 'Pet Race,' and 'B-grade Marathon.' Notably, 'Animal Run' allocates a portion of the participation fees as donations to WWF regularly. Our thematic 'Animal Run' series, focused on protecting endangered species, has been conducted monthly since its inception with the Deer Run in December 2020 and the recent Quokka Run in August 2023, marking the 33rd edition. Collaborating with prominent brands, we host eco-conscious and philanthropic marathons like the 'Earth Hour Run' in 2021 and the 'Plogging Run' in 2022. Additionally, events such as 'Tuna Run' and 'Innovative Home Run' contribute to the Green Consumer Union and youth baseball teams, respectively. Through these diverse initiatives, our commitment extends beyond safeguarding endangered species to raising awareness about climate change, minimizing environmental degradation, and supporting athletic pursuits for future generations. At Running Point, we champion a running culture that seamlessly integrates health and charitable endeavors. We are consistently preparing for upcoming events and welcome your continued interest and participation.

2. What inspired you to sponsor WWF?

Engaging in philanthropy through marathon events has been a consistent facet of our operations. During my university tenure, I undertook the challenge of completing 250 km over seven days in an extreme marathon competition, contributing to the construction of wells in Africa. This personal achievement in conquering one of the world's top four extreme marathons ignited a desire to mobilize individuals globally for impactful initiatives. In response, we initiated 'Animal Run,' an exclusive marathon featuring charming animal-themed medals, aimed at making marathon activities more accessible to the younger demographic while incorporating a charitable dimension. The success of 'Animal Run' has seen significant participation, leading us to allocate a portion of the proceeds to WWF, thus contributing to global environmental conservation.



3. Looking ahead to future collaborations with WWF, do you have any specific expectations or aspirations?

I envision the possibility of collaborative programs that leverage running as a conduit. By effectively communicating that individuals can seamlessly blend physical activity with philanthropy through diverse programs, we anticipate heightened participation. The introduction and promotion of a new donation culture through exercise to a broader audience hold the potential to evoke emotional changes. While immediate visible transformations might be elusive, the cumulative impact of these emotional shifts inspires confidence in driving eventual social transformation.



DESCENTE KOREA

1. Could you please provide an overview of your current responsibilities at DESCENTE?

I am a part of the Marketing Communication team at DESCENTE, a prominent sports brand. My role involves conveying a positive image of the DESCENTE brand and promoting our products through marketing initiatives. Additionally, I am responsible for managing DESCENTE Korea's environmental campaign, 'SAVE THE PENGUIN.'

'SAVE THE PENGUIN' has been a flagship environmental campaign for DESCENTE Korea, spanning 15 years since its inception in 2009. Aligned with our identity as a sports fashion company, we communicate the message of 'Protecting our daily lives and the environment through sports' and implement specific actions.

2. Could you share your experience working with WWF, highlighting any positive aspects or assistance you received?

I viewed WWF as an environmental organization providing the correct direction for environmental issues and conservation actions. Throughout our collaboration, I received valuable assistance. Specifically, WWF proposed various environmental protection activities for our brand members, aiding us in exploring diverse methods and collaborating to plan and execute these initiatives. As the person in charge of environmental campaigns, I consider WWF a robust collaborative partner and a trustworthy environmental organization.

3. Looking ahead to future collaborations with WWF, do you have any specific expectations or aspirations?

Beyond our longstanding collaboration on the biodiversity theme with 'SAVE THE PENGUIN' in 2023, there are various other environmental issues to explore. I hope to engage in diverse activities with WWF, discovering new environmental themes and collectively fostering a proper understanding and protection of these issues.



WWF GLOBAL NETWORK

1. Australia
2. Austria
3. Armenia
4. Azerbaijan
5. Belgium
6. Belize
7. Bolivia
8. Bhutan
9. Bulgaria
10. Brazil
11. Canada
12. Cambodia
13. Cameroon
14. Central Africa
15. China
16. Chile
17. Colombia
18. Cuba
19. Croatia
20. Denmark
21. DRC
22. Ecuador
23. Fiji
24. Finland
25. France
26. French Guiana
27. Gabon
28. Georgia
29. Germany
30. Guatemala
31. Guyana
32. Greece
33. Honduras
34. Hong Kong
35. Hungary
36. India
37. Indonesia
38. Italy
39. Japan
40. Kenya
41. Laos
42. Madagascar
43. Malaysia
44. Mexico
45. Morocco
46. Mozambique
47. Mongolia
48. Myanmar
49. Namibia
50. Netherlands
51. Nepal
52. Norway
53. New Zealand
54. Panama
55. Paraguay
56. Pakistan
57. Papua New Guinea
58. Peru
59. Philippines
60. Poland
61. South Africa
62. South Korea
63. Romania
64. Russia
65. Singapore
66. Slovakia
67. Solomon Islands
68. Spain
69. Surinam
70. Sweden
71. Switzerland
72. Tanzania
73. Thailand
74. Turkey
75. Tunisia
76. UAE
77. Uganda
78. UK
79. Ukraine
80. USA
81. Vietnam
82. Zambia
83. Zimbabwe



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**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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