



**FORESTS
FORWARD**

A low-angle photograph of a woman with dark hair tied back, wearing a light green shirt and a backpack, reaching out to touch the bark of a massive, ancient tree trunk. The sun is shining brightly through the dense canopy of green leaves above, creating a dramatic lens flare effect. The tree trunk is thick and textured, with some moss or lichen visible.

A FORCE FOR NATURE

FORESTS FORWARD IMPACT REPORT 2025



“

Risks to nature are risks to business. Companies that move quickly to assess their impacts and dependencies on nature can mitigate those risks and take advantage of emerging opportunities. That's a smart business decision.”

Jack Hurd
Executive Director,
Tropical Forest Alliance,
World Economic Forum



Native tree in Madre de Dios rainforest © Andrés Murrieta / WWF-Peru

“

WWF's Forests Forward partners are demonstrating that the private sector can be a force for nature. Together, our innovative approaches and positive impacts are proving that conserving forests is not only beneficial for the planet, but also a wise and sustainable business strategy.”

Forests are a force of nature. They can even be considered the ultimate nature-based solution: they play an outsized role in addressing the triple crises of climate change, biodiversity loss and economic inequality. Yet we are losing forests at an alarming rate. Two of the main reasons are poor forest governance and markets failing to recognize the true value of forests. Overcoming these will take leadership and innovation, including – and especially – from the private sector.

The private sector has been a driver of forest loss and degradation, so must be a part of the solution. This is not just because it's the right thing to do. It's also the smart thing to do. The top 10 long-term risks in the World Economic Forum's *Global Risks Report 2025* are dominated by environmental risks, including biodiversity loss and natural resources shortages. We know that more than half of global GDP is highly or moderately dependent on nature. Forestry and agriculture are at the top of the chart.

The economic case for forest conservation, restoration and sustainable management is clear. But we need to move it from the margins to the mainstream. This is where WWF's Forests Forward programme comes in.

Forests Forward catalyses private sector action to help stop deforestation and degradation, and restore forests. The programme augments WWF's 30-year history of developing market-based solutions for forests. Together with our partners, we are:

➤ **Demonstrating private sector leadership on forests:** by advancing the responsible sourcing of forest-risk commodities; incentivizing responsible forest management; and investing in nature-based solutions in critical forest landscapes.

➤ **Scaling positive impact:** by using our collective influence to advocate for improved forest and trade policies; promoting community-led governance; and testing new

finance models that enable forest conservation and sustainable forest management to compete with harmful activities.

➤ **Inspiring change:** by developing user-friendly tools that make it easier for companies to reduce their impact on forests; demonstrating transparency; and prioritizing positive, measurable action for nature, climate and people.

The figures and case studies highlighted in this inaugural Impact Report provide a glimpse of how far we've come since Forests Forward launched in 2021. This is thanks to the efforts of our partners, their staff and WWF's technical experts around the globe.

With just five years until ambitious 2030 targets for global climate and biodiversity agreements are due, it also shows how far we all still need to go. Together with Forests Forward's 26 partners from 9 sectors and working in 23 countries, we have momentum – but we need action from many more companies, across more countries and sectors, in order to transform markets. We want to ensure that business and government recognize the true economic, social and natural value of standing forests.

The private sector can be a force for nature: our Forests Forward partners are showing the forward thinking required to demonstrate the solutions. Over the next five years, we have ambitious plans to scale these solutions, complementing our equally important efforts to engage the public sector and keep forests thriving. Together, this is possible. I hope you will join us on this journey.

Dr Kirsten Schuijt
Director General
WWF International



FORESTS FORWARD IS A SIGNATURE WWF PROGRAMME FOR CORPORATE ACTION IN SUPPORT OF NATURE, CLIMATE AND PEOPLE.

Through the performance-based programme, WWF supports partners to drive ambition and impact within and beyond their own footprint and invest in the world's most vital forest landscapes.

WWF'S VISION FOR FORESTS IS A WORLD ENRICHED BY EXTENSIVE, RESILIENT FOREST LANDSCAPES BENEFITING NATURE, CLIMATE AND PEOPLE.

FORESTS FORWARD'S MISSION IS TO DEMONSTRATE, INFLUENCE AND INSPIRE STRONG PRIVATE SECTOR ACTION IN SUPPORT OF THIS VISION.

FORESTS FORWARD WORKS WITH FORWARD-THINKING COMPANIES AND ORGANIZATIONS:

➤ Major global corporations such as **HP** and **SIG** are going beyond supply-chain commitments by providing significant financial support for landscape-level conservation programmes (p22).

➤ Iconic global retailers such as **IKEA** are raising the bar for transparency in sourcing (p15).

➤ Tropical forest concessionaires such as **Interholco** in the Congo Basin are providing refuge for large threatened mammals and increasing the value of responsible forestry through accounting for ecosystem services (p13).

➤ Local **agroforestry associations** in the Peruvian Amazon are restoring degraded forest while supporting the livelihoods of local communities (p13).

➤ **Local partners** are strengthening land retention to conserve forests in the southeast US, and restoring wildfire-impacted forests through Indigenous-led efforts in B.C., Canada (p26).

➤ Forests Forward **tools and guides** are helping companies understand impacts and source more responsibly (p28).

“Forests Forward aims to accelerate the transition from an economy built on the extraction, exploitation and degradation of forests to one thriving on conservation, stewardship and regeneration. Thanks to the motivation and action of our partners, Forests Forward is influencing and inspiring this transition.”

Tim Cronin | WWF Forests Forward Global Lead



OUR COLLECTIVE IMPACT

FINANCE FOR FOREST LANDSCAPES

Forests Forward partners¹ support more than **20** forest landscape conservation projects across the globe, covering a total of

1,300,000 hectares²



IMPROVING FOREST MANAGEMENT

Forests Forward partners are improving the management of tropical forest areas totalling

2,679,000 hectares



75% of which are currently FSC® certified³

RESPONSIBLE SOURCING

Forests Forward partners¹ committed to responsible sourcing represent leading buyers and manufacturers of global forest products



2% industrial wood⁴



7% paper & packaging⁵

¹ Forests Forward partners joining after 1 Jan 2025 (Epson, Nike, WEPA) not included in investment and/or sourcing data.

² Activities include supporting sustainable forest and land management practices, promoting stronger protection for high conservation value forests, actively restoring degraded forest land, and more.

³ Forest Stewardship Council® (FSC®)

⁴ Compared to the estimated global production of industrial roundwood not used for pulp in 2023. Source: FAOSTAT.

⁵ Compared to the estimated global production of paper and paperboard products in 2023. Our comparison does not take into account the potential overlap between company value chains. We acknowledge that this means that the total share can be overestimated. Source: FAOSTAT.

30 YEARS OF FINDING SOLUTIONS FOR FORESTS

WWF has a strong history of galvanizing market-based solutions to tackle forest loss and degradation.

© Riau Project / WWF-Indonesia



1980s: Deforestation crisis requires global action

Controversy erupts over escalating deforestation, illegal logging and the unsustainable harvesting of tropical hardwoods. Boycotts of tropical wood products are seen around the world.

© Brent Stirton / Getty Images / WWF-UK



1999: WWF helps drive supply and demand for FSC

WWF forms the **Global Forest & Trade Network (GFTN)**, pioneering a stepwise approach to help companies take practical, time-bound steps toward certification, transparency and responsible sourcing. By 2007, GFTN is the dominant certification-support programme, engaging over 300 companies globally, and WWF initiates the **New Generation Plantations** programme to promote responsible forest plantation practices.



2005-2010: Tackling the illegal timber trade

WWF and TRAFFIC produce 'Keep it Legal' guides for companies and influence key policy mechanisms for preventing the illegal trade in timber, including the European Union's Timber Regulation (**EUTR**) and Forest Law Enforcement Governance & Trade (**FLEGT**). The US **Lacey Act** is amended in 2008.

© Matthieu Paley / WWF



2004-2015: Taking on other forest-risk commodities

Multistakeholder, voluntary standards and independent certification schemes are established for other forest-risk commodities – including palm oil, soy and beef – replicating the successful model of FSC and driven globally by WWF's **Market Transformation Initiative**.



FORESTS FORWARD



2021: Bringing forests forward

Forests Forward launches as a signature WWF programme for ambitious engagement on forests, working with companies in the forest sector and beyond. Forests Forward succeeds GFTN, expanding focus beyond responsible sourcing and improving forest management to encompass broader forest conservation goals, including mobilizing investment into landscape-scale nature-based solutions.

1980s

1999

2002

2005

2010

2016

2021

2025

1990s: A revolutionary idea - a market-based approach to incentivize responsible forestry

Filling the void left by lack of government leadership, WWF founds the '1995 Group' with 20 member companies aiming to phase out all wood and wood products not originating from 'well-managed' forests. With support from WWF, the **Forest Stewardship Council (FSC)** is founded in 1994 as an independent, credible means to certify wood from responsibly managed forests. Over 20 million hectares of forest is certified by 2000.

© N.C. Turner / WWF



© James Morgan / WWF



WWF and IKEA are working together on forest, water and climate to protect landscapes and enhance biodiversity.



2002: Ground-breaking 23-year corporate partnership with IKEA begins

WWF and **IKEA** launch a new global partnership for forests. Working side by side, the partnership aims to protect biodiversity, combat illegal logging, promote the identification and management of high conservation value forests, and enhance capacity to accelerate the transition to responsible forest management and certification around the world.



2016: A framework for eliminating deforestation

The deforestation-free agenda emerges as a holistic, cross-commodity approach to decoupling supply chains from deforestation. The **Accountability Framework initiative (AFi)** is established, with support from WWF, to help develop a standardized and rigorous approach to deliver on the new wave of corporate pledges and commitments.



Accountability Framework initiative

2015-2020: Disclosure and dependency take centre stage

Corporate discourse on climate and nature expands from a focus on mitigating environmental impacts to recognizing and safeguarding environmental dependencies. Led by science-based target-setting organizations **SBTi** and **SBTN** plus taskforces on financial disclosures **TCFD** and **TNFD** (all of which WWF co-founded), this new perspective highlights the increasing business case for forest conservation, restoration and sustainable management, gaining attention of corporate boardrooms worldwide.

TCFD

TNFD

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SBTN

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26 FORESTS FORWARD PARTNERS FROM 9 SECTORS



HOW IT WORKS

Forests Forward partners with companies and organizations that:

- Source, sell or produce products that come from, or can impact, forests
- Own or manage forests
- Influence forests and forest management

By joining the programme, partners agree to **commit**, **act** and **collaborate** in conserving, restoring and sustainably managing forest landscapes around the world, **within and beyond their supply chains**.

PARTNERS IN ACTION

COMMIT publicly to:

- Exclude deforestation and illegal and/or controversial activities from their business
- Proactively improve the responsibility of sourcing and/or forest management
- Promote, incentivize and/or contribute to forest conservation, restoration and responsible management

ACT on ambitious, transparent, time-bound goals related to one or more of the Forests Forward action areas:

- Source responsibly
- Invest in forest landscapes
- Improve forest management

COLLABORATE with other partners and beyond to tackle shared challenges and collectively address the drivers of forest loss and degradation

WWF'S ROLE

Forests Forward provides technical advice and guidance – drawing upon WWF's unique expertise with global initiatives (SBTi, SBTN, TNFD, Afi and more) – supporting partners to:

- **Prioritize** and frame commitments on forests to align with best practices
- **Integrate** commitments in a broader suite of sustainability and business objectives

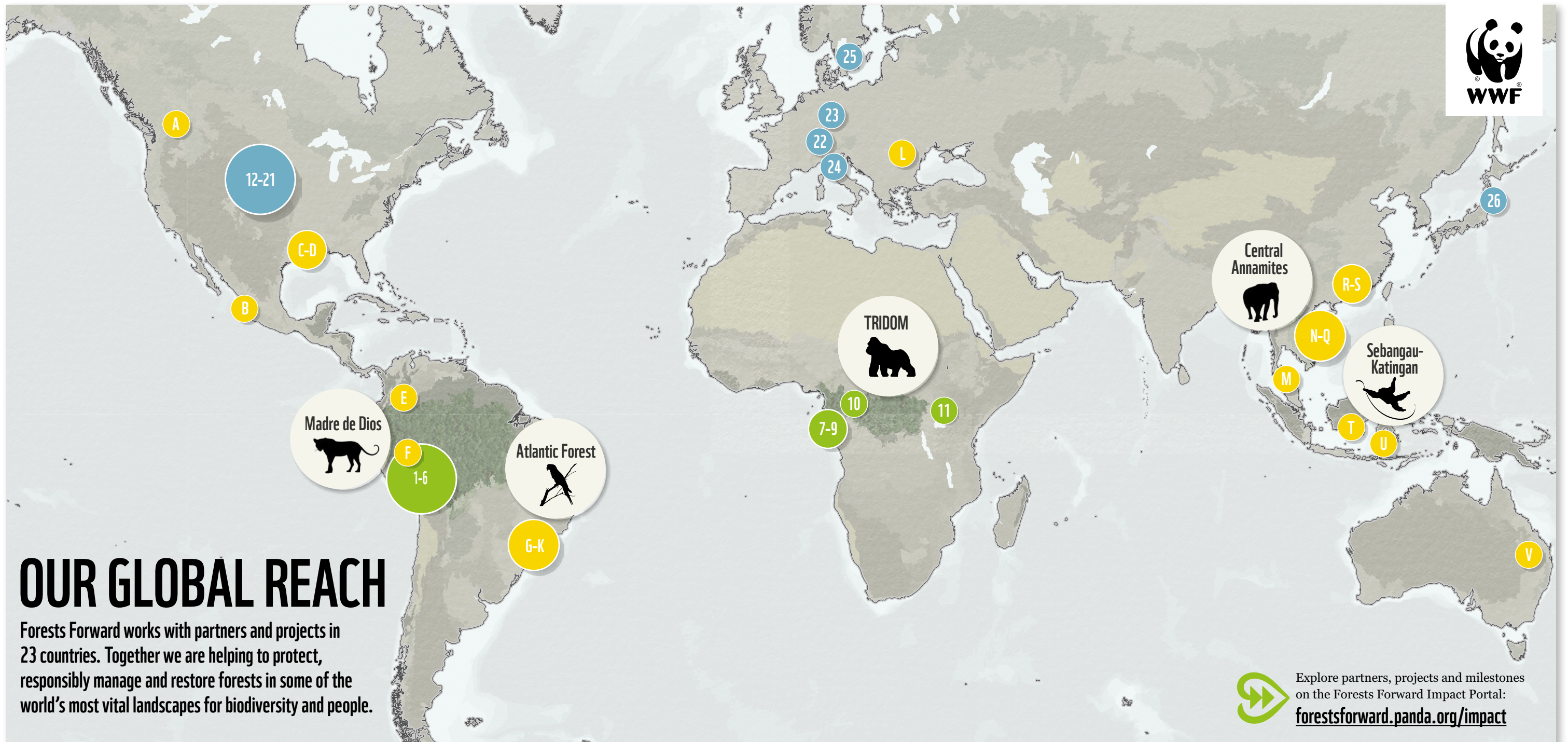
While helping partners to set and achieve goals, Forests Forward supports partners to:

- **Track**, report and disclose progress
- **Communicate** and amplify successes

Forests Forward enables collaboration through:

- **Convening** peer-to-peer exchange on topics of mutual interest
- Co-designing **innovative** approaches to shared challenges





OUR GLOBAL REACH

Forests Forward works with partners and projects in 23 countries. Together we are helping to protect, responsibly manage and restore forests in some of the world's most vital landscapes for biodiversity and people.

FORESTS FORWARD'S 3 ACTION AREAS:

Improving Forest Management

- 1 COOPSUR
- 2 Candela
- 3 RONAP
- 4 Agrobosque
- 5 Manutata
- 6 Maderacre
- 7 Bonus Harvest
- 8 Gabon Wood Industries
- 9 Gabon Timber Company (CBG)
- 10 Interholco
- 11 New Forests Company

Responsible Sourcing

- 12 Costco
- 13 HP
- 14 International Paper
- 15 Kimberly-Clark
- 16 Lowe's
- 17 Nike
- 18 PepsiCo
- 19 P&G
- 20 Sylvamo
- 21 Williams-Sonoma
- 22 SIG
- 23 WEPA
- 24 Sofidel
- 25 IKEA
- 26 Epson

Forest Landscape Investments

- A, P Lowe's
- B, M, N SIG
- C International Paper
- D Kimberly-Clark
- E, G, L, O, R, T IKEA
- F, H, I, S, V HP
- J P&G
- K Sylvamo
- Q Williams-Sonoma
- U Epson

FLAGSHIP LANDSCAPES

Highly important, yet threatened: these tropical landscapes represent a cross-section of geographies, forest types, socioeconomic contexts, threats and solutions. Here, WWF offers unique opportunities for companies to invest in impactful nature-based solutions, beyond responsible sourcing or forest management commitments.

Madre de Dios

Peru

Located in southeastern Peru, the rainforest of Madre de Dios is considered the country's biodiversity capital and makes up 12% of the Peruvian Amazon. Madre de Dios is one of the most biodiverse places in the world.

Atlantic Forest

Brazil

A diverse and highly threatened landscape that once covered over 130 million hectares, the Atlantic Forest is home to 7% of the world's plant species, 5% of vertebrates and one third of the total human population of South America.

TRIDOM

Gabon, Cameroon, Republic of Congo

The Tri-National Dja-Odzala-Minkébé (TRIDOM) is a 17.8 million hectare transborder forest. The landscape is 96% forest and contains vast timber concessions. A large mammal stronghold, the forest is home to elephants, chimpanzees and gorillas.

Central Annamites

Viet Nam

Central Viet Nam's rugged Annamite Mountains form one of the largest natural forest areas in continental Southeast Asia. The two million hectares of core forest is home to endangered species that are found nowhere else.

Sebangau-Katingan

Indonesia

Situated in Central Kalimantan, Sebangau-Katingan is home to biodiversity-rich forests, including the largest population of wild orangutans in the world; 2.6 million people also depend on the landscape.

“

We want to be leaders in responsible forest management in the Congo Basin and together with WWF, we are demonstrating that healthy standing forests can help biodiversity and people thrive.”

Tom van Loon | Head of Sustainability, Interholco AG

Worker in FSC-certified concession of Forests Forward partner Maderacre, Peru.
© Dado Galdieri / WWF

IMPROVING FOREST MANAGEMENT

MEETING THE GROWING DEMAND FOR WOOD PRODUCTS SUSTAINABLY

More than half (54%) of the world’s forests are managed either wholly or partly for production. Imagine if forest stewards – companies and communities – were rewarded for sustaining the public goods and services their forests provide. Forests Forward is showing that this is possible – it just needs to be scaled.

WWF has over 30 years of experience in engaging and supporting organizations that harvest wood, pulp, fibre and non-timber forest products. Together, we help improve management practices – often benchmarked by FSC certification – diversify revenue streams, engage local communities, and open doors for innovative investments.

Over half a million certified hectares ➡ CBG

Gabon Timber Company (CBG)’s logging concession is home to chimpanzees and other threatened species. Holding an FSC certificate since 2009, CBG continuously improves the management of its forest through reduced-impact logging techniques, anti-poaching measures, protection of high conservation value areas and conservation of riparian zones. CBG has also **set aside more than 21,000 hectares for conservation** and is monitoring 600-hectare representative sample areas of native ecosystems to scientifically assess the impact of its management.

CBG is also part of a unique public-private partnership called ProLab, with WWF and the Gabonese Forestry Administration, aimed at **protecting threatened mammals within and beyond its concession** and working with local communities to create jobs.

Toward FSC ➡ Bonus Harvest

Chinese-owned Bonus Harvest’s 128,000-hectare forest concession provides connectivity between two national parks in Gabon. As part of joining Forests Forward, the company has set its sights on **fulfilling FSC Forest Management certification requirements** in 2025, following successful LegalSource verification and Chain of Custody certification.

Safeguarding the Amazon ➡ Agroforestry cooperatives & Maderacre

In Peru, five nut and cocoa agroforestry cooperatives are making progress on the responsible management of forest resources and restoring ecosystems degraded by mining and illegal logging – helping to conserve Madre de Dios’s world-renowned biodiversity while supporting local communities. FSC-certified timber company Maderacre has **installed wildlife bridges over logging roads** to trial improvements in canopy connectivity, with support from Forests Forward partner **HP**.



WWF is supporting with training, wildlife monitoring and ensuring the involvement of local people. © Bonus Harvest



Brazil nuts collected by Forests Forward partner **Manutata**: responsibly managed agroforestry concessions can be vital strongholds on deforestation fronts. © Nicolas Villaume / WWF-US



Leading the way for biodiversity protection and emissions reductions

➡ Interholco

FSC-certified forest concessions in the Congo Basin are often in remote areas that are harvested under reduced-impact logging principles in a decades-long rotational pattern, which allows large mammals to roam and thrive. This holds true for Interholco (IHC)’s concessions totalling 1.16 million hectares in the Republic of Congo, bordering Odzala-Kokoua National Park. IHC is working with WWF on new ways to raise the value of responsible forestry:

➡ **IHC was granted FSC Ecosystem Services certification for biodiversity** – a first for the Congo Basin – based on the vast populations of great apes and forest elephants effectively protected within its concession and for maintaining forest integrity.

➡ **IHC has demonstrated how its forest management techniques quantifiably reduce carbon emissions** compared to a regional average using a methodology (RIL-C) developed by The Nature Conservancy.

➡ **WWF and IHC are promoting the benefits of safeguarding and verifying ecosystem services**, aiming to enable the company to market them to downstream companies and funders. IHC is also seeking contributors to strengthen its biodiversity protection measures.

Low-impact harvesting helps preserve biodiversity and forest integrity, protecting habitat for endangered species – including the gorillas, chimpanzees and forest elephants found within IHC’s concession.
© Imageo-ATIBT 2022

“

The whole forest industry must step up and share the wood they are using, where it is from and how the forest is managed. It is fundamental for sustainable development.”

Ulf Johansson
Global Raw Material Manager, Inter IKEA

Acacia from an FSC-certified
plantation in Viet Nam.
© James Morgan / WWF

SOURCING RESPONSIBLY

REDUCING FOOTPRINT, INCREASING RESILIENCE AND INCENTIVIZING INDUSTRY CHANGE

Forests Forward helps partners better understand their supply chains and make sourcing decisions that help tackle illegality, deforestation and forest degradation.

Forests Forward partners are not only reducing their own forest footprint but also engaging and positively influencing upstream and downstream suppliers and customers. That’s why WWF also acts as a convener for partners to exchange best practices, find solutions together, and inspire collective actions that can resonate through entire supply chains all the way back to the forest.

A significant achievement in FSC sourcing SIG

Packaging systems and solutions provider SIG is committed to maintaining **100% of its paperboard sourcing as FSC-certified**. In 2022, SIG acquired a new chilled carton beverage business for which it successfully converted its paperboard sourcing to **100% FSC-certified material within one year**. This was a considerable feat given the need to work with new suppliers, develop the appropriate technical quality of the products, and ensure proper chain of custody.

SIG food and drink cartons.
© SIG



Innovating on alternative fibres P&G

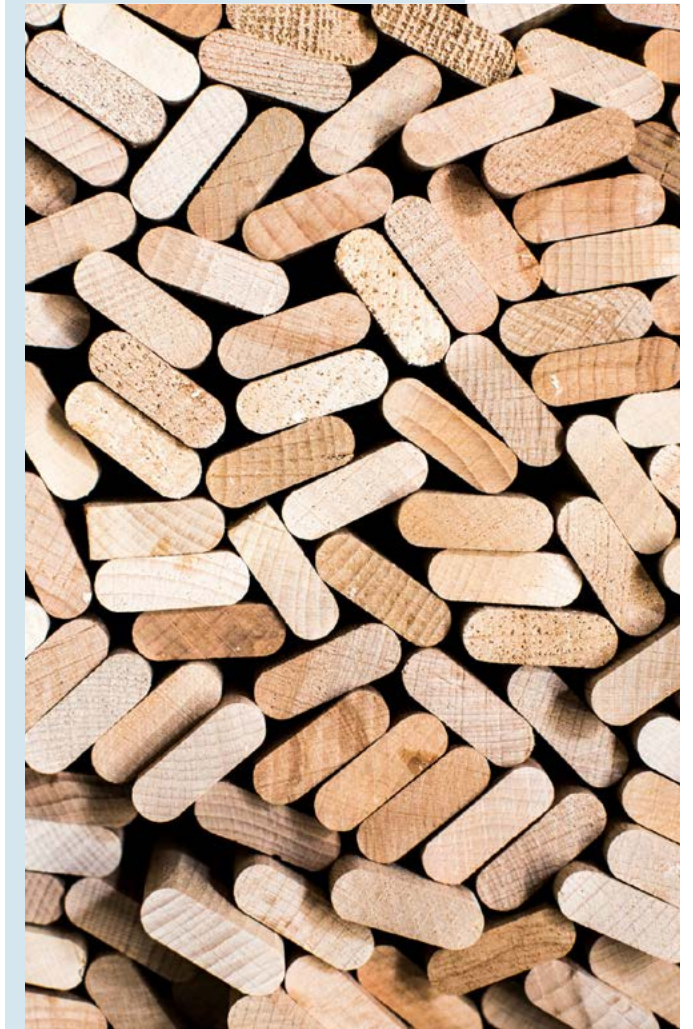
In 2024, P&G introduced its Charmin Ultra Bamboo toilet paper made with **FSC-certified bamboo**. This innovation follows the company’s commitment to invest in non-wood alternatives, and complements P&G’s 2030 ambition of 100% FSC-certified wood pulp for its tissue and paper towel products. As of 2024, 89% of P&G’s Family Care wood pulp was FSC-certified.



WWF has helped Sofidel to build a strategy for responsibly sourcing forest-based goods and to integrate EUDR requirements into the company’s operations.
© Unsplash

Improving responsible sourcing performance Sofidel

Europe’s second-largest tissue paper manufacturer, Sofidel, worked with WWF to **update its Forest Goods Procurement Policy and Code of Conduct** for suppliers in 2022. This addresses deforestation, ecosystem conversion and human rights in priority areas of the company’s supply chain and aligns with the Accountability Framework. Today, all 1.3 million tonnes of Sofidel’s annual sourcing are certified, with **85% under FSC Chain of Custody**.



FSC-certified beech
for IKEA chairs.
© James Morgan / WWF

A bold step in transparency IKEA

In 2023, IKEA took a bold step in transparency by releasing a **public global wood supply map – the first of its kind in the sector** – which identifies where its wood is sourced and which tree species are used. This is a monumental feat considering the significant volumes of virgin and recycled wood IKEA uses for its furniture and packaging (14.9 million cubic metres in financial year 2024).

WWF and IKEA have been working together for more than two decades, including on a **goal of attaining 100% FSC-certified or recycled in wood sourcing**. Starting from a 2010 baseline of 10%, by 2020 IKEA had reached 98%, and by 2022, 99.9%. Despite shifting away from Russia – previously its largest sourcing country – in 2024 IKEA maintained 97% (of which 16% was recycled).

Descobrimento National Park, Brazil's Atlantic Forest, where WWF is improving protection and local tourism infrastructure, with support from HP.
© Adriano Gambarini / WWF-Brazil

INVESTING IN FOREST LANDSCAPES

CONNECTING COMPANIES WITH WWF LANDSCAPE PROGRAMMES FOR LASTING IMPACT AT SCALE

Investing in high-quality nature-based solutions in forest landscapes is an investment in the future – stabilizing climate, nurturing complex ecosystems, strengthening supply-chain security, and supporting local and Indigenous communities.

Through Forests Forward, partners contribute to meaningful, on-the-ground solutions such as forest restoration co-developed with local people.

In addition, we work strategically to **combine and complement investments from multiple companies in each flagship landscape** – in some cases blending with public finance – to unlock lasting impact.

“

Through our partnership with WWF, we are focused on large-scale, long-term landscape conservation that involves investing in innovative, durable forest conservation solutions and building partnerships with environmental organizations that prioritize the needs of local communities and ecosystems.”

Alex Michalko
Director of Climate & Responsible Sourcing, HP Inc.

WHAT CONSTITUTES LEADERSHIP IN CORPORATE FUNDING FOR FORESTS?

Leadership requires going beyond – beyond the mitigation hierarchy, beyond offsetting, beyond supply chains, and beyond the perceived quick win of tree planting – to invest in long-term landscape programmes that benefit nature, climate and people. This includes:

Supporting a ‘landscape approach’: holistic landscape programmes benefit entire ecosystems and meet the needs of diverse local communities and land users who may have competing priorities.

Funding enabling conditions and monitoring: this involves spatial planning, technical capacity building, supporting community governance and robust metrics for monitoring outcomes – which help attract further support and ensure enduring impact.

Flexibility: different landscapes are in different stages of readiness – some may require piloting innovative and non-traditional approaches for long-term impact.

Patience: establishing conservation programmes takes time and the engagement of multiple stakeholders, but it pays off in the long term – including for business.

Forests Forward opens the door to high-quality landscape funding opportunities, examples of which are featured on the following pages.

TOP 5

global biodiversity hotspot

7%

of world's plant species and 5% of vertebrate species live here

12%

of original forest cover remaining in Brazil

33%

of South America's population lives here

70%

of Brazil's GDP generated here (soy, eucalyptus, coffee, beef, etc.)

5

Forests Forward partners investing in the landscape



Restoration efforts under way on agricultural land in Mogi Guaçu river basin.
© Adriano Gambarini / WWF-US



RECONNECTING THE ATLANTIC FOREST

Vital landscape lost: once a vast forest landscape stretching from northeast Brazil to Argentina and Paraguay, centuries of development, logging and agricultural expansion has left only degraded and fragmented patches.

What remains provides so much to so many: 60% of Brazil's population relies on water from the Atlantic Forest, which now faces severe water scarcity and quality issues.

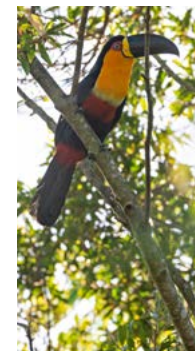
A cradle for innovative, scalable solutions: in this UN World Restoration Flagship landscape, WWF is combining investments from five Forests Forward partner companies with other public, private and multilateral funding as part of its blended finance strategy to accelerate efforts in Brazil's Atlantic Forest. The work includes piloting sustainable agroforestry, forest landscape restoration and long-term funding approaches – then scaling them.



Taking seeds out of their casings to prepare for restoration.
© Jody MacDonald / WWF-US

Investing in nature

Before embarking on a landscape programme, it is essential to conduct thorough groundwork and engage local stakeholders to ensure long-term viability and impact. With support from **P&G**, WWF evaluated and prioritized key areas for forest restoration across three critical watersheds in Brazil's Espírito Santo state. This process carefully considered the complex social and environmental dynamics of these regions, aiming to recover ecosystems while supporting local communities. Subsequent investments in the state have built upon this groundwork.



Brazil's Atlantic Forest is renowned for the diversity of its remaining birdlife.
© Adriano Gambarini / WWF-US

With the support of **HP**, WWF and local Brazilian organizations have worked to restore **more than 500 hectares** in the Upper Parana, Mantiqueira and Serra do Mar areas to native forest. These areas include critical biodiversity corridors for species such as the jaguar and critically endangered woolly spider monkeys, and areas vital for water provision. This effort is expanding to restore an additional **200 hectares** in the Atlantic Forest Central Corridor (Espírito Santo state), collaborating with over **50 local and regional partners** and leveraging a state-run payments for ecosystem services programme, Reforestar.

The Mogi Guaçu river basin (Minas Gerais and Rio de Janeiro states) suffers from severe droughts, due largely to the lack of forest cover. With initial support from **International Paper** and more recently **Sylvamo**, WWF has mapped priority areas for restoration, convened a multistakeholder group, and established partnerships with landowners and local organizations including a women-led tree nursery. Building on these fundamental enablers of restoration, Sylvamo's funding has expanded the ambition to **480 hectares** under restoration by 2026.



Local partner organization Associação Reserva Ecológica de Guapiáçu (REGUA) team restoring an area of Atlantic Forest.
© Adriano Gambarini / WWF-US

Investing in people

In Bahia, **HP** and WWF have spearheaded efforts to improve the protection of three national parks totalling 52,000 hectares. For the first time, **co-management plans have been developed with Indigenous communities** located in the parks, providing more access and recognition of those communities' rights and resource use.

In 2023, **IKEA** began supporting efforts in Espírito Santo state, focusing on restoration and sustainable practices on agricultural land. The goal is to not only help recover native forest and ecosystem services but also generate income through the sale of timber and non-timber forest products. The work is also **supporting demonstration plots of multifunctional forests** (e.g. shade-grown coffee) to train government staff and inspire more landowners to get involved.



Demonstrating the potential for multifunctional forests on agricultural land in Espírito Santo state.
© Gabriela Pereira / WWF-Brazil

2
MILLION

hectares of core
forest providing
crucial wildlife
habitat

22

protected areas
covering 986,000
hectares

9

Endangered
or Critically
Endangered
primate
species

8

key commodities:
bamboo,
acacia timber,
coffee, rice,
rubber, rattan
& cassava

3

Forests Forward
partners
investing in the
landscape

Riding to work at an FSC-
certified acacia plantation,
Phu Loc, Viet Nam.
© James Morgan / WWF



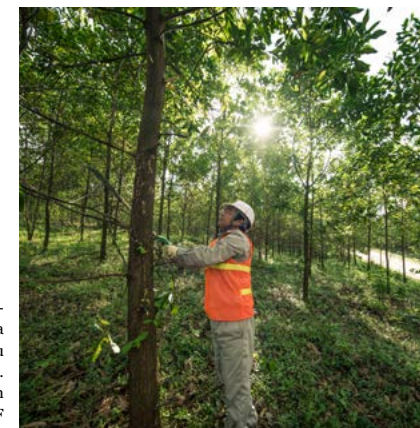
CREATING A RESILIENT CENTRAL ANNAMITES

Key deforestation front in Asia: the extensive forests in the rugged Annamite Mountains of central Viet Nam and Laos are home to endangered Asian elephants and have high rates of deforestation (particularly in Laos) and degradation. Threats include agricultural expansion, inadequate land-use planning and unsustainable forest management.

A hub of subsistence communities and smallholder producers: the highly biodiverse forests are home to many people who rely on the forests for their livelihoods. Commodity plantations also constitute a significant part of the landscape.

Solutions that work for people: WWF has been working in the Central Annamites for decades, with the support of private sector and other blended finance. This work has taught us that solutions lie in supporting communities, smallholders and local businesses to diversify their income sources with non-timber forest products and by improving forest management and certification – so that it pays to keep the forest standing.

Working on FSC-
certified acacia
plantation, Phu
Loc, Viet Nam.
© James Morgan
/ WWF



Resilient livelihoods

👉 In Viet Nam, WWF and **IKEA** have encouraged a responsible supply of wood by supporting the FSC certification of acacia plantations. Thanks to longer rotation periods and the integration of native species into plantations, the work has improved carbon sequestration, biodiversity, soil stability and economic return for producers. Over 17 years, the WWF and IKEA collaboration has contributed to the **FSC certification of over 24,000 hectares of plantations, with more than 3,000 plantation owners**, many of them smallholders, joining in.

This successful model piloted with the support of IKEA – **supporting local business cooperatives and developing sustainable timber supply chains** – has enabled WWF to secure further private and public sector funding, including from the Dutch and Danish governments, and is now being applied to other sectors such as coffee.

Red-shanked douc
langur (Critically
Endangered)
in Viet Nam.
© Denise Stilley /
WWF-Viet Nam



Young Asian elephant
leaving the deep
forest to feed at dusk.
© Emmanuel Rondeau
/ WWF-US

Resilient populations

👉 Asian elephant populations have dwindled in the Central Annamites due in part to habitat loss, landslides – exacerbated by deforestation and unsustainable plantations – and conflict with humans. In Viet Nam's Quang Nam province, **Lowe's and Williams-Sonoma** are supporting WWF's efforts to tackle these threats (complementing the work on responsible plantation management) and **helping to put elephant populations on the path to recovery**. This includes restoring small, strategically targeted areas of native forest to reduce landslide risk and increase elephant food stocks, and developing strategies to reduce human-elephant conflict, such as community training and early-warning technologies.

Seedlings of native species to be
introduced to acacia plantations,
Huong Thuy, Viet Nam.
© James Morgan / WWF





The presence of jaguar is a strong indicator of a healthy ecosystem.
© Shattil & Rozinski / naturepl.com / WWF

Forest landscape restoration in Mexico's Central Pacific jaguar landscape
SIG is supporting WWF's efforts to identify, restore and connect 750 hectares of critical forest corridors for jaguars; partner with local communities to improve forest management across 100,000 hectares; and help reduce human-wildlife conflict. To date, restoration of 185 hectares is under way and 29 communities are engaged in programmes focused on improved livestock management and human-jaguar conflict management.



Going beyond a company's own supply chain to support action in places where it's needed most

SIG's Forest Positive commitment, launched in 2020, declares that the company will create, restore, protect or improve the management of more thriving forests than it takes to make its products. Since partnering with WWF-Switzerland and joining Forests Forward in 2022, SIG has gone beyond its achievement of reaching and maintaining 100% FSC-certified packaging material.

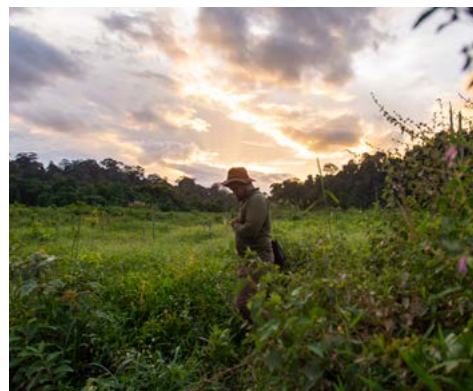
SIG has scaled investment in three multi-year WWF landscape projects targeting at-risk forests:

- Strengthening the resilience of **Malaysia's** Ulu Muda Forest Complex (p29).
- Boosting protection and connectivity in three key forest landscapes in **Thailand**.



Our partnership with WWF has unlocked huge potential for SIG to create positive impacts for at-risk forests and local communities globally. We want to show others how they can contribute best to supporting thriving forests by investing in landscapes."

Samuel Sigrist | CEO, SIG Group



Ulu Muda is one of the last remaining large intact lowland forests in Malaysia.
© Mukhriz Hazim / WWF-Malaysia



Installing camera traps to monitor the effectiveness of canopy bridges for wildlife in Maderacre's logging concession, Madre de Dios, Peru.
© Yawar Films / WWF-US

Investing in high-quality nature-based solutions across multiple forest landscapes

HP and WWF have worked together for more than a decade to help HP achieve its zero-deforestation paper sourcing goals.

Since 2020, HP and WWF have gone beyond responsible sourcing to restore, protect and improve the management of four critical forest landscapes around the world:

- Restoring and connecting the rainforest in Madre de Dios, **Peru**: work so far has successfully launched a restoration programme to connect 200 hectares of key jaguar habitat and improve forest management practices for 60,000 hectares.
- Improving forest management in **China**: working in nine forested provinces, this project has delivered beyond its target of transitioning more than 89,000 hectares of forests and plantations to responsible management through FSC certification by 2025.
- Protecting and restoring the forests of eastern **Australia** (p26).
- Working with communities to protect and restore the Atlantic Forest, **Brazil** (p19).



Restoration on agricultural land, Madre de Dios, Peru.
© Andrés Murrieta / WWF-Peru



Long-term support for landscape programmes and enabling new approaches

Forests have been the core focus of the WWF and IKEA partnership since it began in 2002. To achieve its forest agenda, IKEA has worked with WWF on improving sourcing, increasing the global availability of responsibly sourced material, and helping to transform how forests are managed, valued and protected. Over **23 years** IKEA has supported WWF's conservation efforts in **22 countries**, including regions not connected to its supply chain.

IKEA is currently investing in seven WWF forest programmes:

- Supporting responsible production in a key orang-utan corridor in **Indonesia** (p27).
- Strengthening resilient forest landscapes, supply chains and communities in the **Greater Mekong** (p21).
- Protecting and restoring forests and supporting communities in three key biomes in **Brazil** (p19).
- Advancing responsible forest management and policy in **Central and Eastern Europe** (p29).
- Improving forest management and the supply of FSC-certified forest products in **China**.
- Reducing deforestation and forest degradation in **Colombia**.
- Enabling innovation, advancing new approaches and accelerating best practices to improve forest management and conservation through the **Forests For Life** programme (p27).



Central Kalimantan, Indonesia.
© Matthieu Paley



“

When we strengthen local value chains, we don't just conserve forests, we also create decent jobs, empower Indigenous and rural communities, and bring real value to biodiversity. Investing in inclusive and sustainable projects is a commitment to a future where conservation and development go hand in hand.”

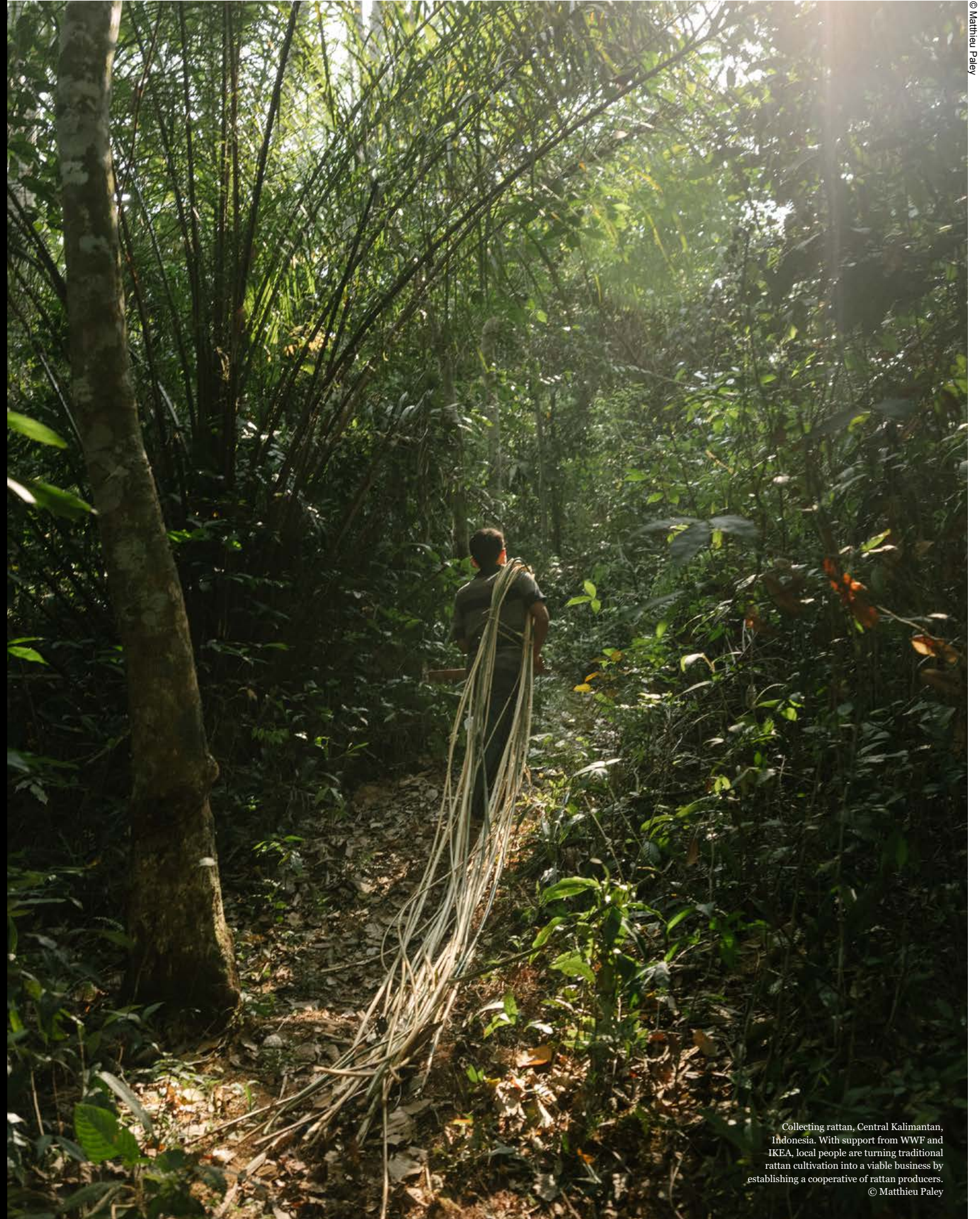
Gastón Vizcarra | Candela Perú

IMPACTING LIVES

WORKING WITH COMMUNITIES IS VITAL TO PROTECTING AND RESTORING FORESTS

When forests are thriving, people are thriving too. But the reverse is also true: if projects do not ensure that local communities and businesses prosper in the long term, people often resort to practices that harm forests.

That's why Forests Forward projects are built on community inclusion, social safeguards and equitable benefit sharing. Many Indigenous Peoples and local communities rely on healthy, abundant forests for their survival, and it is essential to respect their knowledge and expertise.



Collecting rattan, Central Kalimantan, Indonesia. With support from WWF and IKEA, local people are turning traditional rattan cultivation into a viable business by establishing a cooperative of rattan producers.
© Matthieu Paley



Planting native trees on local landowners' grassland to regenerate viable habitat for many wildlife species, including koalas. © Franck Gazzola / WWF-US



Innovative koala-friendly carbon initiative in Australia

WWF-Australia has found an innovative way to kick-start forest regeneration for threatened koalas by providing landowners with the upfront capital and expertise necessary to plant certified koala habitat – thanks to support from **HP**. Partnering with Climate Friendly, the initiative aims to **regenerate over 10,000 hectares of koala habitat** by 2034.

This work generates Australian Carbon Credit Units (ACCUs), which attract a premium due to their high biodiversity value. Sale of these ACCUs will continue to support local communities and landholders over time. The project also **engages First Nation Australians**, utilizing their intricate knowledge of the land to deliver the project, including through preparing, establishing and maintaining plantings.

Strengthening land retention to conserve forests in the US

Through the Mobile Basin Heirs' Property Support Initiative, WWF and two Forests Forward companies are **supporting local organizations that help historically underserved families** in the Mobile Basin keep and protect their land. Without a clear title, land can easily be lost to developers, unsustainable timber harvesters or forced sales. This is a leading cause of involuntary land loss for Black families in the US and affects forest connectivity and water quality. In 2021, WWF and **Kimberly-Clark** supported the initiative's launch led by Center for Heirs' Property Preservation® and Mississippi Center for Justice. **International Paper helped the initiative expand into Alabama** with local partner Legal Services Alabama in 2024.

WWF is helping raise funds and awareness for local organizations. © Mississippi Center for Justice



Putting communities at the centre of responsible forestry in Uganda

Operating FSC-certified plantations in biodiverse landscapes in rural Uganda, the **New Forests Company (NFC)** – with assistance from WWF – is supporting communities by actively hiring from local areas and funding services such as medical clinics and community gardens.

One programme, 'Forests for Prosperity', incentivizes community groups to engage in natural forest



Above: FSC-certified timber being processed at an NFC facility. Left: A community meeting as part of the Forests for Prosperity programme. © Mallory Mariner / WWF

monitoring and protection efforts. This not only fosters environmental stewardship but also supports non-timber forest product development – such as honey production – providing alternative livelihoods to other extractive activities. Transparency is key, **ensuring local stakeholders understand and benefit from these environmental initiatives** and have effective mechanisms for raising concerns.

Supporting local communities through responsible rattan production in Indonesia

Rattan is a commodity with the power to support local livelihoods and keep forests standing in a crucial habitat corridor for orang-utans. It can be harvested with minimal impact on the natural forest and woven into various products such as chairs and baskets. In the Sebangau-Katingan flagship landscape in Central Kalimantan, Indonesia, WWF and **IKEA** are helping **establish a supply chain for responsibly harvested rattan**.

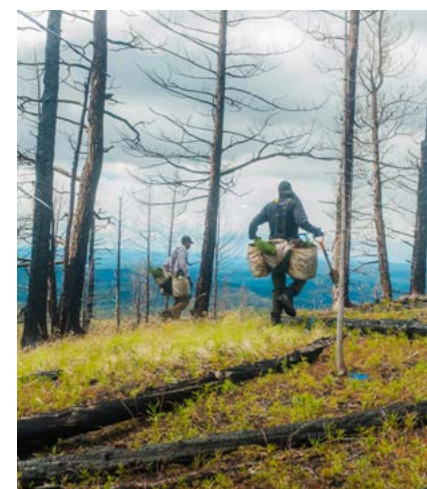
Working closely with local communities including Indigenous Dayak, WWF and

IKEA have helped form cooperatives for the processing and selling of rattan, created new job opportunities, and improved management practices to help rattan growers achieve certification.

Not only has this work contributed to Indonesia being the only country in the world with FSC-certified rattan production, but it has also helped local people **secure formal recognition of their ownership rights for their community forests**. Similar work is being undertaken in projects in Laos and Viet Nam.



A woman from Tumbang Hiran weaving rattan into baskets. © Matthieu Paley



SRSS reforestation efforts in the Secwépemc traditional territory. © New Parallel Studios / WWF-Canada

Indigenous-led reforestation to restore ecosystems in Canada

The province of B.C. has experienced historic fires in recent years. As a result, land in the Secwépemc traditional territory was badly scorched and became vulnerable to soil erosion. The Secwepemcúl'ecw Restoration and Stewardship Society (SRSS) is **using traditional practices to restore the land** back to balanced, complex ecosystems.

With the support of WWF-Canada, **Lowe's** and other funders since 2021, SRSS has planted more than **1.1 million trees across 677 hectares** and is now scaling up efforts to plant one million trees annually by 2026.



Forest managers in Cameroon collecting tree height data. The Forest Integrity Assessment tool is making forest monitoring more accessible for forest communities. © WWF-Cameroon

SUPPORTING THE UNSEEN FORESTERS

More than a quarter of the world's forests are managed by Indigenous Peoples, local communities and smallholder forest users, yet their efforts often go unnoticed.

Unseen Foresters, a WWF-commissioned report produced by the International Institute for Environment and Development in 2020, showed that strengthening local models of governance can help protect forests better than many other forms of forest stewardship. Following this research, WWF continues to trial innovative models for incentivizing community-based forest management, including several pilot projects supported by **IKEA** to test these models with communities in India, Cameroon and Romania.

For example in 2024, a project by WWF, **High Conservation Value Network (HCVN)** and Rainforest Alliance in Cameroon demonstrated the potential of HCVN's Forest Integrity Assessment tool for unlocking carbon- and biodiversity-linked finance, aiding in the protection and responsible management of the communities' forests.

WWF contributed to identifying and mapping over 370,000 hectares of old-growth forests in Central and Eastern Europe.
© Wild Wonders of Europe / Cornelia Doerr / WWF

ENABLING CHANGE

DEVELOPING THE RESEARCH, TOOLS, POLICIES AND ENABLING CONDITIONS TO AMPLIFY OUR COLLECTIVE IMPACT

Big changes require big thinking. Forests Forward provides tools, guidance and valuable research to help transform the forest sector. Because better-informed companies, a better market for sustainably sourced products, and fair and secure supply chains make for better business.



© Springer Nature

Providing data

Powering peer-reviewed research:

A 2024 study, co-authored and supported by WWF and published in *Nature*, found that FSC-certified tropical forests in the Congo Basin help safeguard wildlife – especially large, threatened mammals such as gorillas and forest elephants. This underscores the importance of certified responsible forestry practices implemented by Forests Forward partners, including **Interholco** and **CBG**.

Developing tools & guidance

Wood Risk Tool:

A one-stop shop for information on risks associated with sourcing wood, WWF's tool enables companies to act on illegal and unsustainable logging and trade – including risk management, disclosure, target setting and compliance. The tool's development was supported by **Lowe's**, which also used it to update its wood sourcing policy and inform due diligence processes.



© WWF / Dado Galdieri

LEARN MORE

Visit the **Resources** section of the Forests Forward website for tools, guides and more information.



EU Deforestation Regulation (EUDR) Guide for Business:

Forests Forward launched a step-by-step guide for companies readying themselves for compliance with the EUDR. It includes recommendations for leadership practices that go beyond strict compliance, such as landscape finance and science-based targets, plus specific guidance on key deforestation-risk commodities.



Forest Carbon Toolbox:

WWF and **Sylvamo** are working on a forest carbon toolbox to inform payments for ecosystem services schemes. Initial work included a technical assessment of different approaches to measure carbon along with recommendations for an application in France.

Influencing policy & governance

Improving national forest strategies:

In the post-communist transition of Central and Eastern Europe, legislative frameworks for forestry were outdated, unsuitable and unsustainable. WWF advocated for their successful overhaul, including Romania and Bulgaria's national forest strategies. This work was supported by **IKEA** and included convening multiple stakeholders – NGOs, academia, institutions, industry and national forest departments – to establish a shared vision for sustainable development that aligns with EU policy frameworks. Over 345,000 hectares of important virgin and old-growth forests in the Carpathians now have a long-term strict protection regime.

Deforestation has led to a shrinkage of available territory for koala (Endangered) in New South Wales, Australia.
© Franck Gazzola / WWF-US



Advocating for the conservation of eastern Australia's forests:

WWF and **HP** are helping improve management practices for nearly 20,000 hectares through government engagement and calls for policy reform. This work has secured a temporary halt to logging in critical habitat for greater gliders, with ambition to permanently halt the process. WWF is now advocating for a 'Great Koala National Park' to secure habitat for the endangered koala.

Strengthening landscape resilience in Malaysia:

With the support of **SIG**, WWF is taking a policy and community-empowerment approach to improving the management of more than 170,000 hectares of Malaysia's Ulu Muda Forest Complex – a vital biodiversity hotspot and water catchment for thousands of people. An important component of the project is working with different government agencies to adapt management plans in the area to help ensure forest and water conservation.



An Iñapari community member who is partnering with WWF on regenerative ranching in Madre de Dios, Peru, one of five landscapes selected for WWF's NbS-OP.
© Yawar Films / WWF-US

Unlocking landscape finance

Nature-Based Solutions Origination Platform (NbS-OP):

Through Forests Forward, several participating companies are helping advance WWF's NbS-OP, an innovative vehicle to drive impact at scale for people, climate and nature across key tropical forest landscapes. Supporting a variety of conservation approaches – including forest protection, improved management, and restoration – the NbS-OP provides companies and other funders with opportunities for high-quality investments that generate quantifiable impacts. Powered by blended finance, the work aims to shift the global market toward transparent, high-quality nature-based solutions.

“

WWF's Wood Risk Tool is seamless, easy to use and saves us time because the information we need is in one place. We share the tool with supplier partners and their suppliers throughout our supply chain.”

Chris Cassel | Vice President, Corporate Sustainability, Lowe's Companies, Inc.

BRINGING FORESTS FORWARD

Help unlock the power of forests. Work with us to mainstream responsible forest management, trade and finance.

Forests Forward works with motivated companies that have significant impacts and dependencies on forests in markets around the world. Our work builds on 30 years of collaboration on forests, including with longstanding partners from nine forest-related sectors.

But for lasting impact we need to move beyond the forest sector, including into agriculture, infrastructure, finance and more.

We need private sector leaders to demonstrate, influence and inspire a future where forest conservation is not just an optional endeavour but a fundamental business imperative. Better forests means better business.

OUR EXPERTS

Forests Forward companies engage directly with **WWF implementation teams** in their headquarter countries. Currently, Forests Forward involves more than ten WWF teams on six continents, combining local expertise and experience with a global perspective.

The **Forests Forward global team** enables and leads the programme, leveraging and connecting WWF Network expertise on forests, commodities, sourcing and nature-based solutions.



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together possible®

WWF works with companies to reshape the nature of business to create an equitable, net-zero, nature-positive future for all humanity.

JOIN US

FORESTS FORWARD OFFERS:

- **Global and local expertise** – from international policy to community engagement and everything in between, combining the perspectives of WWF teams around the world
- **Technical guidance and tools** including long-term experience with multistakeholder certification, nature-based solutions, science-based targets and more

- **Opportunities to invest** in high-quality forest landscape programmes in concert with others
- **Impact monitoring and reporting** that substantiates project results and combines with others to show landscape-level transformation
- **Strong trust and global reach** of the WWF brand
- **Opportunities to convene, collaborate and innovate** with peers

ACKNOWLEDGEMENTS

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Cover photo WWF-Peru staff in Madre de Dios rainforest © Andrés Murrieta / WWF-Peru | **Disclaimer** This report may not reflect the views or positions of every partner in all respects.

Thanks to all the local communities and organizations that make our work in landscapes possible.

**FORESTS ARE A FORCE
OF NATURE.**

**YOUR BUSINESS CAN
BE A FORCE FOR
NATURE.**

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world for the benefit of people
and wildlife.

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