



WWF

GLOBAL PARTNERSHIPS REPORT

**OVERVIEW OF WWF'S LARGEST
CORPORATE PARTNERSHIPS**

FISCAL YEAR 2016

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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 an overview of the largest partnerships that WWF has with individual companies, measured in financial terms. This report details WWF’s 32 largest partnerships, each with an annual budget of at least €500,000. These funds are typically used by WWF to:

- Work with the company to reduce its impact and footprint and to help shift sectors toward sustainability in line with WWF’s global conservation goals;
- 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, however, in many cases take place in other countries or regions.

This report covers the period 1 July 2015 to 30 June 2016.

TAKING BOLD COLLECTIVE ACTION

WWF has embarked on a journey of deep internal transformation that will make us stronger and more effective as we tackle the challenges and capitalize on the opportunities that lie ahead.

The time to act is now. We are putting in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

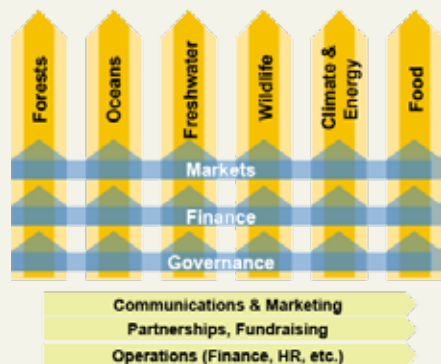
WWF will continue to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – wildlife, forests, oceans, freshwater, climate and energy, and food – and three key drivers of environmental degradation –

OUR VISION FOR CHANGE



HOW WE MAKE IT HAPPEN

6 global goals, 3 cross-cutting drivers, delivered by powerful communities of practice and partners



markets, finance and governance. We are creating global communities of practice for each of the goals and drivers composed of specialists from WWF and key external partners. This will foster greater collaboration and innovation, incubating new ideas and taking promising ones to scale, as we unite our efforts toward making ambitious targets a reality.

We know that one organization alone can't effect the change needed. That is why our work on the goals and drivers includes our partnerships with institutions and corporations, both local and global. The changes we want to see in the world can only come about through the efforts of many actors: local communities and national/multinational corporations, governments and NGOs, finance institutions and development agencies, consumers and researchers.

There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

OUR WORK WITH THE CORPORATE SECTOR

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 [2016 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.

Therefore, 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. The corporate sector 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. Companies are also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

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

More specifically, our work with the corporate sector 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 away from fossil fuels to 100 per cent renewable energy;
- 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)**, and **Roundtable on Responsible Soy (RTRS)**. We also publish scorecards and reports on company or sector performance (e.g. **palm oil scorecard**, **soy scorecard**, and **sustainable cotton ranking**), mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. **Seize Your Power**, **Virunga**, **Reviving the Oceans Economy**), as well as work in partnership with individual companies.

Most of WWF's engagement with the corporate sector is focused on these key themes:

- Food, forest and ocean 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. Specifically, WWF 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).

On **climate change and energy management**, WWF engages the corporate sector with the aim of catalysing the transition towards a low carbon future and supporting the implementation of the Paris Agreement. Working in partnership with leading companies through the Climate Savers programme and in multi-stakeholder strategic coalitions such as We Mean Business and the Science Based Targets Initiative, WWF leads the implementation of a corporate climate leadership agenda, including the adoption of science-based emission reduction targets, the transition towards an economy 100% powered by renewable energy, and the responsible and transparent engagement of companies in climate and energy policy.

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 the corporate sector 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 WWF's priority places and species. 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 tiger.

Philanthropic partnerships

The third approach is articulated through specific programmes with companies to fund conservation projects and the institutions that deliver them. Philanthropic relationships with companies raise money for the conservation of key places and species, and the capability and tools to deliver such conservation impact.

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, both qualitative and quantitative, 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 the corporate sector. We want all our partnerships with companies 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 corporate sector and specifically through our bilateral partnerships.

All WWF offices are committed to continue reporting publicly on all our company relationships, 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 for FY 2016 are the following:

Apple Inc.	Mars & Mars Global Petcare
Banco Do Brasil	McDonald's
Bank of America	Michelin
Cargill	Migros-Genossenschafts-Bund
Carrefour	Mondi Group
Coop Group	Netto Marken-Discount
EDEKA	Royal Caribbean Cruises
Française des Jeux	SEB Fonder
Google	Skandia
H&M	Sky
Hilton Worldwide	Sodexo
HSBC	Sysco Corporation
IKEA	Telmex-Telcel
Lichtblick SE	The Coca-Cola Company
Loblaw Companies Limited	The Kroger Co.
Marks & Spencer	Volvo Group

APPLE INC. **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, which started in 2015, 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 improve the responsible management of as much as 700,000 acres of working forests which provide fibre for pulp, paper and wood products.

In April 2016, Apple announced the Apps for Earth (AFE) campaign in their App Store. During the 10-day campaign, Apple, WWF and 24 developers worked together to help the planet, one app at a time. Through interactive and educational content created exclusively for Apps for Earth, the campaign gave participants an opportunity to actively engage in conservation and contribute to WWF's mission. 100% of the proceeds from participating apps and In-App Purchases went to support WWF's conservation work.

CORPORATE IN CARO

Industry

Technology

Type of partnership

**Philanthropic
Communications and awareness raising**

Conservation focus of partnership

Forests

FY 2016 budget range (EUR)

> 3,000,000

Lead office(s)

WWF-USFor 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 to ensure water security in Brazil through:

- fostering the development and dissemination of sustainable rural production practices and techniques;
- encouraging responsible consumption and solid waste recycling in cities; and
- enhancing the bank’s portfolio of financial products and practices with a socio-environmental focus.

During its first five years, the Program benefited 11 million people, bringing several positive impacts linked to the United Nations Sustainable Development Objectives.

In January 2016, we began the second phase focusing on the promotion of green economy and Banco do Brasil’s eco-efficiency through:

- developing sustainable business models for restoration, management of forests and water and energy efficiency in Brazil;
- the development of sustainable productive landscapes aimed at conservation of water and natural resources in the Cerrado biome
- Updating the social and environmental criteria for Banco do Brasil’s credit concession and management;
- Improving the bank’s eco-efficiency program, influencing more than 100,000 employees with sustainable practices.

BANK OF AMERICA **Supporting conservation**

Since 2009, Bank of America® has offered a WWF Bank Americard Cash Rewards™ Visa® credit card and checking account to support WWF’s global conservation efforts. WWF receives a minimum of \$3 for each qualifying credit card account that is opened and activated. WWF also receives 0.08% of all net retail purchases made with this card and \$3 for each annual renewal of the card. WWF will receive a \$10 contribution from Bank of America for each new qualifying WWF checking account and \$2 for each annual renewal.

CORPORATE CARD

Industry

Banking and finance

Type of partnership

**Sustainable business practices
Philanthropic**

Conservation focus of partnership

Freshwater

FY 2016 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-Brazil

For more information, click [HERE](#)

CORPORATE CARD

Industry

Banking and finance

Type of partnership

Communications and awareness raising

Conservation focus of partnership

General support

FY 2016 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-US

For more information, click [HERE](#)

CARGILL **Defining better supply chains**

WWF and Cargill are working together to define better management practices in the trade and production of key commodities along the company’s supply chain, including palm oil, fiber and beef.

WWF’s work with Cargill has been focused across a number of initiatives, including strengthening the company’s commitment to sustainable palm oil production by working together to develop Cargill’s deforestation commitment. WWF and Cargill work together on multi-stakeholder initiatives in the US: on sustainable beef through the US Roundtable on Sustainable Beef (USRSB) where Cargill provides financial support and technical expertise, and Field to Market: the Alliance for Sustainable Agriculture, where Cargill and WWF are helping to define a verification process for continuous improvement in US row crop production. In addition, WWF has collaborated with Cargill to analyze their paper sourcing and help create Cargill’s first sustainable fiber-based packaging policy. In 2015, WWF and Cargill together hosted Food Chain Reaction: A Global Food Security Game that brought together high-level decision makers to better understand how governments, institutions, and private sector interests might collaborate to address a future crisis in the global food system.

CORPORATE ID CARD

Industry
Agribusiness

Type of partnership
Sustainable business practices

Conservation focus of partnership
Commodities (beef/livestock)
Forests
Food Security

FY 2016 budget range (EUR)
500,000 - 1,000,000

Lead office(s)
WWF-US

For more information, click [HERE](#)

CARREFOUR **Transforming supply chains**

Since 1998, Carrefour, with the support of WWF-France, has been committed to reducing its environmental impact, specifically by focusing on its use of natural resources in consumer products.

In 2015 and 2016, WWF and Carrefour worked together on protecting seafood resources and achieved many improvements. Carrefour published its sustainable fishing policy whose goal is to ensure that by 2020, 50% of fish sold will be from sustainable sources.

Promoting sustainable consumption and lifestyles to its customers and workforce is also a major cornerstone of the partnership. As an example, once a year in its stores, Carrefour puts the spotlight on sustainable seafood and raises customer awareness. In 2014, a WWF co-branded, organic and dye-free household linen line was launched in around 100 stores.

CORPORATE ID CARD

Industry
Retail

Type of partnership
Sustainable business practices
Communication and awareness raising

Conservation focus of partnership
Commodities

FY 2016 budget range (EUR)
500,000 - 1,000,000

Lead office(s)
WWF-France

For more information, click [HERE](#)

COOP GROUP 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 sustainable consumption through:

- Sustainable seafood, both wild-caught and farmed fish, with Coop selling 100 per cent of their seafood from 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).

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.

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 recycled or FSC® materials.
- 99 per cent of EDEKA private label products containing palm oil use more sustainable sources.
- EDEKA was awarded the joint "Agriculture for Biodiversity" award 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

**Biodiversity
Climate
Commodities (tuna, whitefish, shrimp, farmed seafood, palm oil, peat, pulp and paper, timber, soy)
Forests
Marine**

FY 2016 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-Switzerland

For more information, click [HERE](#)

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**

FY 2016 budget range (EUR)

> 3,000,000

Lead office(s)

WWF-Germany

For more information, click [HERE](#)

FRANÇAISE DES JEUX

Temporary lottery: “Together for a better world” at COP21

On November 9, 2015, the Française des Jeux (FDJ) launched its “Let’s play together for a better world” scratch game. It was the first “solidarity” scratch game for protecting the environment in France. WWF-France received 4% of the game’s sales, enabling ten projects aimed at fighting climate change and protecting biodiversity to be financed.

In the context of COP21, the partnership enabled actions on the ground toward protecting the climate to be bolstered, as well as raise players’ and the general public’s awareness about environmental issues. FDJ awarded prizes to the universities that are the most committed to protecting the climate as part of the Café Panda project, the WWF student challenge that took place during COP21.

CORPORATE ID CARD

Industry

Games

Type of partnership

Philanthropic

Conservation focus of partnership

Wildlife

Forests

Fresh water

Climate & Energy

FY 2016 budget range (EUR)

500,000 - 1,000,000

Lead office(s)

WWF-France

For more information, click **HERE**

GOOGLE

Technology to protect wildlife

In December 2012, Google launched its Global Impact Awards and announced a US \$5 million grant to WWF to create an umbrella of technology to protect wildlife. Through this funding, 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 has worked 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

FY 2016 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-US

For more information, click **HERE**

H&M **Pioneering water stewardship and climate action for fashion**

WWF and H&M first entered into a partnership in 2011. The partnership, focusing on water stewardship, aims to raise awareness and improve responsible water use throughout the entire value chain - enabling H&M to set new standards for water stewardship in the fashion industry while inspiring others to follow suit. By end of 2015, the work of the partnership led to improved water awareness among H&M staff and suppliers. It has also brought stakeholders from business, civil society and politics together to contribute to more sustainable water management in entire river basins in China and Bangladesh.

In 2016, the partnership was expanded to also include climate action and a strategy dialogue. By combining expertise and leadership and through taking a holistic approach on water, climate and strategic decisions, H&M and WWF see the potential to accomplish real change within H&M’s organization and beyond. The strategy dialogue relates to H&M’s and the fashion industry’s broader sustainability challenges and opportunities and includes topics such as sustainable materials and the circular economy in the fashion industry. The partnership is also developing a climate strategy for H&M that includes setting long- and short-term climate targets for H&M and its value chain.

CORPORATE ID CARD

Industry
Clothing & Apparel

Type of partnership
Sustainable business practices

Conservation focus of partnership
Climate
Freshwater

FY 2016 budget range (EUR)
1,000,000- 3,000,000

Lead office(s)
WWF-Sweden
WWF International

For more information, click [HERE](#)

HILTON WORLDWIDE **Advancing sustainability**

WWF is working with Hilton to reduce the company’s environmental footprint across a number of priority initiatives. The initial 3-year agreement was signed in 2015, focusing on conserving freshwater, reducing food waste, and increasing seafood sustainability. Hilton’s sustainable seafood goals will comprise the global ban of procurement of endangered species as identified by WWF, and the transition of its seafood purchasing to sustainable and responsible sources. By 2022, Hilton will source at least 25 percent of its total global seafood volume for owned, managed and leased properties from Marine Stewardship Council (MSC) certified fisheries and Aquaculture Stewardship Council (ASC) certified farms. The remaining seafood will be sourced from fisheries and farms working toward MSC and ASC certification, comprehensive fishery and aquaculture improvement projects, or those listed as “green” on WWF regional seafood guides.

CORPORATE ID CARD

Industry
Hotels & recreational services

Type of partnership
Sustainable business practices

Conservation focus of partnership
Commodities (seafood)
Freshwater
Food Waste

FY 2016 budget range (EUR)
500,000 - 1,000,000

Lead office(s)
WWF-US

HSBC **Helping protect the world’s freshwater resources**

HSBC has supported 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 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 on 1,500 km of river and 350,000 hectares of wetland (exceeded).
- Helping 1,500 small-to-medium businesses to tackle water risks, including efficiency and pollution (on track to completion).
- Supporting 115,000 people to reduce fishing or farming impacts on water, while potentially improving livelihoods (exceeded).

This global programme is complemented by several local partnerships.

CORPORATE IN CARD

Industry
Banking and finance

Type of partnership
Philanthropic

Conservation focus of partnership
Freshwater

FY 2016 budget range (EUR)
> 3,000,000

Lead office(s)
WWF-UK

For more information, click [HERE](#)

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 13 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 - a target achieved in September of that year.

CORPORATE IN CARD

Industry
Retail
Household goods and textiles

Type of partnership
Sustainable business practices

Conservation focus of partnership
Forests
Freshwater
Commodities (cotton, timber)

FY 2016 budget range (EUR)
> 3,000,000

Lead office(s)
WWF-Sweden
WWF-International

For more information, click [HERE](#)

LICHTBLICK Partners for 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 by 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 forward.

LOBLAW COMPANIES LIMITED

Advancing environmental stewardship

Since 2009, Loblaw and WWF have worked together to set sustainable seafood procurement standards, analyse Loblaw’s supply chains, support conservation work and engage communities in environmental action. Loblaw is the lead sponsor of the Great Canadian Shoreline Clean-up, one of the largest direct action conservation programs in Canada, and the Loblaw Water Fund, a grant initiative to help improve the health of, and address the threats to, freshwater ecosystems across Canada. Loblaw supports the WWF environmental projects for ocean protection – an effort to increase the number and strength of marine protected areas, as well as for habitat friendly renewable energy, to pave the way for a low-carbon future while ensuring key habitats and ecosystems thrive for wildlife and communities.

CORPORATE ID CARD

Industry
Energy

Type of partnership
Sustainable business practices
Communications and awareness raising

Conservation focus of partnership
Climate

FY 2016 budget range (EUR)
500,000 - 1,000,000

Lead office(s)
WWF-Germany

For more information, click [HERE](#)

CORPORATE ID CARD

Industry
Retail

Type of partnership
Sustainable business practices
Communications and awareness raising
Philanthropic

Conservation focus of partnership
Marine
Freshwater
Climate and energy

FY 2016 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

Our partnership with M&S began in 2007 and contributes to 'Plan A', M&S's corporate responsibility programme to become the world's most sustainable major retailer. The focus of our partnership is on a number of technical environmental supply chain projects.

Partnership achievements and activities have included:

- Supporting M&S to procure 73% (as of March 2016) of its wild caught fish from sources certified by the Marine Stewardship Council (MSC).
- Engagement in a number of fishery improvement projects and aquaculture improvement projects (in Orkney, Canada, Philippines, Madagascar, Belize and Honduras).
- Mapping water risk in M&S's food produce supply chain alongside developing a Code of Practice for M&S growers in high water risk areas.
- 20,241 farmers engaged and registered as Advanced BCI licence holders as part of a cotton project in India.
- Successful joint advocacy at the UK and EU level to secure policies and regulations to protect our oceans.
- Launch of M&S' Sparks customer membership card – one penny goes to a chosen charity (WWF is one of nine) for every Sparks card transaction.
- Funding of a conservation project in India working to reduce human and elephant casualties as a result of conflict.

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. Through the Whiskas brand, a number of successful European cause-related marketing campaigns have been run in recent years to raise awareness and funds to help protect the tiger and its habitat. Mars aims to become one of the single largest contributors to WWF's Tiger Alive Initiative (TAI), supporting the programmes, equipment and people required to meet the objective of doubling the wild tiger population by 2020. The partnership currently focuses on two key programmes: daily on-the-ground protection of tigers and ensuring safe tiger landscapes.

CORPORATE IN CARD

Industry

Retail

Type of partnership

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

Conservation focus of partnership

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

FY 2016 budget range (EUR)

500,000 - 1,000,000

Lead office(s)

WWF-UK

For more information, click [HERE](#)

CORPORATE IN CARD

Industry

Food (processing and products)

Type of partnership

Communications and awareness raising

Conservation focus of partnership

Species

FY 2016 budget range (EUR)

100,000 – 250,000

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 are working together to advance 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. In 2016, McDonald's met its commitment to purchase a portion of beef from a verified sustainable supply chain in Canada through a pilot program, using 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 2016, McDonald's restaurants in the U.S. and Canada completed a transition to FSC-certified fiber for all hot cups. In 2015, McDonald's joined the Corporate Renewable Energy Buyers' Principles and made a commitment to the American Business Act on Climate Pledge.

CORPORATE ID CARD

Industry
Food service and restaurants

Type of partnership
Sustainable business practices

Conservation focus of partnership
Commodities (beef/livestock)
Forests
Freshwater
Climate

FY 2016 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 to do this 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

FY 2016 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. The company 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.

MONDI **Partners in responsible forest, manufacturing and product stewardship**

Mondi and WWF entered into a global partnership in 2014 based on the long standing **WWF Mondi Wetlands Programme** (MWP) in South Africa. The partnership focuses on minimising the impacts of Mondi's operations on forests, climate and water by demonstrating that responsible stewardship in the packaging and paper sectors makes good business sense.

The work programme covers three main areas:

- Ecosystem Stewardship - protecting high conservation value ecosystems 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 longevity of products including the cascading use of wood and forest products where appropriate.
- Product Stewardship - further enhancing the environmental performance of Mondi's products.

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)
Forests
Marine**

FY 2016 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-Switzerland

For more information, click **HERE**

CORPORATE ID CARD

Industry

Packaging, pulp and paper products

Type of partnership

Sustainable business practices

Conservation focus

**Freshwater
Forests
Plantations
Climate**

FY 2016 budget range (EUR)

500,000 - 1,000,000

Lead office(s)

WWF International

For more information, click **HERE**

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 stores and logistic centers. Key goals include adding more sustainable products to the overall range and widening the sustainable range to Netto's own brands. Achievements to date:

- All Netto private label products of timber and tissue are using recycled or FSC® materials.
- 93 per cent of Netto private label products containing palm oil use more sustainable sources.

ROYAL CARIBBEAN CRUISES LTD

Partnering to help conserve the oceans

In early 2016, WWF and Royal Caribbean

Cruises Ltd. entered into a five-year partnership to focus on ensuring the long-term health of the oceans. The global partnership will set and achieve ambitious and measurable sustainability targets that will reduce Royal Caribbean's environmental footprint, support WWF's global oceans conservation work, and raise awareness among the company's 5 million passengers about the importance of ocean conservation. Goals of the partnership include reducing greenhouse gas emissions, responsibly sourcing food, including seafood, promoting more sustainable tour operators and destinations, and supporting WWF's ocean conservation priorities.

CORPORATE ID 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**

FY 2016 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-Germany

For more information, click [HERE](#)

CORPORATE ID CARD

Industry

Hotels & recreational services

Type of partnership

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

Conservation focus:

**Climate
Oceans
Commodities (seafood)**

FY 2016 budget range (EUR)

500,000 - 1,000,000

For more information, click [HERE](#)

SEB FONDER **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 & Finance

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

Conservation focus of partnership
**Climate
Marine**

FY 2016 budget range (EUR)
500,000 - 1,000,000

Lead office(s)
WWF-Sweden

For more information, click [HERE](#)

SKANDIA **Nearly three decades 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 ID CARD

Industry
Banking & Finance

Type of partnership
Philanthropic

Conservation focus of partnership
General support

Lead office(s)
WWF-Sweden

FY 2016 budget range (EUR)
500,000 - 1,000,000

For more information, click [HERE](#)

SKY Sky Rainforest Rescue

Sky Rainforest Rescue concluded in 2015 having exceeded all expectations by raising over £9.5m from Sky employees, customers and the general public. In Brazil we worked with regional and national governments and local families to help protect one billion trees in the Amazon state of Acre. In addition, in the UK, we successfully brought the Amazon closer to home with 7.3 million people gaining an increased understanding of deforestation through programming, rainforest experiences, online campaigns, and the I Love Amazon school programme.

The partnership has been extended for three more years, focusing on supporting Sky's responsible business strategy, and inspiring consumers to take action on climate change via Sky's support for Earth Hour. For Earth Hour 2016, we developed a joint TV advert which was broadcast across the UK, Republic of Ireland, Germany, Austria and Italy, reflecting the reach of the newly formed Sky Group. The ad was supported with nature-themed programming in the days leading up to Earth Hour and on the night itself, a social media campaign and activities for Sky employees.

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
Media, communications and entertainment

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

Conservation focus of partnership
Forests

FY 2016 budget range (EUR)
500,000 - 1,000,000

Lead office(s)
WWF-UK

For more information, click [HERE](#)

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**

FY 2016 budget range (EUR)
500,000 - 1,000,000

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

For more information, click [HERE](#)

SYSCO CORPORATION

For responsibly-sourced seafood

Sysco purchased more than 24 million pounds of seafood from MSC-certified fisheries in 2015, an increase of more than 250% compared to 2011. The company now sources about 80% of its top 10 wild-caught Portico Brand seafood species from fisheries that are either MSC-certified or on the path to certification—that is, in MSC full assessment or in comprehensive fishery improvement projects. By 2020, Sysco will source 100% of top 15 wild-caught species from fisheries that are either MSC certified or on the path to certification. Of that, it will source at least 75% from MSC certified fisheries. Sysco will source 100% of its top five aquaculture species from farms that are ASC certified, on the path to certification, or at minimum Best Aquaculture Practices (BAP) 2 star certified, with a preference for ASC certification. The company participates in a WWF lobster fishery improvement project in **Nicaragua**, and in mahi mahi improvement projects in **Ecuador** and **Peru**.

CORPORATE ID CARD

Industry

Food Service

Type of partnership

Market transformation

Conservation focus of partnership

Commodity (Seafood)

FY 2016 budget range (EUR)

500,000 - 1,000,000

Lead office(s)

WWF-US

For more information, click [HERE](#)

TELMEX-TELCEL

Working together for the protection of global and national priority species

WWF-Mexico and Telmex-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 Monarch's 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.
- Support for the National Jaguar Census: a key study contributing to the national jaguar conservation strategy.
- Environmental education, awareness and communication.

CORPORATE ID CARD

Industry

Technology

Type of partnership

**Communications and awareness raising
Philanthropic**

Conservation focus of partnership

**Forests
Marine and terrestrial
Species**

FY 2016 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, WWF and The Coca-Cola Company 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.

CORPORATE ID CARD

Industry
Beverages

Type of partnership
**Sustainable business practices
Philanthropic**

Conservation focus of partnership
**Freshwater
Climate
Commodities (sugarcane, corn)**

FY 2016 budget range (EUR)
1,000,000-3,000,000

Lead office(s)
WWF-US

For more information, click [HERE](#)

THE KROGER CO.

Working on sustainable seafood

WWF has been working with Kroger since 2009 to source and support sustainable seafood. As of 2016, the company was sourcing about 83% of its wild-caught species from fisheries that are certified by the Marine Stewardship Council (MSC) or on the path to certification—that is, in MSC full assessment or in comprehensive fishery improvement projects. By 2020, Kroger has committed to source 100% of its wild-caught seafood from fisheries that are MSC certified, on the path to certification, or certified by other GSSI-recognized programs. Of that, at least 90% will come from MSC certified fisheries. Kroger will continue to source 100% of its shelf-stable tuna from companies participating in the International Seafood Sustainability Foundation. Kroger is working with WWF to improve the performance of several fisheries in order to achieve MSC certification, including lobster fisheries in the **Bahamas, Nicaragua, and Honduras**, mahi mahi fisheries in **Ecuador and Peru**, and **blue swimming crab** and **yellowfin tuna** fisheries in Vietnam.

CORPORATE ID CARD

Industry
Retail

Type of partnership
Market transformation

Conservation focus of partnership
Commodity (Seafood)

FY 2016 budget range (EUR)
500,000 - 1,000,000

Lead office(s)
WWF-US

For more information, click [HERE](#)

VOLVO GROUP **Climate Savers**

Volvo Group, a leading provider of transport solutions, is a member of the WWF global Climate Savers Program. In its renewed agreement with WWF and Climate Savers, Volvo has committed to reducing the total amount of carbon dioxide emitted during the lifetime of trucks, buses and construction equipment manufactured and sold between 2015 and 2020 by 40 million tons, compared with those manufactured in 2013.

Thanks to improved fuel efficiency, the total amount of carbon dioxide emitted by trucks, construction equipment and buses manufactured within the Volvo Group between 2009 and 2014 was reduced by more than 40 million tons, compared with those manufactured in 2008.

The Volvo Group is working to keep its leadership role in the transport sector while showing that climate and business opportunities go hand in hand. Volvo has taken many initiatives to develop sustainable products. The Group's goal is to reduce carbon emissions significantly and lead the transport sector towards a carbon neutral future. Volvo will also participate in WWF policy work through different magnifiers.

Volvo's annual global Christmas gift 2015 was donated to WWF in the form of generous targeted financial support for 2016 and 2017 linked to our work with sustainable cities (One Planet City Challenge) with a special focus on mobility on collaboration with Volvo Group.

CORPORATE ID CARD

Industry

Automotive

Type of partnership

Sustainable business practices

Conservation focus of partnership

Climate

FY 2016 budget range (EUR)

500 000 - 1 000 000

Lead office(s)

WWF-Sweden

For more information, click **[HERE](#)**

THE WWF NETWORK

WWF Offices*

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

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