



CORPORATE PARTNERSHIPS REPORT 2015

OVERVIEW OF WWF'S LARGEST CORPORATE PARTNERSHIPS
FISCAL YEAR 2015

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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.

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THIS REPORT

The aim of this report is to give a snapshot of the largest partnerships that WWF has with individual companies. This report details WWF's 28 largest partnerships, each with an annual budget of at least €500,000, which represents about 0.1 per cent of WWF's total (network) annual income. These funds are typically used by WWF to:

- Work with the company to reduce its impacts and footprint and to help shift sectors and markets toward sustainability in line with WWF's global conservation strategy;
- Raise public awareness of key conservation challenges;
- Directly support WWF conservation projects.

The lead office(s) mentioned in the report are the WWF country offices responsible for the main (contractual) agreement(s) with the companies concerned. The activities of the engagements in many cases take place in other countries or regions. This report presents an overview of the largest global partnerships that WWF has with individual companies, measured in financial terms.

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.

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 and 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'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.

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.

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

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 reporting publicly on all relationships with companies, their intent, objectives and impacts, of which this report is one part.

INFORMATION ON WWF’S LARGEST CORPORATE PARTNERSHIPS

The largest partnerships that WWF has with individual companies globally are the following:

Apple	IKEA	Netto Marken-Discount
Banco do Brasil	KLM – Royal Dutch Airlines	Pandaförsäljningen
Bank of America	Lichtblick	SEB Fonder
Canon Europe	Loblaw Companies Limited	Skandia
Cargill	Marks and Spencer	Sky
Coop Group	Mars Petcare	Sodexo
EDEKA	McDonald’s	Telcel
Google	Michelin	The Coca-Cola Company
H&M	Migros-Genossenschafts-Bund	
HSBC	Mondi Group	

APPLE Helping Protect China’s Forests

Apple and WWF are working together to help China—the world’s largest producer and consumer of paper products—reduce its environmental footprint by producing paper products from responsibly managed forests within its own borders. The five-year project is an opportunity to position China as a country that uses less land, water and pollution to produce paper, while still meeting the high and growing demand for paper products. This approach to forest management is increasingly common in China but not yet widespread.

A key outcome of this project is increasing the amount of forest land within China that is certified by the Forest Stewardship Council. Tree plantations also are central to this project. It aims to protect as much as 1 million acres of responsibly managed working forests which provide fiber for pulp, paper and wood products.

CORPORATE CARD

Industry
Technology

Type of partnership
Philanthropic

Conservation focus of partnership
Forest

FY2015 budget range (EUR)
500,000 - 1,000,000

Lead office(s)
WWF-US

For more information, click [HERE](#)

BANCO DO BRASIL **Água Brasil Programme**

Since 2010 Banco do Brasil, WWF-Brazil, National Water Agency and Banco do Brasil Foundation have cooperated on the Água Brasil Programme, aimed at fostering development and disseminating sustainable rural production practices and techniques, encouraging responsible consumption and solid waste recycling in cities, as well as improving the bank's portfolio of financial products and practices with a socioenvironmental focus. In addition, the Programme activities enabled the engagement of local communities, as well as 139 other partners. Results include:

- 1 million seedlings planted.
- 684.6 hectares of degraded areas restored.
- 1,639 hectares of forest fragments conserved.
- 2,542 hectares of terracing and pasture reforms performed.
- 125 farmers receiving payment for environmental services.
- 73,451 tons of solid waste commercially valued in the localities of the programme.
- 535,682 people engaged in mobilization actions.
- Sustainability Credit Guidelines in 8 sectors and upgrading of social and environmental risk management.

BANK OF AMERICA® **Supporting Conservation**

Since 2009, Bank of America® has offered a World Wildlife Fund BankAmericard Cash Rewards™

Visa® credit card and checking account to support WWF's global conservation efforts. WWF receives a US\$10 contribution from Bank of America for each new qualifying WWF checking account and US\$2 for each annual renewal. WWF also receives US\$100 for each new credit card account that is opened through WWF. For every US\$100 spent on the card, Bank of America contributes an additional US\$0.25 to WWF.

CORPORATE CARD

Industry

Banking and finance

Type of partnership

**Sustainable business practices
Philanthropic**

Conservation focus of partnership

Freshwater

FY2015 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-BrazilFor more information, click [HERE](#)

CORPORATE CARD

Industry

Banking and finance

Type of partnership

Communications and awareness raising

Conservation focus of partnership

General support

FY2015 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-USFor 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

Lead office(s)
WWF International

CARGILL Defining Better Supply Chains

Since 2009, WWF and Cargill have worked together to define better management practices in the trade and production of key commodities along the company’s supply chain. WWF and Cargill assessed the company’s palm oil suppliers in Indonesia and subsequently implement the principles and criteria established by the Roundtable on Sustainable Palm Oil (RSPO). WWF is also working with Cargill on sustainable beef, providing financial support and technical expertise to support the Global Roundtable on Sustainable Beef (GRSB). Through “Field to Market: the Alliance for Sustainable Agriculture”, Cargill and WWF are helping to define a verification process for continuous improvement in US row crop production. In 2015, Cargill partnered with WWF on Food Chain Reaction, a simulation and role-playing exercise intended to improve high-level decision makers’ understanding of how governments, institutions, and private sector interests might collaborate to address a crisis in the global food system.

CORPORATE ID CARD

Industry
Agribusiness

Type of partnership
Sustainable business practices

Conservation focus of partnership
Food Security

FY2015 budget range (EUR)
500,000 - 1,000,000

Lead office(s)
WWF-US

For more information, click [HERE](#)

COOP Strategic partnership

WWF-Switzerland and Coop have been working together since 2006 to improve the company's commodity supply chain. Today, Coop participates in WWF Switzerland's national Seafood Group and Climate Partner programme and WWF's Global Forest & Trade Network. The partnership enables and promotes a more sustainable consumption through:

- Sustainable seafood, both wild-caught and farmed fish, with Coop offering 99.5 per cent of their seafood from more sustainable sources (acceptable and recommendable).
- Responsible timber and pulp and paper policy through internal procurement guidelines and increasing the proportion of FSC certified timber and paper sales.
- Buying and promoting sustainable soy and palm oil.
- Offsetting CO2 emissions from cargo flights, coop@home scheme and business trips through Gold Standard-certified WWF projects.
- Coop is also a founding member of the Round Table on Responsible Soy (RTRS) and a member of the Round Table on Sustainable Palm Oil (RSPO).

CORPORATE ID CARD

Industry

Retail

Type of partnership

**Sustainable business practices
Communications and awareness raising**

Conservation focus of partnership

Biodiversity

Climate

Commodities (tuna, whitefish, shrimp, farmed seafood, palm oil, peat, pulp and paper, timber, soy)

Forest

Marine

FY2015 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-Switzerland

For more information, click [HERE](#)

EDEKA Strategic partners for sustainability

WWF-Germany and EDEKA work together to reduce EDEKA's environmental footprint through conserving resources, promoting sustainable consumption and switching to certifiably sustainable resources. The work focuses on various sustainability issues relating to the company's product range: fish and seafood, timber, paper and tissue paper, palm oil, soy, climate, freshwater and packaging. The work on climate also covers energy efficiency measures in EDEKA's facilities including markets and administrations. Key goals include adding more sustainable products to the overall range and widening the sustainable range to the EDEKA own brands. Achievements to date:

- All EDEKA private label products of timber, paper and tissue paper are using Recycling or FSC® materials.
- 98 per cent of EDEKA private label products containing palm oil use more sustainable sources.
- Key goals related to the sustainability packaging issue.
- The joint "Agriculture for Biodiversity" was awarded by the UN Decade for Biodiversity.

CORPORATE ID CARD

Industry

Retail

Type of partnership

**Sustainable business practices
Communications and awareness raising**

Conservation focus of partnership

Climate

Commodities (palm oil, pulp and paper, timber, soy, whitefish)

Freshwater

FY2015 budget range (EUR)

> 3,000,000

Lead office(s)

WWF-Germany

For more information, click [HERE](#)

GOOGLE Technology to protect wildlife

In December 2012, Google launched its Global Impact Awards and announced a three-year US\$5 million grant to WWF to create an umbrella of technology to protect wildlife. WWF is focused on creating a seamless system of monitoring and anti-poaching technologies. In 2013 and 2014, WWF worked with the Namibian Ministry of Environment and Tourism to field test an integrated network of technologies. In the second phase, WWF will work with additional governments, including Nepal and Kenya, to implement the project under different field conditions.

In addition to the Global Impact Award, Google has supported WWF since 2003, with financial donations for Eyes on the Forest and the Natural Capital Project as well as with in-kind donations of AdWords, Google Maps Engine and Earth Pro licenses, Nexus tablets and Google Glass. WWF also participates in Google’s OneToday fundraising app (available in the United States) and receives donations from Google employees.

CORPORATE ID CARD

Industry
Technology

Type of partnership
Philanthropic

Conservation focus of partnership
Species

FY2015 budget range (EUR)
1,000,000 - 3,000,000

Lead office(s)
WWF-US

For 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.

H&M are working closely with its suppliers and wastewater is checked against quality levels defined by the Business for Social Sustainability (BSR) Water Group, while routines for data verification and water testing are continuously improved.

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

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.

CORPORATE ID CARD

Industry
Clothing and apparel

Type of partnership
**Sustainable business practices
Communications and awareness raising**

Conservation focus of partnership
Freshwater

FY2015 budget range (EUR)
1,000,000 - 3,000,000

Lead office(s)
**WWF-Sweden
WW International**

For more information, click [HERE](#)

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 (2007-2011); 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:

- Protecting five priority freshwater places – taking action on 1,500km 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, while potentially improving livelihoods.

This global programme is complemented by several local partnerships.

IKEA WWF and 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 12 years, WWF and IKEA have supported the FSC certification of around 35 million hectares of forest. 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

Banking and finance

Type of partnership

Philanthropic

Conservation focus of partnership

Freshwater

FY2015 budget range (EUR)

> 3,000,000

Lead office(s)

WWF- UK**WWF International**For more information, click [HERE](#)

CORPORATE ID CARD

Industry

Retail**Household goods and textiles**

Type of partnership

Sustainable business practices

Conservation focus of partnership

Commodities (timber, cotton)**Forest****Freshwater**

FY2015 budget range (EUR)

> 3,000,000

Lead office(s)

WWF-Sweden**WWF International**For more information, click [HERE](#)

KLM ROYAL DUTCH AIRLINES

Dutch partners for more sustainable aviation and the support of nature conservation

The first phase of this partnership started in 2007 with a focus on fuel efficiency, credible offsetting approaches and the support of a number of WWF conservation projects. Since 2011, the partnership goals include:

- Promoting the creation of a viable market for sustainable biofuels. To date, the partnership has formulated an integrated strategy for KLM on supply and demand as well as founding and funding SkyNRG. KLM is also committed to using biofuel certified by the Roundtable for Sustainable Biofuels.
- Maintaining its ‘best in class’ position in the area of CO₂ and fuel efficiency. To date, KLM has achieved A-level in the Carbon Performance Leader Index.
- Jointly working on sustainable in-flight catering, mostly around WWF promoted standards on soy, palm oil and fish products.

In addition, KLM supports WWF conservation projects including in the Coral Triangle, for the conservation of Sea Turtles in Bonaire and in Brazil (Acre-REDD).

LICHTBLICK Accelerating the “Energiewende”

WWF-Germany and the German energy and IT company LichtBlick, the market leader in green electricity and green gas, have partnered together since 2014 advocating for the acceleration of the “Energiewende”. Up until now the focus of the Energiewende has been on developing renewable energies however the partnership now focuses on the new challenge of how to integrate the constantly increasing proportion of renewable energies into a changing power system in a cost and resource-efficient manner.

The partnership focuses on 3 main goals:

- Ensuring the acceptance of the general public that energy transition is an economic reality.
- Developing and supporting specific policy frameworks for a competitive energy transition market which favours innovation.
- Introducing innovations and innovative products which move the energy transition forwards onto the market.

CORPORATE PARTNERSHIP

Industry

Airlines

Type of partnership

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

Conservation focus of partnership

**Commodities (biofuels)
Forest
Marine**

FY2015 budget range (EUR)

500,000 - 1,000,000

Lead office(s)

WWF-Netherlands

CORPORATE PARTNERSHIP

Industry

Energy

Type of partnership

**Sustainable business practices
Communications and awareness raising**

Conservation focus of partnership

Climate

FY2015 budget range (EUR)

500,000 - 1,000,000

Lead office(s)

WWF-Germany

For more information, click [HERE](#)

LOBLAW COMPANIES LIMITED

Advancing oceans and water stewardship

Since 2009, Loblaw and WWF have worked together to support the health of waterways, and the species that dwell within them. Loblaw is helping to transform the seafood industry through its commitment to source its seafood sustainably. WWF worked with Loblaw to set seafood standards, analyze their supply chains and raise awareness through national campaigns. At the end of 2015, 94 per cent of their seafood products in core categories were procured from MSC or ASC certified sources, or sources making meaningful progress toward sustainability. Loblaw also works with WWF to encourage Canadians to demonstrate their support of the environment. It funds campaigns, such as the Great Canadian Shoreline Cleanup, that connect more than one million Canadians to conservation-focused actions. It also supports the Loblaw Water Fund – a community-based program designed to improve the health of Canadian freshwater ecosystems.

CORPORATE CARD

Industry

Retail

Type of partnership

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

Conservation focus of partnership

**Marine
Freshwater**

FY2015 budget range (EUR)

500,000 - 1,000,000

Lead office(s)

WWF-Canada

For more information, click [HERE](#)

MARKS & SPENCER

Delivering more sustainable products through partnership

WWF and M&S have been working together since 20017.

The partnership forms part of M&S's 'Plan A', a 180-point corporate responsibility programme to become the world's most sustainable major retailer. The partnership is working on a number of technical environmental projects along the M&S supply chain. Achievements include:

- Supporting M&S to procure 72 per cent of its fish from sources certified by the Marine Stewardship Council (MSC).
- Significant funding for WWF's marine conservation programmes in the Coral Triangle and Coastal East Africa through the M&S 'Forever Fish' campaign.
- Mapping and building resilience to water risk in M&S's fresh produce supply chain.
- Implementing more sustainable cotton production systems over a 19,520-hectare project area in India.
- Joint advocacy at UK and EU level to secure policies and regulations to protect our oceans.
- Supporting wider sustainability initiatives such as the Better Cotton Initiative and Alliance for Water Stewardship.

CORPORATE CARD

Industry

Retail

Type of partnership

**Sustainable business practices
Communications and awareness raising**

Conservation focus of partnership

**Commodities (cotton, seafood, timber)
Freshwater**

FY2015 budget range (EUR)

500,000 - 1,000,000

Lead office(s)

WWF-UK

For more information, click [HERE](#)

MARS PETCARE

Working together to help tigers thrive

The partnership between WWF and Mars 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 with Whiskas in the UK to raise awareness and funds to help protect tigers, their habitat and their future; the campaign was expanded into a number of European countries in 2014. Mars aims to become one of the single largest contributors to WWF’s Tiger Alive Initiative (TAI).

The money raised through the Whiskas campaign supports TAI - putting in place the programmes, equipment and people required to meet the objective of doubling the wild tiger population by 2020, with special focus on daily on-the-ground protection of tigers and ensuring safe tiger landscapes. The collaboration also includes sponsorship for the WWF-US Big Cat Conservation Initiative.

CORPORATE CARD

Industry
Food

Type of partnership
Communications and awareness raising

Conservation focus of partnership
Species
Commodities (beef/livestock, pulp and paper, tuna, whitefish)

FY2015 budget range (EUR)
500,000 - 1,000,000

Lead office(s)
WWF-Belgium
WWF-Switzerland
WWF-UK
WWF-US
WWF International

For more information, click [HERE](#)

McDONALD'S Collaborating on Sustainability

WWF and McDonald’s have been working together since 2009 to identify solutions to promote sustainability in the company’s business operations and supply chain. The goal of the collaboration is to reduce the impacts that commodities, like beef, paper and palm oil, have on places and species that WWF strives to protect.

McDonald’s has publicly committed to begin the procurement of sustainable beef by 2016 and will use the principles and criteria outlined in the Global Roundtable for Sustainable Beef, which WWF and McDonald’s helped found in 2012. As a participant in GFTN, McDonald’s will continue to focus on reducing its forest footprint by making progress towards its 2020 goal: purchasing 100 per cent of fiber-based packaging from certified or recycled sources. In 2015, McDonald’s joined the Corporate Renewable Energy Buyers’ Principles and made a commitment to the American Business Act on Climate Pledge.

CORPORATE CARD

Industry
Food service and restaurants

Type of partnership
Sustainable business practices

Conservation focus of partnership
Commodities (beef/livestock)
Forest
Freshwater

FY2015 budget range (EUR)
500,000 - 1,000,000

Lead office(s)
WWF-US

For more information, click [HERE](#)

MICHELIN **Moving towards Sustainable and Responsible Natural Rubber**

WWF and Michelin Group are partnering to drive changes across the natural rubber market towards sustainable practices.

The global partnership aims at driving changes across the global rubber market by providing guidance for defining sustainable natural rubber, monitoring the supply chain and promoting better practices in rubber tree plantations among the international representative organizations of the rubber industry, buyers and producers.

An operational pilot project in Indonesia is also in place under this partnership. The project aims to lead market evolution by fighting against deforestation by developing rubber plantations with responsible practices, while protecting existing ecosystems and local community rights. Other major objectives also include the restoration and protection of the natural environment in order to protect endangered species in and around concession zones in Indonesia.

CORPORATE ID CARD

Industry
Automobile

Type of partnership
Sustainable business practices

Conservation focus of partnership
Commodities

FY2015 budget range (EUR)
500,000 - 1,000,000

Lead office(s)
WWF-France
WWF International

For more information, click [HERE](#)

MIGROS- GENOSSENSCHAFTS- BUND

Strategic partnership

For many years, Migros has been actively involved in the protection of the environment and participates in WWF

Switzerland's national Seafood Group and Climate Partner programme and WWF's Global Forest & Trade Network. Migros is also one of the founding members of the Roundtable on Sustainable Palm Oil and a member of the Roundtable on Responsible Soy and of the Better Cotton Initiative. 2020 targets include:

- Reducing its greenhouse gas emissions (fossil fuels, motor fuels, refrigerants) by 20 per cent compared to 2010 and power consumption by 10 per cent compared to 2010.
- Procuring its whole seafood range (100 per cent) from sustainable sources (rated as recommendable or acceptable).
- Buying and promoting sustainable soy and palm oil.

Furthermore, Migros is the main sponsor of WWF-Switzerland's youth programmes.

CORPORATE ID CARD

Industry
Retail

Type of partnership
Sustainable business practices
Communications and awareness raising

Conservation focus of partnership
Biodiversity
Climate
Commodities (tuna, whitefish, shrimp, farmed seafood, palm oil, pulp and paper, timber, soy)
Forest
Marine

FY2015 budget range (EUR)
1,000,000 - 3,000,000

Lead office(s)
WWF-Switzerland

For more information, click [HERE](#)

MONDI GROUP

Partners in plantations, wetlands and forest conservation

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.

NETTO MARKEN-DISCOUNT

Strategic partners for sustainability

WWF-Germany and Netto Marken-Discount work

together to reduce the environmental footprint of Netto Marken-Discount through conserving resources, promoting sustainable consumption and switching to certifiably sustainable resources. The work focuses on various sustainability issues relating to the company’s product range: fish and seafood, timber, paper and tissue paper, palm oil, soy, climate, freshwater and packaging. The work on climate also covers energy efficiency measures in Netto’s facilities including markets and logistic centers. Key goals include adding more sustainable products to the overall range and widening the sustainable range to Netto’s own brands. Monitoring of the first results will be concluded in July 2016.

CORPORATE CARD

Industry

Packaging, pulp and paper products

Type of partnership

Sustainable business practices

Conservation focus of partnership

Climate

Commodities (pulp and paper)

Forest

Freshwater

FY2015 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF International

For more information, click [HERE](#)

CORPORATE CARD

Industry

Retail

Type of partnership

Sustainable business practices

Communications and awareness raising

Conservation focus of partnership

Commodities (palm oil, pulp and paper, timber, soy, whitefish)

Freshwater

Climate

FY2015 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-Germany

For more information, click [HERE](#)

PANDAFÖR- SÄLJNINGEN

Helping youth save endangered species

WWF has been working with Pandaförsäljningen since 1983.

Each year, thousands of young people raise money for WWF by selling products in the run up to Christmas from Pandaförsäljningen's product catalogue. The products are selected in consultation with WWF and are chosen with the environment in mind. Each product sold includes a contribution to WWF's work to save endangered animals.

CORPORATE ID CARD

Industry

Retail

Type of partnership

Communications and awareness raising

Conservation focus of partnership

Species

FY2015 budget range (EUR)

500,000 - 1,000,000

Lead office(s)

WWF-Sweden

For more information, click [HERE](#)

SEB FONDER

WWF and SEB – a long-term partnership

WWF and SEB have been working together since the 1980s. The partnership includes:

- SEB operating an equity fund that contributes substantial financial support to a number of WWF projects.
- Being in the forefront of developing green bonds - an investment vehicle that integrates the fiduciary element of Fixed Income products with climate mitigation and adaptation criteria.
- Developing environmental and sustainability policies in, among others, the shipping industries.
- Advocating – through policy statements – specific positions on freshwater and climate change issues.
- Participating and supporting WWF Earth Hour seminars.
- Sustainability now plays a key part in the Bank's lending and fund management activities.

CORPORATE ID CARD

Industry

Banking and finance

Type of partnership

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

Conservation focus of partnership

**Climate
Marine**

FY2015 budget range (EUR)

500,000 - 1,000,000

Lead office(s)

WWF-Sweden

For more information, click [HERE](#)

SKANDIA **Skandia Världsnaturfonden:
28 years of funding conservation**

Skandia is one of the largest independent customer owned banking and insurance groups. ‘Skandia World Wildlife Fund’ (Världsnaturfonden) which was founded in 1988, invests in companies that are expected to give good returns and meet the specific environmental criteria that Skandia has developed in collaboration with WWF-Sweden. The Fund primarily invests in equities issued by larger Swedish companies. Annually, the Fund shareholders donate two per cent of the Fund’s net assets to WWF as a gift.

CORPORATE CARD

Industry
Banking and finance

Type of partnership
Philanthropic

Conservation focus of partnership
General support

FY2015 budget range (EUR)
500,000 - 1,000,000

Lead office(s)
WWF-Sweden

For more information, click [HERE](#)

SKY **Sky Rainforest Rescue**

Through Sky Rainforest Rescue, WWF and Sky have helped save one billion trees in the Amazonian state of Acre, Brazil.

By combining WWF’s 50 years of conservation experience with Sky’s reach and communications expertise, the partnership has resulted in:

- Encouraging over 46,000 people to donate to the campaign, raising over £9million.
- Creating a robust programme of green economic development in Acre.
- Increasing awareness of deforestation and its impact on the global climate among a significant UK audience, including Sky’s 11 million customers.

CORPORATE CARD

Industry
Media, communications and entertainment

Type of partnership
**Communications and awareness raising
Philanthropic**

Conservation focus of partnership
Forest

FY2015 budget range (EUR)
500,000 - 1,000,000

Lead office(s)
WWF-UK

For more information, click [HERE](#)

SODEXO **Environmental stewardship throughout the value chain**

WWF and Sodexo have been working together in a technical collaboration since 2010. The relationship pairs WWF’s technical expertise and thought leadership with Sodexo’s global market and operational leadership to further their shared efforts to protect and conserve the Earth’s life-supporting resources by reducing the impacts of Sodexo’s operations on the environment.

The key areas of collaboration are supply chain sustainability, reduction of greenhouse gas emissions and food waste reduction. Additionally, Sodexo is developing sustainable menus in coordination with WWF’s LiveWell programme.

CORPORATE ID CARD

Industry
Food service and restaurants

Type of partnership
Sustainable business practices

Conservation focus of partnership
Climate
Commodities (beef/livestock, farmed seafood, palm oil, pulp and paper, soy, whitefish)
Freshwater

FY2015 budget range (EUR)
500,000 - 1,000,000

Lead office(s)
WWF-France
WWF-UK
WWF-US

TELCEL **Working together for the protection of marine species**

WWF-Mexico and Telcel have been partners since 2003 working together to preserve the country’s natural resources and promote the welfare of communities that rely on them. The partnership has developed and implemented conservation strategies for threatened and endangered species and their habitats and has established a pioneering conservation platform that involves the participation of businesses, civil society, government, local communities and scientists.

The partnership consists of three main programmes:

- Conservation of the Monarch Butterfly Reserve: the organization conducts yearly scientific surveys to determine the Monarchs hibernation population and changes in the core zones of the Reserve.
- Scientific research in the Sea of Cortez: research on 15 different species including whales, sharks and sea turtles.
- The support for the National Jaguar Census: a key study contributing to the national jaguar conservation strategy.

CORPORATE ID CARD

Industry
Technology

Type of partnership
Communications and awareness raising
Philanthropic

Conservation focus of partnership
Forest
Marine
Species

FY2015 budget range (EUR)
1,000,000 - 3,000,000

Lead office(s)
WWF-Mexico

For 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, the partners 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 Canada 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 (sugar cane)**

FY2015 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

**WWF-US
WWF International**

For more information, click [HERE](#)

OUR COOPERATION WITH PARTNERS IS BASED ON

**A COMMON UNDERSTANDING OF ISSUES, SHARED
AMBITIONS OR ACTIVITIES, AND A WILLINGNESS TO
SPEAK OUT IN PUBLIC.**

THE WWF NETWORK*

WWF Offices

Armenia	Hong Kong	Suriname
Australia	Hungary	Sweden
Austria	India	Switzerland
Azerbaijan	Indonesia	Tanzania
Belgium	Italy	Thailand
Belize	Japan	Tunisia
Bhutan	Kenya	Turkey
Bolivia	Korea	Uganda
Brazil	Laos	United Arab Emirates
Bulgaria	Madagascar	United Kingdom
Cambodia	Malaysia	United States of America
Cameroon	Mexico	Vietnam
Canada	Mongolia	Zambia
Central African Republic	Mozambique	Zimbabwe
Chile	Myanmar	
China	Namibia	WWF Associates
Colombia	Nepal	Fundación Vida Silvestre (Argentina)
Croatia	Netherlands	Pasaules Dabas Fonds (Latvia)
D.R. of Congo	New Zealand	Nigerian Conservation Foundation (Nigeria)
Denmark	Norway	
Ecuador	Pakistan	
Finland	Panama	
Fiji	Papua New Guinea	*As at March 2016
France	Paraguay	
French Guyana	Peru	
Gabon	Philippines	
Georgia	Poland	
Germany	Romania	
Greece	Russia	
Guatemala	Singapore	
Guyana	Solomon Islands	
Honduras	South Africa	
	Spain	

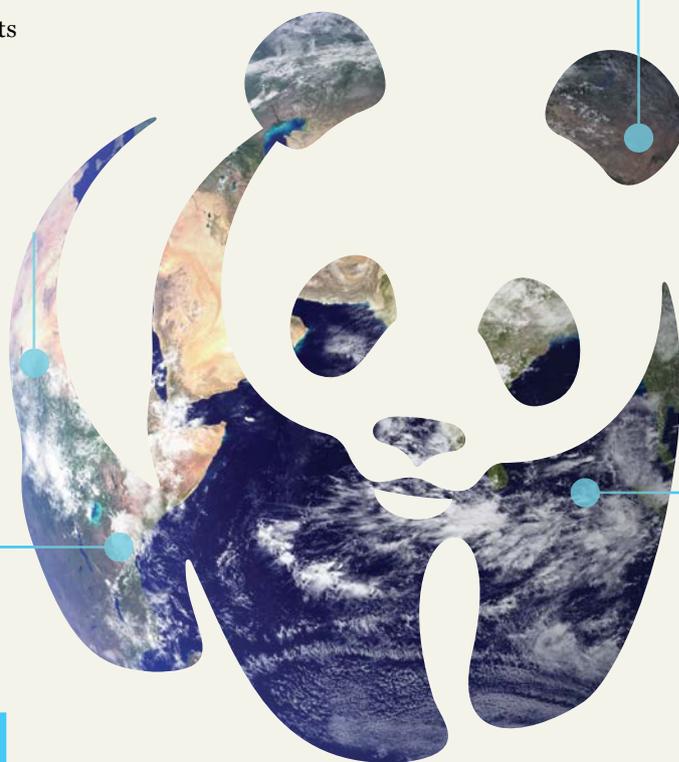
WWF in numbers

+100

WWF is in over 100 countries, on 6 continents

1961

WWF was founded in 1961



+5M

WWF has over 5 million supporters

+25M

WWF has over 25 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