



WWF INTERNATIONAL

CORPORATE PARTNERSHIPS REPORT

FISCAL YEAR 2015

For further information on specific partnerships, please contact:

Jochem Verberne (jverberne@wwfint.org) or

For any media enquiries, please contact:

Niki Parker (nparker@wwfint.org)

WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 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.

Published in March 2016 by WWF – World Wide Fund For Nature (Formerly World Wildlife Fund), Gland, Switzerland. Any reproduction in full or in part must mention the title and credit the above-mentioned publisher as the copyright owner.

© Text 2016 WWF

All rights reserved.

ISBN 978-2-940529-32-2

THIS REPORT

The aim of this report is to give an overview of the corporate partnerships that **WWF-International** manages either in collaboration with other National Offices or has sole responsibility for. A separate **WWF Global Report** is published outlining the largest partnerships that WWF holds with individual companies network wide. Further detail can be found at: www.panda.org/business

This report covers the period 1 July 2014 to 30 June 2015.

OUR MISSION

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. As the *2014 Living Planet Report* demonstrates, the challenges that the global environment is facing today are too big, too interconnected and too urgent for any one organization to solve alone. Recognizing the scale and complexity of the challenges, we have chosen to engage in collaborative and collective action with businesses, investors, consumers, governments and other civil society organizations to drive positive change. This report presents an overview of the largest global partnerships that WWF has with individual companies, measured in financial terms.

OUR WORK WITH THE CORPORATE SECTOR

WWF seeks to work with those who have the greatest potential to reduce the most pressing threats to the diversity of life on Earth and together find solutions to conservation challenges such as deforestation, over-fishing, water scarcity and climate change. Business drives much of the global economy, so we consider that companies also have a specific responsibility to ensure that the natural resources and ecosystems that underpin their business are used sustainably. Business is also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

By working with business, WWF aims to change behaviour and drive conservation results that would not be possible otherwise.

More specifically, our work with business aspires to do this by:

- promoting better production and responsible sourcing of raw materials that otherwise drive deforestation or unsustainable use of water;
- encouraging a switch to 100 per cent renewable energy and away from fossil fuels;
- engaging jointly on public policy;
- supporting the equitable sharing of natural resources;
- redirecting financial flows to support conservation and sustainable ecosystem management;
- raising awareness of the need to consume more wisely; and
- protecting some of the world's most ecologically important places.

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms to make ambitious commitments and to engage in public policy discussions, and supporting credible certification schemes (e.g. [Forest Stewardship Council \(FSC\)](#), [Marine Stewardship Council \(MSC\)](#), [Aquaculture Stewardship Council \(ASC\)](#), [Roundtable on Sustainable Palm Oil \(RSPO\)](#), [Roundtable on Responsible Soy \(RTRS\)](#)). We also

publish scorecards and reports on company or sector performance, mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. *Seize Your Power*, *Virunga*), as well as work in partnership with individual companies.

Most of WWF's engagement with business is focused on the key themes of commodities, climate & energy and water stewardship.

We work with key companies in priority commodity supply chains to reduce the impact of commodity production and drive demand for more sustainable commodities. Our **Market Transformation Initiative** focuses on the largest companies that buy and produce agricultural commodities, such as palm oil or cotton, that drive deforestation or unsustainable water use; on fish, both wild caught, such as whitefish and tuna, and farmed such as salmon and shrimp; and on forest products such as timber and paper. Our engagement with forestry companies includes participatory programmes such as the *Global Forest & Trade Network (GFTN)* and the *New Generations Plantations (NGP)* platform.

On climate change and energy management, the activities of our **Global Climate and Energy Initiative** with business focus on adopting reduction targets for emissions, encouraging a switch to 100 per cent renewable energy and on best practices in corporate climate leadership. Our overall objective is to facilitate a transition to a low carbon future in line with a below 1.5°C decarbonisation pathway.

WWF's work on **Water Stewardship** promotes responsible business engagement on water issues. We define Water Stewardship for business as a commitment to the sustainable management of shared water resources in the public interest through collective action with other businesses, governments, NGOs and communities. It typically starts with improvements in water use and reducing water related impacts of internal and value chain operations, and progresses to influencing governance of the resource.

WWF works with companies to achieve our conservation goals. NGO and company partnerships involve engaging in constructive dialogue while challenging each other with real issues. As such, they involve opportunities and risks for both parties. At WWF, we manage the risks by having clear guidelines and criteria in place, including a due diligence process. In all relationships, we maintain and exercise the right to public commentary.

WWF'S CORPORATE PARTNERSHIPS

Our cooperation with partners is based on a common understanding of issues, shared ambitions or activities, and a willingness to speak out in public. In general, we distinguish three types of partnerships with companies:

1. Driving sustainable business practices;
2. Communications and awareness raising; and
3. Philanthropic partnerships.

Driving sustainable business practices

Our bilateral partnerships aim to deliver direct conservation results on key issues or in priority places by changing practices throughout a company's operations and value chain. These intend to reduce the major environmental impacts of some of the world's largest companies, achieve conservation results that would not otherwise be possible, and influence related sectors and markets.

Communications and awareness raising

The second way that WWF partners with business is by raising awareness of key environmental issues and mobilizing consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of places and species for which WWF stands. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as MSC-certified fish, or results in companies supporting campaigns that inspire action in favour of special places such as the Arctic or endangered species like the orang-utan.

Philanthropic partnerships

Philanthropic relationships with companies raise money for the conservation of key places and species, and the capability and tools to deliver such conservation.

WWF partners on a philanthropic or awareness-raising level with companies that are undertaking substantial action to improve their sustainability performance, or that have negligible environmental impacts.

As this report shows, many partnerships with companies use a combination of these approaches.

TRANSPARENCY AND ACCOUNTABILITY

Results and impact are essential for us. We advocate transparency in action by all stakeholders as a crucial step toward sustainability. We believe that accountability for results and transparency to our supporters and our members on how we deliver those results are key to our approach of working in a constructive, cooperative manner with all our partners, including business.

We want all our partnerships with business to deliver the greatest impact possible, with the goal of creating lasting results at scale. We have therefore started a process of deeper and more systematic assessment of the targets and the outcomes we achieve in our work with the business sector and specifically through our bilateral partnerships.

All WWF offices are committed to continue or start reporting publicly on all our company relationships, their intent, objectives and impacts, of which this report is one part.

12%
THE INCOME
FROM BUSINESS
REPRESENTS 12%
OF THE TOTAL WWF
NETWORK INCOME
IN 2015

WWF INTERNATIONAL'S LARGEST CORPORATE PARTNERSHIPS

The following list contains all corporate partnerships that WWF International had in fiscal year 2015 with an annual budget of more than EUR25,000.

Avon

Fromageries BEL

Canon Europe

DU Group

Eletronic Arts

Groth AG

H&M

HSBC

IKEA

International Bon Ton Toys B.V.

KIK

Mars Petcare

Merchant Ambassador

Mondi Group

The Coca-Cola Company

Timex

Tommy Hilfiger

University of Exeter

AVON **Healthy forests, beautiful world**

Recognizing its potential to generate positive outcomes in some of the world's most valuable and threatened forests, Avon, one of the world's largest direct seller of beauty, fashion and home products, is committed to helping end deforestation. Avon works with WWF in two key areas. As a member of the Global Forest and Trade Network, Avon helps drive sustainable solutions in the pulp and paper supply chain and has committed to purchasing 100 per cent responsibly sourced paper by 2020. Avon also actively supports WWF's reforestation efforts in Indonesia through the 'Healthy Forests, Beautiful World' cause marketing campaign. With the help of its independent Sales Representatives, Avon has donated almost US\$3 million to protect the homes of orang-utans, tigers, and many other species in Borneo and Sumatra. The campaign is raising funds and building awareness in more than 50 countries to help end deforestation and restore critically endangered rainforests.

CORPORATE ID CARD

Industry

Health and personal care (including cosmetics)

Type of partnership

Sustainable business practices**Communications and awareness raising**

Conservation focus of partnership

Forest**Commodities** (palm oil)**Species**

FY2015 budget range (EUR)

250,000 - 500,000For more information, click [HERE](#)

FROMAGERIES BEL **Towards more sustainable dairy production**

In November 2012, BEL and WWF entered into a three-year partnership to work on reducing the environmental impact of dairy farming focusing in particular on the diet of dairy cows. BEL's corporate responsibility extends to the entire value chain, and in particular to the production of the milk used in the manufacture of its cheeses. The work under the partnership includes qualitative and quantitative risk assessment of dairy cows diet ingredients as well as disseminating concrete and adapted solutions to reduce the impact herds' feed has on the environment. BEL also supports the implementation of freshwater projects in France and a biodiversity project in Mato-Grosso, Brazil, which focuses on the development of responsible soy production.

CORPORATE ID CARD

Industry

Food (processing and products)

Type of partnership

Sustainable business practices

Conservation focus of partnership

Commodities (dairy, soy)**Forest****Freshwater**

FY2015 budget range (EUR)

250,000 - 500,000For more information, click [HERE](#)

CANON EUROPE

Conservation imaging partner

Canon Europe has partnered with WWF International since 1998, when Canon became WWF's first Conservation Partner. With Canon's support, WWF has been able to digitise its image collection and make it available online to its global network of offices. WWF has also been able to commission award winning professional photographers to cover and illustrate its programmes and projects, and further enhance its image collection. In addition to sponsoring the Global Photo Network, Canon Europe has worked closely with WWF International to support WWF's conservation work in the Arctic by offering imaging expertise to help WWF record and highlight the state of the environment and climate change. Canon Europe and WWF have agreed not to renew their partnership, which expired at the end of December 2014.

CORPORATE ID CARD

Industry

Consumer electronics

Type of partnership

Philanthropic

Conservation focus of partnership

**General support
Species**

FY2015 budget range (EUR)

500,000 - 1,000,000

DU GROUP

Reducing carbon footprint with DU Battery Saver

DU Group, the world's largest android apps developer with over 700 million users worldwide and WWF have been partners since 2013. Recognizing the common goal to reduce carbon footprint and increase energy savings, the partners have collaborated through DU's Battery Saver App to extend users' Android device's battery life by up to 50 per cent. With over 25 million users, it is estimated that this collective effort saved at least 27.8 million watt hours of electricity per day.

Additionally, by offering WWF themed battery skins download and its various in-apps components, users are further introduced to the work of WWF. The partnership also extends to DU Group ongoing support for Earth Hour campaign and their donation to WWF's Conservation Programmes. They have also pledged to continue to raise awareness of WWF's various projects in the future.

CORPORATE ID CARD

Industry

Entertainment

Type of partnership

Communications and awareness raising

Conservation focus of partnership

General support

FY2015 budget range (EUR)

25,000 - 100,000

ELECTRONIC ARTS **Play with a purpose**

In January 2015, WWF and EA teamed up for a second time to run an innovative fundraising project called Play with a Purpose. For a two week period EA created special edition WWF themed, in-game items that were available to be purchased by gamers in across eight of EA's top mobile games. For every WWF item sold, a percentage of each sale was donated to WWF to support their global conservation effort.

Each game (which included top titles like Madden NFL, Tetris Blitz and Peggle Blast) supported a different priority species or habitat for WWF. The campaign was run globally across more than 150 countries and was supported by over 14 WWF offices. During the course of 2 weeks over 165,000 WWF items were sold.

CORPORATE ID CARD

Industry

Entertainment

Type of partnership

Communications and awareness raising

Conservation focus of partnership

General support

FY2015 budget range (EUR)

100,000 - 250,000For more information, click [HERE](#)

GROTH AG **Collecting stamps for conservation**

Groth AG, based in Switzerland, is WWF International's longest standing partnership. Since 1983, over 1,500 different stamps, all produced by Groth AG of Unteraegeri, have been issued in 211 countries. Proceeds from the sale of the stamps have helped fund a range of activities - from the conservation of endangered species to helping forest and coastal-dwelling communities improve their standard of living through the sustainable use of natural resources. Each set includes four postcards illustrated with photographs of the species, four first-day covers with sketches by well-known wildlife artists, and an illustrated text about the species' habitats, characteristics, behaviour, relationship with humans and other animals, as well as the main threats and protective measures taken for their conservation.

CORPORATE ID CARD

Industry

Giftware

Type of partnership

Communications and awareness raising

Conservation focus of partnership

Forest Commodities (pulp and paper)

FY2015 budget range (EUR)

25,000 - 100,000For more information, click [HERE](#)

H&M **Pioneering water stewardship for fashion**

WWF and H&M are working together to raise awareness and improve responsible water use throughout the whole value chain – enabling H&M to set new standards for water stewardship in the fashion industry while inspiring others to follow suit. H&M's water strategy has been developed in line with WWF's water stewardship steps.

Supplier wastewater is checked against quality levels defined by the Business for Social Sustainability (BSR) Water Group, while routines for data verification and water testing have also been improved.

Plans for engaging stakeholders in collective action have been developed in key river basins in China and Bangladesh, where sustainable water management to meet the demands of ecosystems, communities and businesses has also been advocated.

H&M has rolled out mandatory e-learning, which emphasizes water issues and solutions, for all employees at H&M and key business functions are given in-depth training.

HSBC **HSBC Water Programme – helping protect the world's freshwater resources**

HSBC has invested in WWF's freshwater conservation work for over a decade, through ambitious international partnerships: Investing in Nature (2002-06); the HSBC Climate Partnership (2007-11); and now the HSBC Water Programme (2012-16).

The partnership works with governments, companies and communities to help protect five priority freshwater places; the Yangtze, Ganges, Mekong, Pantanal and Mara. The goal is to secure healthy-flowing rivers that support thriving ecosystems, as well as local businesses and communities.

Targets include:

- Protecting five priority freshwater places, taking action for 1,500 km of river and 350,000 hectares of wetland.
- Helping 1,500 small to medium businesses to tackle water risks, including efficiency and pollution.
- Supporting 115,000 people to reduce fishing or farming impacts on water, whilst potentially improving livelihoods.

This global programme is complemented by several local partnerships.

CORPORATE IN CARO

Industry

Clothing and apparel

Type of partnership

Sustainable business practices

Communications and awareness raising

Conservation focus of partnership

Freshwater

Commodities

FY2015 budget range (EUR)

1,000,000 - 3,000,000

For more information, click **HERE**

CORPORATE IN CARO

Industry

Banking and finance

Type of partnership

Philanthropic

Conservation focus of partnership

Freshwater

FY2015 budget range (EUR)

> 3,000,000

For more information, click **HERE**

IKEA **WWF & IKEA - transforming business for people and planet**

IKEA and WWF have been working together since 2002 to safeguard and manage precious natural resources and transform business for the benefit of people and planet. Through engagement in 12 countries, innovation and advocacy, the partnership supports responsible forest management, more sustainable cotton, and good water management. Targets include IKEA sourcing 100 per cent of its wood from more sustainable sources by 2020, and 100 per cent of its cotton from more sustainable sources by 2015.

Over the last 13 years, WWF and IKEA have supported the FSC certification of around 35 million hectares of forest. In 2015, 50 per cent sources.

Since 2005, WWF and IKEA have been working together to support a shift to a more sustainable cotton market. In 2015, 100 per cent of all cotton used in IKEA products came from more sustainable sources.

CORPORATE ID CARD

Industry

Retail**Household good and textiles**

Type of partnership

Sustainable business practices

Conservation focus of partnership

Forest**Commodities** (timber, cotton)

FY2015 budget range (EUR)

> 3,000,000For more information, click **HERE**

INTERNATIONAL BON TON TOYS

WWF plush toy collection

International Bon Ton Toys (formerly Mimex Brands and Labels) is WWF International's partner for life-like plush toys

since 2000. The collection contains a wide variety of species from different habitats and introduces children to the animal world.

The plush animals are unique because of their realistic design and high quality. They are manufactured in accordance with socially responsible standards and the highest environmental standards for manufacturing of the product including its packaging and sales materials.

Through IBTT's network of distribution and retail partners, the WWF plush toys are sold in toy stores, gift stores, department stores, and other leading retailers in over 60 countries around the world.

CORPORATE ID CARD

Industry

Toys and games

Type of partnership

Communications and awareness raising

Conservation focus of partnership

Species**Commodities** (pulp and paper)

FY2015 budget range (EUR)

100,000 - 250,000For more information, click **HERE**

KIK Instant messaging for our planet

WWF partnered with Kik in June 2015. Kik is a fast-growing instant messaging app with more than 275 million registered users worldwide and is one of the pioneers of chat bots.

Following the creation of a branded account, <http://kik.me/WWF>, Kik featured WWF for free. Kik users can chat with WWF asking general questions or choosing suggested topics like news, pictures, or playing the monthly quiz.

The company donated promotion within the platform, helping WWF's follower base to grow quickly to almost 400,000 users.

CORPORATE ID CARD

Industry

Media, Communications and Entertainment

Type of partnership

Communications and awareness raising

Conservation focus of partnership

General support

FY2015 budget range (EUR)

25,000 - 100,000

MARS PETCARE Working together to help tigers thrive

The partnership between WWF and Whiskas is built on the foundation of Mars' sustainability commitments, demonstrated by a series of public environmental goals and targets.

Following the success in 2013 of a cause related marketing campaign in the UK to raise awareness and funds to help protect the tiger and its habitat; the campaign was expanded into a number of European countries in 2014. Whiskas aims to become one of the single largest contributors to WWF's Tiger Alive Initiative (TAI).

The money raised via the national campaigns supports TAI - putting in place the programmes, equipment and people required to meet the objective of doubling the wild tiger population by 2020. The partnership will support two key programmes: daily on-the-ground protection of tigers and ensuring safe tiger landscapes.

CORPORATE ID CARD

Industry

Food (processing and products)

Type of partnership

Communications and awareness raising

Conservation focus of partnership

Species

FY2015 budget range (EUR)

100,000 - 250,000

For more information, click [HERE](#)

MERCHANT AMBASSADOR

WWF educational games and puzzles

Merchant Ambassador, via its Terra Toys division, has developed an environmentally and socially responsible range of classic games and puzzles with the goal of educating children and parents about WWF's conservation work. Terra Toys has worked closely with WWF on the product line since 2009. The products are made of wood and paper (FSC certified and/or recycled) and designed to minimize waste. Each game features interesting educational content to introduce children to the natural world in an engaging way. The themes focus on WWF's priority places and species and are completed with animal fun facts. Through Terra Toys' network of distribution and retail partners the WWF products are sold in toy stores, gift stores, department stores, and other leading retailers in over 30 countries around the world.

CORPORATE ID CARD

Industry

Toys and games

Type of partnership

Communications and awareness raising

Conservation focus of partnership

Species**Commodities** (pulp and paper, timber)

FY2015 budget range (EUR)

25,000 - 100,000For more information, click [HERE](#)

MONDI GROUP

Partners in responsible forest, manufacturing and product stewardship

Mondi and WWF entered into a global partnership in 2014 building on the long standing WWF Mondi Wetlands Programme (MWP) in South Africa and a number of other WWF-Mondi initiatives including the WWF New Generation Plantations platform. The partnership focuses on minimising the impacts of Mondi's operations on forests, climate and water and promoting environmental stewardship in the packaging and paper sectors.

The work programme covers three main areas:

- Ecosystem Stewardship – protecting high conservation value ecosystems and promoting sustainable forestry practices in Russia and other regions as well as increasing the value and resilience of production landscapes in South Africa.
- Manufacturing Stewardship – further reducing the water and climate footprint of Mondi's operations and promoting resource efficiency, recycling and responsible use of forest products.
- Product Stewardship – further enhancing the environmental performance of Mondi's products.

CORPORATE ID CARD

Industry

Forestry**Packaging, pulp and paper products**

Type of partnership

Sustainable business practices

Conservation focus of partnership

Forest**Freshwater****Commodities** (pulp and paper)**Climate**

FY2015 budget range (EUR)

500,000 - 1,000,000For more information, click [HERE](#)

THE COCA-COLA COMPANY

Working together for a more water-secure future

The Coca-Cola Company and WWF launched a transformational partnership in 2007 to help conserve and protect the world's freshwater resources.

The collaboration was renewed through to 2020 with a focus on helping to ensure healthy, resilient freshwater basins in the Mesoamerican Reef catchments in Mexico, Belize, Guatemala, and Honduras and the Yangtze River basin in China.

Together, we are addressing the natural resource challenges that impact freshwater by measurably improving environmental performance across the company's supply chain, integrating the value of nature into decision-making processes, and convening influential partners to solve global environmental challenges. Beyond the global partnership, WWF and The Coca-Cola Company collaborate locally in dozens of countries to create a more water-secure future.

The partners also collaborate in limited markets on an awareness and fundraising cause marketing campaign in support of our conservation work in the Arctic.

CORPORATE ID CARD

Industry

Beverages

Type of partnership

**Sustainable business practices
Communications and awareness raising
Philanthropic**

Conservation focus of partnership

**Freshwater
Climate
Commodities** (sugarcane, corn)

FY2015 budget range (EUR)

1,000,000 - 3,000,000

For more information, click [HERE](#)

TIMEX

#TimetoGLO Campaign

In 2015, Timex collaborated with WWF's Earth Hour (EH) to inspire people to do their part to change climate change and contribute to a larger collective impact for the planet. Titled #TimetoGLO, the campaign called on users to make a pledge on a customized EH Timex website featuring the latest real-time 3D engine technology and share it with their friends and followers on social media with a "GLO(w) ing" profile picture reminiscent of Timex's INDIGLO night-light watch.

For every shared pledge, Timex donated US\$1 to EH contributing a total of US\$ 50,000 to the movement by the close of the campaign. In addition, the campaign garnered over 3.7 million digital engagements across 139 countries, thus helping achieve mass awareness around the role individuals can play in changing climate change, the cornerstone of EH's objective as the world's largest grassroots movement for the environment.

CORPORATE ID CARD

Industry

Clothing and apparel

Type of partnership

Philanthropic

Conservation focus of partnership

General support

FY2015 budget range (EUR)

25,000 - 100,000

TOMMY HILFIGER

Towards water stewardship in fashion

WWF and Tommy Hilfiger, which is wholly owned by PVH Corp. are collaborating on a holistic programme of water stewardship activities, supporting Tommy Hilfiger's own strategic response to water risk as well as implementing collective action projects in key river basins. WWF has provided strategic support to Tommy Hilfiger in mapping supply chain water risks and setting their internal actions and supplier standards.

Tommy Hilfiger is also supporting WWF in implementing collective action on water in the Mekong and Yangtze basins – supporting an industry risk assessment and engagement process in the Mekong and joining H&M and others in a joint programme in China to ensure uptake of textile sector water best practices and better water governance.

The two organisations will continue to collaborate in driving the textile sector towards best practice on water stewardship and ensuring good water governance in key garment producing regions.

CORPORATE ID CARD

Industry

Clothing and apparel

Type of partnership

Sustainable business practices

Conservation focus of partnership

Freshwater

FY2015 budget range (EUR)

100,000 - 250,000

UNIVERSITY OF EXETER

A unique MBA

Since 2010, WWF and Exeter have partnered to provide a unique "One Planet MBA".

The MBA aims to develop a new generation of business leaders equipped with the knowledge, skills and understanding required to create, build and develop sustainable, profitable businesses capable of succeeding in a fast changing international business landscape. WWF and Exeter believe that future business leaders should understand the business case for sustainable strategies and the personal and professional challenges that will arise when leading change in organisations. The MBA combines intensive training in the core business disciplines that are a pre-requisite for senior managers, with training in responsible business practices.

CORPORATE ID CARD

Industry

Education and training

Type of partnership

Sustainable business practices

Conservation focus of partnership

General support

FY2015 budget range (EUR)

100,000 - 250,000For more information, click [HERE](#)

OTHER WWF INTERNATIONAL CORPORATE PARTNERSHIPS

The following list contains all corporate partnerships that WWF-International had in fiscal year 2015 with an annual budget under EUR 25,000 or on a pro bono basis.

Pro bono partnerships have significant impact on our conservation work, on raising awareness of key conservation issues with new audiences and implementing key global strategic projects. Examples include **FISA** (The World Rowing Federation), **Ogilvy & Mather Advertising UK** and the **Boston Consulting Group**.

ABB Group

ABN XCESS ⑤

Acquia ④

Africa Plantations for Sustainable Development
Ghana Ltd

Anthea Technologies

BBC ⑤

CBS RTL ⑤

CMPC ②

Credit Suisse

Crowdonomic

Fedex ⑤

Fibria Celulose ②

FISA – the World Rowing Federation

Forestal Arauco ②

Harpers Bazaar ⑤

House and Gardens ⑤

Kinetic ⑤

Manotel

Masisa ②

Microsoft Corporation

Mindshare UK ④ ⑤

Monnaie de Paris

National Geographic ④

New York Times ⑤

Nokia Corporation

Ogilvy & Mather Advertising UK ④

Portucel Soporcel ②

Reader's Digest ⑤

Rovio

Slipstream Sports LLC

Sony/ATV Music Publishing ④

Starcom ⑤

Stora Enso ②

Suzano Group (Suzano Papel e Celulose) ②

The Boston Consulting Group

The Metro ⑤

UniCredit Group

UPM-Kymmene Group ②

Yammer

⑤ Footnote descriptions can be found at the end of the report

WWF INITIATIVES MENTIONED IN THIS REPORT

1 The Climate Savers Programme

The Climate Savers programme is WWF's global platform to engage business and industry on climate and energy. Member companies take on two commitments: to become the best in class in reducing greenhouse gas emissions, and to influence market or policy developments by promoting their vision, solutions and achievements.

The intention of the programme is to inspire a change in thinking about climate solutions in companies and encourage them to transform themselves in low-carbon leaders, acting as agents of change within their sphere of influence. This leaves member companies better placed to avoid carbon-related risks while realising opportunities within their long-term business strategies.

2 The New Generation Plantations

The New Generation Plantations (NGP) platform works toward a vision of forest plantations that contribute positively to the welfare of local communities and do not replace natural forests or other important ecosystems. WWF manages the NGP platform with participation from forest companies and governments around the world. The platform is a place to share ideas and learn about better plantation forestry practices through real-world examples. Participants commit to implementing good forest plantation methods on their own plantations. Through various events and study tours, NGP also seeks to influence other companies and governments to make environmentally and socially responsible decisions on plantation management.

3 The Global Forest and Trade Network

The Global Forest and Trade Network (GFTN) is one of WWF's initiatives to eliminate illegal logging and transform the global marketplace into a force for saving the world's most valuable and threatened forests. GFTN aims to mainstream the principles of responsible forest management and trade as a standard practice throughout the global forest products industry by providing technical assistance, partnership and trade opportunities with committed companies. GFTN considers independent, multi-stakeholder-based forest certification as a vital tool in this process. Nearly 200 companies in 20 countries around the world participate in GFTN.

4 Media/Communications

WWF has Media/Communications relationships with companies which provide WWF with pro bono and/or gift-in-kind support. This includes free media or advertising space, creative work, strategic development and execution of brand communications. Without them, WWF would not have the reach, nor the access to the large audiences these partners collectively have. These organisations are key partners in helping us to deliver on our programmatic goals, our campaigns and our mission.

5 Earth Hour

Earth Hour is WWF's global environmental movement. Born in Sydney in 2007, Earth Hour has grown to become the world's largest grassroots movement for the environment, inspiring individuals, communities, businesses and organizations in over 7,000 cities and 170 countries and territories to take tangible climate action. Over the past nine years, WWF teams have used Earth Hour to drive people-powered environmental efforts and in 2015, the movement powered over 625,000 individual actions for the planet, including 379,000 actions such as distributing LED lights, recycling and tree planting and 247,000 signatures and pledges received for climate petitions.

THE WWF NETWORK*

WWF Offices

Armenia	Honduras	Singapore
Azerbaijan	Hong Kong	Solomon Islands
Australia	Hungary	South Africa
Austria	India	Spain
Belgium	Indonesia	Suriname
Belize	Italy	Sweden
Bhutan	Japan	Switzerland
Bolivia	Kenya	Tanzania
Brazil	Laos	Thailand
Bulgaria	Madagascar	Tunisia
Cambodia	Malaysia	Turkey
Cameroon	Mauritania	Uganda
Canada	Mexico	United Arab Emirates
Central African Republic	Mongolia	United Kingdom
Chile	Mozambique	United States of America
China	Myanmar	Vietnam
Colombia	Namibia	Zambia
D.R. of Congo	Nepal	Zimbabwe
Denmark	Netherlands	
Ecuador	New Zealand	
Finland	Norway	WWF Associates
Fiji	Pakistan	Fundación Vida Silvestre (Argentina)
France	Panama	Pasaules Dabas Fonds (Latvia)
French Guyana	Papua New Guinea	Nigerian Conservation Foundation (Nigeria)
Gabon	Paraguay	
Gambia	Peru	
Georgia	Philippines	*As at January 2015
Germany	Poland	
Ghana	Republic of Korea	
Greece	Romania	
Guatemala	Russia	
Guyana	Senegal	

WWF in numbers

+100

WWF is in over 100 countries, on 6 continents

1961

WWF was founded in 1961

+5M

WWF has over 5 million supporters

+16M

WWF has over 16 million followers on Facebook, Twitter and Google+



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

panda.org