

Beiersdorf supports
WWF Oil Palm Projects
in Southeast Asia

Beiersdorf



Holistic Partnership for Sustainability

All the way to the origin of the supply chain.

WWF and Beiersdorf.
Taking Responsibility for More
Sustainable Skin Care.

WWF and Beiersdorf have been collaborating for almost ten years: Since 2016, both organizations have been working together to advance sustainability. Since 2018, a focus has been on making Beiersdorf's global supply chains more sustainable. Palm (kernel) oil, in its processed form, is a key raw material for the cosmetic industry — and used, for example, in skin care products of NIVEA. However, it is also a resource with a significant impact on the environment and biodiversity, particularly in places like Borneo.

The Areas of Action in the WWF and Beiersdorf Partnership



For Climate, Water, Nature. And for the People.



On the Path to Net Zero

Since the beginning of the partnership, climate action has been a key focus. Together with WWF, Beiersdorf developed its first science-based climate target, which was validated by the Science Based Targets initiative (SBTi) in 2020. This was followed by the joint development of an ambitious Net Zero target, which Beiersdorf aims to achieve by 2045. An important milestone on this path is the absolute reduction of greenhouse gas emissions by 30 percent by the end of 2025 (Scopes 1, 2, and 3), compared to 2018. By the end of 2024, emissions had already been reduced by 25.3 percent along the entire value chain.

Identifying and Minimizing Water Risks

Beiersdorf also takes responsibility for its water usage and is implementing WWF's Water Stewardship approach. Using the Water Risk Filter, the company identified river basins where significant water risks exist for its operations. In addition, a joint water strategy has been developed, including measurable targets and concrete actions to mitigate these risks. In doing so, the company aims to contribute to a more ecologically sustainable and socially equitable water management in critical river basins. Moreover, by the end of 2025, Beiersdorf wants to have reduced its water usage per manufactured product by 25 percent compared to 2018.

Palm Oil, Paper, and Soy – Sustainable Land Use

Another emphasis of the partnership has been on the supply chains of Beiersdorf's main raw materials. Next to paper, coconut oil, and soy, this primarily includes palm (kernel) oil-based derivatives. By the end of 2025, Beiersdorf aims to source these main raw materials entirely from sustainable sources. This implies that both nature and biodiversity are protected and human rights are respected in the respective sourcing regions. To support this, WWF is conducting strategic risk assessments for these raw materials and is advising Beiersdorf on tools for risk mitigation – for example, in the implementation of the Accountability Framework.

For Nature and People

In addition, the global skin care company funds two WWF projects in the Indonesian and Malaysian parts of the island of Borneo, aimed at protecting highly endangered landscapes and supporting smallholder farmers in obtaining certification according to the Roundtable on Sustainable Palm Oil (RSPO) standard. Borneo, home to some of the world's most unique biodiversity and vital rainforests, is severely threatened by expanding palm oil plantations. Yet, Beiersdorf achieved an important milestone in 2020 by committing to sourcing and using 100 percent RSPO-certified palm (kernel) oil ever since.

“WWF draws our attention to what is essential for climate and the environment – and manages to combine a pragmatic approach with a realistic timeframe.”

Jean-François Pascal,
Vice President Sustainability
at Beiersdorf

In Favor of Circularity

WWF contributed significantly to the review of Beiersdorf's circular raw materials strategy. Circular approaches are a key lever in implementing the company's Sustainability Agenda and achieving its Net Zero target. An important driver for reducing emissions is the circular design of skin care products and the conscious use of packaging materials – especially considering the upcoming EU Packaging Regulation, which will define minimum shares of recycled content in plastic packaging.

Furthermore, Beiersdorf is actively participating in the Business Coalition for a Global Plastics Treaty, an initiative launched by WWF and the Ellen MacArthur Foundation. This coalition of forward-thinking companies advocates for a global UN agreement to combat plastic pollution, which is set to be decided in 2025.

“Gaining an external perspective from experts on our work is important to us.”

Climate action, raw materials, consumers — the framework for Beiersdorf’s sustainability journey is clearly defined. In this interview, Jean-François Pascal shares about the challenging path of its implementation and explains why the engagement for more sustainable palm (kernel) oil is so valuable.

■ Why did you seek a partnership with WWF?

It was important for us to incorporate an external perspective and comprehensive expertise into our work. WWF helped us develop an effective sustainability approach and to focus on what really matters. Additionally, WWF brings an international perspective and a deep understanding of political frameworks. Collaborating with WWF experts is crucial for us, as they provide a holistic view of the entire sustainability spectrum.

■ What is the most central sustainability challenge for you?

Climate action is our focus – and one of the key challenges in this regard is the complex palm (kernel) oil supply chain. We want to ensure that this raw material is sourced with the smallest possible ecological footprint. This requires effective certification systems, such as the one provided by the Roundtable on Sustainable Palm Oil, which WWF helped establish in 2004. In addition, the ongoing development of more sustainable packaging remains another important area we are actively working on.

■ Together with WWF, you support smallholder farmers in Borneo to get an RSPO certification. What impressions did you gather during your visit?

First, you gain a much deeper understanding of the challenges faced by local smallholder farmers. For them,

obtaining certification requires additional effort and comes with extra costs. At the same time, you witness their strong sense of community and determination to implement more sustainable practices in their work. Experiencing the breathtaking natural richness of Borneo firsthand reinforces how important it is to protect this unique environment.

■ Where does Beiersdorf stand with its climate action efforts?

We have been very successful in decarbonizing our business so far, so Beiersdorf is well on track to meet its short-term climate target for the end of 2025 — a 30 percent absolute reduction in greenhouse gas emissions along the entire value chain. By end of 2024, we had managed to reduce our emissions by 25.3 percent in absolute terms and across Scopes 1, 2, and 3. Also in 2024, we published our long-term Net Zero target, committing us to continue our reduction efforts across Scopes 1, 2, and 3 by 90 percent by 2045.

■ Are consumers aware of your efforts?

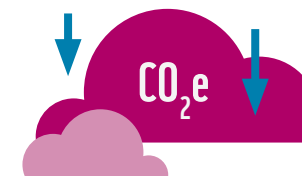
Consumers are increasingly aware of environmental and climate issues and they want to make more sustainable choices. However, their awareness and wish to live a more sustainable lifestyle has so far not translated into the willingness to pay higher prices for more sustainable products. Given the current challenges, I do not expect this to change in the coming years.



Jean-François Pascal has been working for Beiersdorf for 21 years. The graduate economist has held positions in marketing and as General Manager for affiliates including France and the Benelux region. Since 2020, he has been Vice President Sustainability, responsible for orchestrating the company’s sustainability transformation.

■ Will you continue your journey anyways?

Of course, we must find a way to continue our efforts. For example, we just recently transformed our iconic blue NIVEA tin to a more sustainable version through a complex process in collaboration with our supplier. Since last year, the blue tin is made of 80 percent recycled aluminum. Product transformations like this require significant investments, which entail additional costs. We try to balance these, by increasing efficiencies in our supply chains, such as in transportation or by reducing packaging, or by developing new products, that are refillable. Our transformation is a complex effort that we can only achieve together with our employees, suppliers, trade partners, and consumers. It’s about our future, also the future of our company.



By 2045 Beiersdorf aims to reduce its direct and indirect greenhouse gas emissions (Scopes 1, 2, and 3) by **90 Percent** in absolute terms compared to 2018.

On the way to becoming a “One Planet Business”

What began with the development of a climate strategy is now being pursued holistically: since 2024, on the foundation of the One Planet Business Framework (OPBF), the path toward sustainability does not only include climate action but also responsible water management, circular materials, and sustainable land use. Additionally, Beiersdorf is supporting a more sustainable palm oil economy with two joint smallholder projects.



“Beiersdorf shows a strong commitment to take responsibility for its actions and its entire supply chain. Together, we are working on sustainability target-setting and strive to protect both people and nature.”

Silke Düwel-Rieth, Director Sustainable Business & Markets, WWF

Transformation, Tailored just Right

In 2024, Beiersdorf went through the One Planet Assessment (OPA) – a scientifically based and comprehensive sustainability evaluation aligned with the OPBF. This extensive framework, developed by WWF, translates planetary boundaries into concrete ambitions for businesses. It serves as a blueprint for a tailored transformation and empowers companies to drive change proactively and ambitiously, while reducing social and environmental risks.

In the case of Beiersdorf, the OPA revealed progress in the areas of freshwater, biodiversity, and especially for climate action. It also helped sharpen priorities and objectives – including those guiding the continued collaboration with WWF in its role as a “critical companion”.

In the coming years, the focus will be on further reducing emissions across the value chain and how unavoidable emissions can be neutralized. Also important: to continue the responsible management of water and the development of a holistic strategy for the protection of biodiversity and a more sustainable land use.

Last, but not least, the cooperation partners want to work on consumer behavior change – for example, by raising awareness among consumers. Also, the WWF is supporting Beiersdorf in establishing engagement processes with its suppliers.

Palm (Kernel) Oil: Sustainable and Certified

Without palm (kernel) oil, Beiersdorf would not be able to manufacture its products – which is why this raw material is a central focus of the partnership. In the Indonesian district of Kapuas Hulu and the East Malaysian region of Tabin, WWF and Beiersdorf are taking action to foster a more sustainable palm oil economy and to restore ecosystems. In the long term, Beiersdorf envisions to source palm (kernel) oil derivatives directly from these project regions. In both areas of Borneo, smallholder farmer associations have been founded, that give valuable support for RSPO certification. The certification also helps to improve the living standards of local communities. Also, trainings in occupational safety and health are provided.

Already between 2018 and 2022, the project partners worked with around 240 smallholder farmers in West Kalimantan, Indonesia. The association “Mitra Bersama“ gives them a better market access. In 2024, the project achieved another milestone: approximately 200 members of the association, collectively managing about 350 hectares of land, could be certified according to the RSPO standard.

Now, the next step is to enable these palm oil farmers to get direct access to a mill, allowing them to retain a larger share of their profits by eliminating intermediaries – and to benefit more directly from their sustainability efforts.

Another project, that was jointly launched by WWF and Beiersdorf in 2020, is located in the East Malaysian region of Tabin. Following the motto “Protect, Produce, Restore,” the initiative aims to prevent deforestation and land-use change, promote a water-efficient, low-pesticide, and socially responsible palm oil production, and to restore degraded ecosystems.

Since 2025 all Beiersdorf production sites in Europe operate climate neutral. This has been achieved by using renewable energies, heat pumps, and the implementation of energy-efficiency measures.

ONE PLANET BUSINESS
by WWF

The sustainability consultancy “One Planet Business – by WWF” supports Beiersdorf in further developing and implementing its sustainability transformation.

More Sustainable Palm Oil Production: In Partnership. With Each Other, and the Rainforest.



He loves the forest – and is almost never seen on the ground. Even his body is built for this life in the trees. Despite weighing around 80 kilos, he climbs with surprising speed, using lianas like swinging ropes. Most of the time, he is on his own – a solitary animal. Occasionally, he snacks on fruit and leaves, and sometimes insects too. In the evening, he builds a sleeping nest high in the branches. This takes him less than ten minutes.

An average day in the life of this orangutan. But his habitat has become smaller and increasingly fragmented by roads and settlements. Palm oil plantations have often replaced the once species-rich rainforest. Today, the only great ape native to Asia is at risk of extinction.

Over 80 Percent of the World's Palm Oil is sourced from Indonesia and Malaysia.

This reddish-brown primate lives in the Tabin Wildlife Reserve, a protected area in the northeastern Borneo. And of course, he is not the only animal living here in the Malaysian state of Sabah. On the ground, many elephants roam the area. Bantengs, the native jungle cattle, search for food. A hornbill with its bright orange beak flies by – keeping watch over the plantation below. Oil palms are planted all around Tabin. Members of the cooperative 'KO-SALESA,' who operate some of these farms, meet here regularly. Living close to the

rainforest is part of their daily lives – sometimes a painful reality, as elephants occasionally come into the villages or cross through plantations. However, such incidents have decreased, thanks to community trainings and the installation of warning systems. These things are also part of the joint project of WWF and Beiersdorf to support smallholder farmers and medium-sized plantations owners in obtaining an RSPO certification. Until 2026, more sustainable farming practices are planned to be implemented on about 15,000 hectares of land. For the farmers, it's been a subsidized business with an additional burden – but one they believe in.

Beiersdorf uses approximately 30.000 Tons of palm (kernel) oil annually for its skin and body care products.

The next morning, during one of his tours, the orangutan passes by an ecological corridor. It spans seven hectares, where degraded areas have been reforested and trees are slowly maturing. In this way, wildlife animals regain some of their natural migration routes. And perhaps the largest tree-dwelling animal of our species on earth will eventually encounter a fellow orangutan here. In fact, the orangutan population in Tabin stabilized in 2023.

PROTECT, PRODUCE, RESTORE

The target of the project launched in 2020 by WWF and Beiersdorf is to protect biodiversity, forests, and freshwater resources, while enabling a more sustainable palm oil cultivation. Smallholder farmers produce 30 percent of the palm oil in the Malaysian state of Sabah – and the members of the "KO-SALESA" cooperative now aim to do this more sustainably by managing lands in Kinabatangan and Tabin. Medium-sized producers have also joined the project. Together all of them aim to establish RSPO-certified palm oil production on 15,000 hectares by 2026. In both Malaysia and Indonesia, the specialty chemicals company Evonik, which supplies Beiersdorf with palm (kernel) oil derivatives, is also involved. The cooperative supports the farmers in preparing for changing market conditions, increasing their influence, and working more efficiently. As part of the project, the landscape is being developed in a sustainable way, and an ecological corridor is being created to connect habitats and facilitate wildlife migration.



Palm oil is the most
important vegetable fat worldwide.
More than 70 million tons
are produced every year.

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WWF Deutschland

WWF Germany is part of the international independent conservation organization World Wide Fund for Nature (WWF). For more than 60 years, WWF has been working worldwide to stop degradation of the earth's natural environment and build a future in which humans live in harmony with nature. Through around 100 national and international projects, WWF Germany is committed to nature conservation and works constructively with companies to solve environmental problems.

More Info:



[www.de/zusammenarbeit-mitunternehmen](https://www.wwf.de/zusammenarbeit-mitunternehmen)
(website in German)

Beiersdorf AG

Beiersdorf stands for innovative skin care and has been pioneering skin research for over 140 years. The company headquartered in Hamburg, Germany, employs more than 22,000 people worldwide. Guided by the purpose "Care Beyond Skin," Beiersdorf pursues an ambitious Sustainability Agenda with the target to achieve Net Zero emissions by 2045. Also, the company champions a more inclusive society.



More Info:
[beiersdorf.com](https://www.beiersdorf.com)

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