

## Press Release

### Beiersdorf and WWF Germany enter into a strategic partnership

- WWF and Beiersdorf agree on transformative partnership for 3 years
- The objective is to strengthen the holistic approach to sustainability within the company and in its supply chain
- The focus topics are climate protection, the regenerative use of water, the circularity of materials as well as sustainable use of land

**Berlin/Hamburg, March 31, 2022** - World Wide Fund for Nature (WWF Germany) and the skin care company Beiersdorf are intensifying their cooperation and entering into a strategic partnership. The partnership, which will initially run for three years, not only focuses on the important issue of climate protection but also on the fields of regenerative water environments and fully circular resources, thereby contributing to a circular economy.

The nature conservation organization will advise Beiersdorf on the expansion of existing targets and the definition of additional ones to strengthen the holistic approach to sustainability within the company:

- Beiersdorf is striving for **a climate-caring future** and is reducing greenhouse gas emissions throughout its entire value chain.
- Beiersdorf is striving for **sustainable use of water**, both in its own business operations and in the supply chain.
- Beiersdorf is striving to use **fully circular resources** for its products and packaging and aims for **sustainable land use** in the production of its plant-based raw materials.

WWF Germany is already advising Beiersdorf on its climate strategy since 2016 and has been closely involved in the development of the company's science-based climate target for the Consumer Business Segment: reduction of greenhouse gas emissions (Scope 1-3) by 30% in absolute terms by 2025. Beiersdorf describes the holistic approach to climate protection as its "Climate Care" mission. Furthermore, WWF Germany and Beiersdorf have already been working together in two projects dedicated to sustainable palm oil cultivation and local nature and species conservation in Malaysia and Indonesia.

### Transformative partnership

"Companies play a crucial role in stopping the ongoing loss of biodiversity," says Dr. Martin Bethke, Managing Director Markets and Companies at WWF Germany. "They have a direct impact on accelerating the transition to an economy that can function within the planetary boundaries. This

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includes driving transformation for a sustainable future in their operations and value chains, as well as in their market and regulatory environment. WWF is pleased to be doing this with Beiersdorf directly in the company and in the supply chain."

Jean-François Pascal, Vice President Corporate Sustainability at Beiersdorf explains: "As a global skin care company we find it essential to contribute - not only for our consumers, but also for society and our environment. With our Sustainability Agenda CARE BEYOND SKIN we have set ourselves ambitious targets and are vigorously pursuing these. Through our partnership with WWF Germany and with their expertise and critical eye, we intend to further strengthen our sustainability approach in the areas of climate care and the responsible use of water and resources."

## Climate care as core component

As part of the transformative partnership, Beiersdorf aims to develop a science-based net zero target building on its already existing 1.5-degree compatible climate target. In addition to using renewable energy, the main measures for reducing greenhouse gas emissions include the reduction of emissions from the use of raw materials, the use of recycled materials for packaging as well as an increased sourcing of natural raw materials from sustainable sources. These comprehensive measures throughout the company's entire value chain are a core component of Beiersdorf's "Climate Care" mission.

## Care for ecosystems through sustainable use of land and water

Together with WWF, Beiersdorf will promote a science-based approach to the regenerative use of water in the supply chain. Additionally, common supply chain measures are designed to ensure the sourcing of deforestation-free and renewable resources directly at the beginning of the supply chain. The aim is to prevent the loss of biodiversity through deforestation and to prevent the conversion and destruction of natural ecosystems. This effort considers the company's key agricultural raw materials: Palm oil, paper, soy and coconut.

In West Kalimantan, Indonesia, WWF and Beiersdorf have implemented a project with smallholder farmers in 2018. The project's objectives are to prevent further deforestation, promote the sustainable cultivation of palm oil and to improve the livelihoods of smallholder farmers and their families. The second project, which WWF and Beiersdorf are realizing together with Beiersdorf's supplier Evonik since 2019, is located in the conservation area Tabin, Sabah, Malaysia. This nature reserve is a vital habitat for several rare and endangered species, such as Orangutans, Borneo Elephants and the Sunda Clouded Leopard. The Tabin project entails three parallel approaches: Protecting existing forests and the species living there, promoting sustainable palm oil production in the adjacent plantations and restoring degraded land to create essential ecological corridors for local wildlife.

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## About Beiersdorf AG

Beiersdorf has stood for innovative, high-quality skin care products as well as pioneering skin research for nearly 140 years. Leading international brands such as NIVEA, the world's no. 1 skin care brand\*, Eucerin (dermocosmetics), La Prairie (selective cosmetics), and Hansaplast/Elastoplast (plasters and wound care) are cherished by millions of people around the world day after day. Renowned brands such as Aquaphor, Coppertone, Chantecaille, Labello, 8x4, arix, Hidrofugal, Maestro, and Florena round off our extensive portfolio in the Consumer Business Segment. Through the wholly owned affiliate tesa SE, Beiersdorf is also a globally leading manufacturer of technical adhesive tapes and provides self-adhesive solutions to industry, craft businesses, and consumers.

The Hamburg-based company generated sales of €7,627 million as well as an operating result (EBIT) of €933 million in fiscal year 2021. Beiersdorf has more than 20,000 employees worldwide, who are connected by shared core values, a strong corporate culture and the Beiersdorf purpose Care Beyond Skin. With its [C.A.R.E.+](#) business strategy, the company pursues a multi-year investment program focusing on competitive, sustainable growth. The program is consistent with the ambitious [Sustainability Agenda](#), with which Beiersdorf is generating clear added value for consumers, society, and the environment.

\* Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care, and Hand Care; in retail value terms, 2020.

## About WWF

WWF Germany is part of the international environmental conservation organization World Wide Fund For Nature (WWF). For more than 50 years the WWF network has been working around the globe to halt the destruction of the environment and shape a future in which people and nature can live in harmony. Through over 100 current national and international projects, WWF Germany is engaged in preserving biodiversity and the natural foundations of a life-sustaining planet. More than 500,000 sponsors support the organization in this effort. WWF Germany collaborates constructively with companies in projects, industry-wide approaches and bilateral partnerships to tackle environmental issues. WWF advises companies on the holistic transition to a "[One Planet Business](#)", a model through which a company can operate aligned with science-based climate protection targets and within the limits of what our planet can sustainably support. In the area of climate protection, for example, the WWF offers support in evaluating and setting ambitious climate targets ("[Science Based Targets](#)") and is readily available as a technical specialist partner.

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