



# CORPORATE PARTNERSHIPS REPORT 2014

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OVERVIEW OF WWF'S LARGEST CORPORATE PARTNERSHIPS  
FISCAL YEAR 2014

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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 26 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 covers the period 1 July 2013 to 30 June 2014.

## OUR MISSION

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. As the [2014 Living Planet Report](#) demonstrates, the challenges that the global environment is facing today are too big, too interconnected and too urgent for any one organization to solve alone. Recognizing the scale and complexity of the challenges, we have chosen to engage in collaborative and collective action with businesses, investors, consumers, governments and other civil society organizations to drive positive change. This report presents an overview of the largest global partnerships that WWF has with individual companies, measured in financial terms.

## OUR WORK WITH THE CORPORATE SECTOR

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

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

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

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

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms to make ambitious commitments and to engage in public policy discussions, and supporting credible certification schemes (e.g. *Forest Stewardship Council (FSC)*, *Marine Stewardship Council (MSC)*, *Aquaculture Stewardship Council (ASC)*, *Roundtable on Sustainable Palm Oil (RSPO)*, *Roundtable on Responsible Soy (RTRS)*). WWF also publishes scorecards and reports on company or sector performance, mobilizes public pressure through high-profile campaigns on issues related to business activities (e.g. *Seize Your Power*, *Virunga*), as well as work in partnership with individual companies.

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

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

On climate change and energy management, the activities of our **Global Climate and Energy Initiative** with business focus on adopting emission reduction targets commensurate with climate science, encouraging a switch to 100 per cent renewable energy and on best practices in corporate climate leadership. Our overall objective is to catalyze business leadership to close the emissions gap and achieve a low-carbon and resilient economy with a well below 2°C 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 2014**

## 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 and have started to report 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:

Avon	HSBC	Nokia
Banco do Brasil	IKEA	Pandaförsäljningen AB
Bank of America	KLM – Royal Dutch Airlines	Rabobank Group
Canon Europe	Loblaw Companies Limited	Skandia
Coop Group	Marks & Spencer	Sky
EDEKA	Mars Petcare	Sodexo
Eneco	MBNA Limited	Telcel
Google	Migros-Genossenschafts-Bund	The Coca-Cola Company
H&M	Mondi Group	

### **AVON** Healthy forests, beautiful world

Recognizing its potential to generate positive outcomes in some of the world’s most valuable and threatened forests, Avon, the world’s largest direct seller of beauty, fashion and home products, is committed to ending deforestation. Avon works with WWF in two key areas. As a participant of the Global Forest & Trade Network, Avon helps drive responsible forest management in the pulp and paper supply chain and has committed to purchasing 100 per cent certified or recycled paper by 2020. Avon also actively supports WWF’s reforestation efforts in Indonesia through the Healthy Forests, Beautiful World cause marketing campaign. With the help of its independent sales representatives, Avon has donated almost US\$3 million to protect the homes of orangutans, tigers and many other species in Borneo and Sumatra.

**CORPORATE ID CARD**

Industry  
**Health and personal care (incl. cosmetics)**

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

Conservation focus of partnership  
**Commodities (palm oil)**  
**Forest**  
**Species**

FY2013 budget range (EUR)  
**500,000 - 1,000,000**

Lead office(s)  
**WWF-US**  
**WWF International**

For more information, click [HERE](#)

## BANCO DO BRASIL **Água Brasil Programme**

Since 2010, WWF-Brazil and Banco do Brasil have cooperated on the Água Brasil Programme, under a larger partnership including the National Water Agency and the Banco do Brasil Foundation. Together, they promote environmental awareness around water resource management and conservation in Brazil, have developed criteria for agricultural and waste best practices as well as improve the bank’s portfolio of financial products with a socio-environmental focus. Results include:

- Adopting better management practices by farmers in 7 river basins.
- Implementing “Actions for Ecological Footprint Reduction” in 5 cities through responsible consumption and development of a circular economy.
- Reviewing and improving the social and environmental criteria applied by Banco do Brasil in its finance and investment processes.
- Developing business models designed to prove the technical and financial viability of forest restoration of Legal Reserve and Permanent Preservation Areas.
- Including climate change issues in 19 areas of the Bank’s business plans.

CORPORATE ID CARD

Industry  
**Banking and finance**

Type of partnership  
**Sustainable business practices**  
**Philanthropic**

Conservation focus of partnership  
**Freshwater**

FY2013 budget range (EUR)  
**> 3,000,000**

Lead office(s)  
**WWF-Brazil**

For more information, click [HERE](#)

## BANK OF AMERICA **WWF affinity checking account and credit card programme**

Since 2009, Bank of America has offered a WWF BankAmericard Cash Rewards Visa credit card and checking account to support WWF’s global conservation efforts. For each new qualifying credit card and checking account opened and activated, Bank of America contributes to WWF. World Wildlife Fund 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 and activated through this offer. For every US\$100 in net retail purchase made with the card, Bank of America will also contribute US\$0.25 to WWF.

CORPORATE ID CARD

Industry  
**Banking and finance**

Type of partnership  
**Communications and awareness raising**

Conservation focus of partnership  
**General support**

FY2013 budget range (EUR)  
**1,000,000 - 3,000,000**

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

For more information, click [HERE](#)

## CANON EUROPE **Conservation imaging partner**

Canon Europe and WWF have worked together in Europe, Middle East and Africa since 1998, when Canon became WWF's first Conservation Partner. Canon's aims in working with WWF are to use imaging to highlight the state of the environment and climate change. 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. Canon Europe has sponsored the Global Photo Network as well as WWF's conservation work in the Arctic, including a number of scientific expeditions.

Industry	<b>Consumer Electronics</b>
Type of partnership	<b>Philanthropic</b>
Conservation focus of partnership	<b>General support Species</b>
FY2013 budget range (EUR)	<b>500,000 - 1,000,000</b>
Lead office(s)	<b>WWF International</b>
For more information, click <a href="#">HERE</a>	

## COOP GROUP **Strategic partnership**

WWF-Switzerland and Coop have collaborated since 2006 to improve the company's commodity supply chain policy. Today, Coop participates in WWF Switzerland's Seafood Group, WWF's Global Forest & Trade Network and WWF's Climate Savers programme. The partnership focuses on:

- Sustainable seafood, wild-caught and farmed fish by extending its range of MSC and organically farmed seafood products, by switching to more sustainable sources for not yet certified seafood and through engagement in Fisheries Improvement Projects.
- Responsible timber and pulp and paper policy through internal procurement guidelines, through increasing the proportion of FSC certified timber and paper sales and by supporting field projects to establish new FSC market links.
- 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).

Industry	<b>Retail</b>
Type of partnership	<b>Sustainable business practices Communications and awareness raising</b>
Conservation focus of partnership	<b>Biodiversity Climate Commodities (tuna, whitefish, shrimp, farmed seafood, palm oil, pulp and paper, timber, soy) Forest Marine</b>
FY2013 budget range (EUR)	<b>1,000,000 - 3,000,000</b>
Lead office(s)	<b>WWF-Switzerland</b>
For more information, click <a href="#">HERE</a>	



**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 & seafood, timber, paper and tissue paper, palm oil, soy, climate and freshwater. The work on climate also covers energy efficiency measures in EDEKA’s facilities including markets and logistic centers. Key goals include adding more sustainable products to the overall range and widening the organic and sustainable range to the EDEKA private label. 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.
- 2300 water risk analyses have been conducted for different commodities within their countries of origin.
- Launch of a pilot project for the more sustainable production of EDEKA’s private label bananas.

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**

FY2013 budget range (EUR)  
**> 3,000,000**

Lead office(s)  
**WWF-Germany**

For more information, click [HERE](#)

**ENECO Partners in sustainable energy and nature conservation**

WWF-Netherlands and Eneco Holding NV are working together on:

- One Planet thinking: developing a new scientific open-source methodology to allow companies to determine whether their sustainability targets fall within the Earth’s planetary or local boundaries.
- Participating in WWF’s Climate Savers Programme, setting targets to improve sustainable production across the value chain. The objectives are:
  - 50 per cent reduction in 2016 compared to the base year (FY2012) in CO2 emissions per kWh.
  - A reduction of 15 per cent in 2016 compared to the base year (FY2012) in CO2 emissions per kWh of electricity used by all Eneco customers.
- Promoting a higher ambition level for biomass. Eneco has showed best practice with regards to certification (FSC or equivalent) as well as innovative biomass projects.
- Stimulating and creating a comprehensive CO2 certificate market, whose revenues are linked to the preservation of natural forest.

CORPORATE ID CARD

Industry  
**Energy**

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

Conservation focus of partnership  
**Climate**  
**Commodities** (biofuels)  
**Forest**

FY2013 budget range (EUR)  
**500,000 - 1,000,000**

Lead office(s)  
**WWF-Netherlands**

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 antipoaching 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 CARD**

Industry  
**Internet-related services and products**

Type of partnership  
**Philanthropic**

Conservation focus of partnership  
**Species**

FY2013 budget range (EUR)  
**> 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. H&M's water strategy was developed in line with WWF's water stewardship steps. Supplier waste water is checked against quality levels defined by the Business for Social Sustainability (BSR) Water Group, while routines for data verification and water testing have also been improved.

Plans for engaging stakeholders in collective action have been developed in key river basins in China and Bangladesh, advocating sustainable water management to meet the demands of ecosystems, communities and businesses. H&M has rolled out mandatory water related e-learning modules, for all employees at H&M and key business functions are given in-depth training.

**CORPORATE CARD**

Industry  
**Clothing and apparel**

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

Conservation focus of partnership  
**Freshwater  
 Commodities (cotton)**

FY2013 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 (2007-11); and the HSBC Water Programme (2012-16). The partnership works with governments, companies and communities to help protect five priority places. The goal is to secure healthy-flowing rivers that support thriving ecosystems, lives and livelihoods. Achievements to the end of 2014 include:

- Conservation action for 457 km of river and 337,000 hectares of wetland.
- 145 small to medium businesses supported to tackle water risks.
- 31,400 people supported to reduce fishing or farming impacts on water, while potentially improving livelihoods.

The UN Watercourses Convention for transboundary rivers also came into force this year with 35 nation signatories. This major breakthrough followed eight years’ influencing work by WWF supported by HSBC. This global programme is complemented by several local partnerships.

**IKEA** **WWF and IKEA – transforming business for people and planet**

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. In 2014, 41 per cent of all wood IKEA used came from more sustainable sources.\* Since 2005, WWF and IKEA have been working together to support a shift to a more sustainable cotton market. In 2014, over 75 per cent of all cotton used in IKEA products came from more sustainable sources.\*\*

\* FSC certified or recycled wood

\*\* Better Cotton, Towards Better Cotton and US Cotton (E3)

**CORPORATE ID CARD**

Industry  
**Banking and finance**

Type of partnership  
**Philanthropic**

Conservation focus of partnership  
**Freshwater**

FY2013 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**

FY2013 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 partnership between WWF and KLM focuses on:

- Promoting the creation of a viable market for sustainable biofuels including formulating an integrated strategy for KLM on supply and demand as well as founding and funding SkyNRG. KLM has been committed to source biofuel certified by the Roundtable for Sustainable Biofuels and is considered leader in sustainable biofuels for aviation in the NRDC benchmark.
- Maintaining its ‘best in class’ position in the area of CO2 and fuel efficiency and further reducing it’s travel carbon footprint by -20 per cent by 2020 (compared to 2011).
- Jointly working on sustainable inflight catering, mostly around WWF promoted standards on fish, palm oil, soy and packaging.

In addition, KLM supports WWF conservation projects in the Coral Triangle, in Bonaire for the conservation of Sea Turtles and and the Living Amazon Initiative in Brazil.

## LOBLAW COMPANIES LIMITED

### Advancing oceans and water stewardship

Loblaw is helping to transform the seafood industry through its commitment to source all of its seafood from sustainable

sources. At the end of 2014, 93 per cent of their seafood products in core categories were procured from MSC or ASC certified sources, acceptable sources with conditions, or sources making meaningful progress toward sustainability. WWF worked with Loblaw to help set the standards for sustainable seafood, analyze the seafood products in their supply chains and raise public awareness through national campaigns. Additionally Loblaw is supporting the Loblaw Water Fund - a community-based conservation programme designed to help improve the health of freshwater ecosystems across Canada. Loblaw has also funded public WWF campaigns, such as the Great Canadian Shoreline Cleanup, that helped to connect more than one million Canadians to conservation-focused actions.

CORPORATE ID CARD

Industry  
**Airlines**

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

Conservation focus of partnership  
**Commodities (biofuels)  
Forest  
Marine**

FY2013 budget range (EUR)  
**500,000 - 1,000,000**

Lead office(s)  
**WWF-Netherlands**

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  
**Climate  
Marine  
Freshwater**

FY2013 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’s partnership with M&S began in 2007 and forms part of M&S’ Plan A 2020, the company’s sustainable business programme. WWF is working on a number of technical environmental projects along the M&S supply chain. Key elements of the partnership include:

- Supporting M&S to procure 84 per cent of its fish from sources where sustainable practices are in place, or participating in a fisheries improvement project, and the remaining 16 per cent working towards more sustainable practices.
- Significant funding for WWF’s marine conservation programmes through the M&S ‘Forever Fish’ campaign.
- Mapping and building resilience to water risk across M&S’ food supply chain.
- Implementing the final phase of a sustainable cotton project in India.
- Contributing to a three-year conservation project managing human elephant conflict in India.
- Joint advocacy on issues such as marine and forest protection and climate change.
- Supporting wider sustainability initiatives such as the Better Cotton Initiative and GFTN.

## 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. WWF-US also participates with Mars, Inc. on an independent advisory board focused on the social and environmental impacts of Mars products.

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 and the inclusion of TAI in the Mars Ambassador Programme.

CORPORATE ID CARD

Industry  
**Retail**

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

Conservation focus of partnership  
**Climate  
Commodities (cotton, timber)  
Forest  
Freshwater  
Marine  
Species**

FY2013 budget range (EUR)  
**500,000 - 1,000,000**

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

For more information, click [HERE](#)

CORPORATE ID CARD

Industry  
**Food**

Type of partnership  
**Communications and awareness raising**

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

FY2013 budget range (EUR)  
**1,000,000 - 3,000,000**

Lead office(s)  
**WWF-Germany  
WWF-UK  
WWF-US  
WWF International**

For more information, click [HERE](#)

## MBNA LIMITED

### WWF credit card programme

The MBNA WWF credit card has raised over £13 million of unrestricted funds for conservation projects around the world since the partnership began. 2015 marks the 20th anniversary of the partnership, which was renewed for a further 5 years in September 2014.

CORPORATE ID CARD

Industry

**Banking and finance**

Type of partnership

**Communications and awareness raising**

Conservation focus of partnership

**General support**

FY2013 budget range (EUR)

**500,000 - 1,000,000**

Lead office(s)

**WWF-UK**

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 is a member of the WWF

Seafood Group, the Global Forest and Trade Network (Switzerland), WWF Climate Savers and one of the founding members of the Roundtable on Sustainable Palm Oil. Migros is also 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).
- Procuring its entire wood and paper products (100 per cent) from sustainable sources (FSC or recycling).
- 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**

FY2013 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.

**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**

FY2013 budget range (EUR)  
**500,000 - 1,000,000**

Lead office(s)  
**WWF International**

For more information, click [HERE](#)

**NOKIA** **Working together to raise environmental awareness**

WWF and Nokia had a global partnership during 2003-2014. The cooperation initially started with raising environmental awareness of Nokia employees and evolved over the years to diverse areas including jointly developed projects for using mobile technology in conservation work, as well as publishing WWF branded mobile content to raise environmental awareness to the consumer. WWF has supported Nokia in their water strategy implementation and relevant stakeholder engagement, especially those located in identified high water risk areas. Nokia has supported WWF’s Living Himalayas Initiative, where the focus was on activities related to securing the natural freshwater systems of the Eastern Himalayas.

**CORPORATE CARD**

Industry  
**Consumer electronics**  
**IT service providers**

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

Conservation focus of partnership  
**Freshwater**  
**Biodiversity**

FY2013 budget range (EUR)  
**500,000 - 1,000,000**

Lead office(s)  
**WWF-Finland**  
**WWF International**

For more information, click [HERE](#)

## PANDAFÖR- SÄLJNINGEN AB

### Helping youth save endangered species

WWF has collaborated 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 species. During 2014 the focus has been on saving the polar bear.

CORPORATE ID CARD

Industry

**Retail**

Type of partnership

**Communications and awareness raising**

Conservation focus of partnership

**Species**

FY2013 budget range (EUR)

**500,000 - 1,000,000**

Lead office(s)

**WWF-Sweden**

For more information, click [HERE](#)

## RABOBANK GROUP

### Working together on sustainable food supply chains

The partners are developing business cases that demonstrate that sustainable production in food and agri-commodity chains, biodiversity conservation and attractive financial results can go hand in hand. The business cases are based on five projects of WWF, Rabobank and their clients:

- Improving the operations of farmed salmon producers in Chile in order to have a healthy ecosystem for blue whales and Chilean dolphins.
- Developing financial mechanisms for palm oil smallholders in Indonesia related to the protection of orangutan.
- Developing a water and carbon efficiency tool for the sugarcane industry to improve the ground water depletion that threatens Indian tiger corridors.
- Researching if integrated crop rotation for farmers is financial and environmental profitable in Brazil as a means to decrease deforestation in the Amazon.
- Protecting and enhancing biodiversity on dairy farms in the Netherlands, by developing an incentive system and business case with dairy cooperative FrieslandCampina.

CORPORATE ID CARD

Industry

**Banking and finance**

Type of partnership

**Sustainable business practices  
Communications and awareness raising**

Conservation focus of partnership

**Commodities (farmed seafood, palm oil)**

FY2013 budget range (EUR)

**500,000 - 1,000,000**

Lead office(s)

**WWF-Netherlands**

For more information, click [HERE](#)



## **SKANDIA** Skandia Världsnaturfonden: 25 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 1987, 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 and finance**

Type of partnership  
**Philanthropic**

Conservation focus of partnership  
**General support**

FY2013 budget range (EUR)  
**500,000 - 1,000,000**

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

For more information, click [HERE](#)

## **SKY** Sky Rainforest Rescue

Together with the Acre government, WWF and Sky are helping to protect one billion trees in Acre, Brazil. Some key results of the partnership so far include:

- Raising over £9m in the UK and ROI.
- Increasing awareness of deforestation issues by reaching 7.3m people in the UK.
- Supporting the Acre Government’s land certification scheme. 1,500 families have signed up to this and are now managing their land more sustainably.
- Helping to fund 60 rubber tapping units that allow local rubber tappers to produce a better quality product.
- Commissioning seven Amazon programmes, which have been watched by 1.7m people
- 1m people experiencing the wonders of the Amazon at the Wild Rubber exhibit at the Eden Project and the six Forestry Commission ‘Discovery Trails’.
- Connecting with over 5m people through social media campaigns.

CORPORATE ID CARD

Industry  
**Media, communications and entertainment**

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

Conservation focus of partnership  
**Forest**

FY2013 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 business on the environment.

The key areas of collaboration are sustainable supply chain, reduction of greenhouse gas emissions, food waste, and water stewardship. 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, palm oil, pulp and paper, soy, tuna, whitefish)

FY2013 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**

The WWF-Mexico and Telcel partnership focuses on the conservation of marine species in the Gulf of California; the Monarch Butterfly Reserve, as well as public awareness raising in Mexico around the conservation of sharks, whales, marine turtles, jaguars and monarch butterflies. Achievements include:

- Reducing illegal logging in the Monarch Reserve and annual monitoring of butterfly colonies;
- Significant increase of scientific data regarding feeding corridors;
- The participation of 500 fishermen and scientists participating in marine species conservation actions;
- Screening of movie clips in over 4,000 national movie theaters to raise awareness on the conservation of priority species;
- Over 200 schools participating in environmental activities.

Activities for the next three years include:  
(i) conservation, research and communications on whales, sharks and sea turtles in the Gulf of California;  
(ii) conservation of the Monarch Butterfly Reserve;  
(iii) broadening communications to promote the conservation of priority species.

CORPORATE ID CARD

Industry  
**Telecommunications**

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

Conservation focus of partnership  
**Biodiversity**  
**Forest**  
**Marine**  
**Species**

FY2013 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. To date, the work has led to major conservation gains, including helping to improve the ecological health of seven of the world's most important freshwater basins, improved water efficiency for 11 consecutive years systemwide, reduced emissions in developing countries by 11 per cent, and promoting more sustainable agricultural practices in the company's supply chain.

Building on the partnership's progress, the collaboration was renewed through to 2020 and focuses on improving the ecological health and resilience of 11 key freshwater basins, improving environmental performance across the company's value chain, integrating the value of nature into public and private decision making, and convening influential partners to solve global environmental challenges. The partners also collaborate on an awareness and fundraising cause marketing campaign, Arctic Home, in North America and Europe.

CORPORATE IN CARO

Industry

**Beverages**

Type of partnership

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

Conservation focus of partnership

**Freshwater  
Climate  
Commodities (sugar cane)**

FY2013 budget range (EUR)

**> 3,000,000**

Lead office(s)

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



# THE WWF NETWORK\*

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## WWF Offices

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

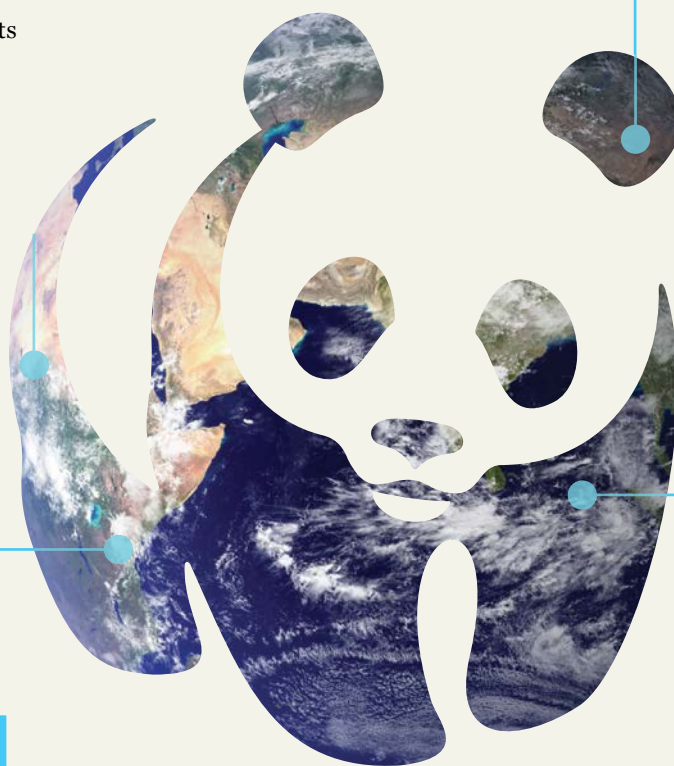
# WWF in numbers

**+100**

WWF is in over 100 countries, on 6 continents

**1961**

WWF was founded in 1961



**+5M**

WWF has over 5 million supporters

**+16M**

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



**Why we are here**

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

[panda.org](http://panda.org)