

**WWF INTERNATIONAL**

# **CORPORATE PARTNERSHIPS REPORT**

**FISCAL YEAR 2017**

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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

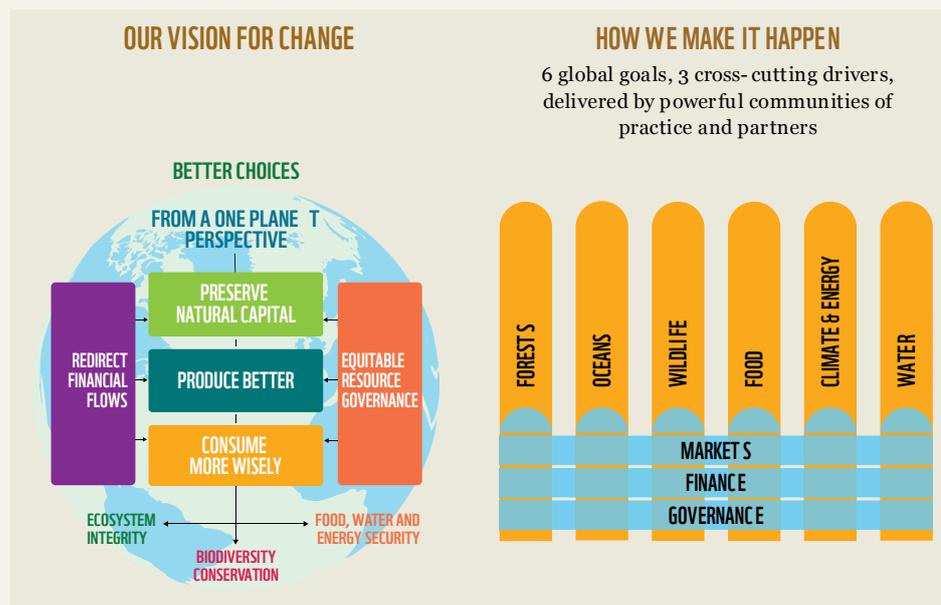
The aim of this report is to give an overview of the corporate partnerships that WWF International has managed in FY2017 (July 2016 – June 2017) either in collaboration with other National Offices or has sole responsibility for. A separate WWF Global Partnerships report is published outlining the largest partnerships that WWF holds with individual companies network wide. Further details can be found at: [www.panda.org/business](http://www.panda.org/business).

## TAKING BOLD COLLECTIVE ACTION

The time to act is now. We have put 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 – 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 and 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 business, 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 such as the [UN Global Compact](#), [Science Based Targets](#), the [Consumer Goods Forum](#) to make ambitious commitments and to engage in public policy discussions at global and local level, and supporting credible certification schemes e.g. [Forest Stewardship Council \(FSC\)](#), [Marine Stewardship Council \(MSC\)](#), [Aquaculture Stewardship Council \(ASC\)](#), [Roundtable on Sustainable Palm Oil \(RSPO\)](#), [Roundtable on Responsible Soy \(RTRS\)](#). We also publish scorecards and reports on company or sector performance (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.

## 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 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.

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.

## 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 business 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.

The aim of this report is to give an overview of the partnerships that WWF-International has with individual companies. Funds obtained through corporate partnerships 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.

WWF-International is solely, or jointly with other WWF national offices, responsible for the (contractual) agreement(s) with the companies concerned. The activities of the engagements in many cases take place in other countries or regions.

## WWF INTERNATIONAL'S LARGEST CORPORATE PARTNERSHIPS

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The following list is all corporate partnerships that WWF International had in fiscal year 2017 with an annual budget of more than EUR25, 000.

Aeria Games

Bolton Alimentari

DU Group

Frasers Hospitality

Fromageries Bel

Groth AG

H&M

HSBC

Humble Bundle

IKEA

International Bon Ton Toy B.V

KIK

Mars Petcare

Merchant Ambassador

Mondi Group

Royal Caribbean Cruises

Sands China Ltd

The Coca-Cola Company

Tiger Beer

Tommy Hilfiger

Toyota

## AERIA GAMES

### Supporting conservation one gamer at a time

Aeria Games ran a short incentivized gamer acquisition campaign in 2017 which encouraged new gamers to download for free and play their new game ZooZap. For every new gamer that downloaded and played the game, Aeria made a donation to WWF. The promotion ran across 4 countries and raised \$50,000 to support WWF's conservation work.

CORPORATE IN CARD

Industry

**Toys & Games**

Type of partnership

**Communications and awareness raising**

Conservation focus of partnership

**General support**

FY2017 budget range (EUR)

**25,000 - 100,000**

## BOLTON ALIMENTARI

### Working together for sustainable fisheries and healthy oceans

In June 2016, WWF and Bolton Alimentari (with its brands Rio Mare, Saupiquet and Palmera) launched a four-year transformational partnership to help safeguard our oceans and marine life. The partnership between WWF and the European leader in canned tuna production involves multiple countries with a focus on investing in improving the sustainability of Bolton Alimentari's seafood supply and increasing transparency and traceability for consumers. The partnership provides a huge opportunity to influence the way seafood businesses operate and to generate positive change among global suppliers. The long-term goal of the partnership is to ensure a shift towards sustainable production reaching 100% of Bolton Alimentari sourcing from MSC-certified fisheries or robust Fishery Improvement Projects, and raising awareness amongst consumers about key seafood sustainability issues and how they can make a difference.

CORPORATE IN CARD

Industry

**Food (processing & products)**

Type of partnership

**Sustainable business practices**

**Communications and awareness raising**

Conservation focus of partnership

**Oceans**

FY2017 budget range (EUR)

**250,000 - 500,000**

For more information, click [HERE](#)

## DU GROUP

### Reducing carbon footprint with DU Battery Saver

DU Group, the world's largest android app developer with over 1.6 billion users worldwide, and WWF have been partners since 2013. Recognizing the common goal to reduce carbon footprint and increase energy savings, the partners have collaborated through DU's Battery Saver App to extend users' Android device's battery life by up to 50 per cent. With over 25 million users, it is estimated that this collective effort saved at least 27.8 million watt hours of electricity per day. Additionally, by offering WWF themed battery skins download and its various in-apps components, users are further introduced to the work of WWF. The partnership also extends to DU Group's on-going support for the Earth Hour campaign and their donation to WWF's conservation programmes. They have also pledged to continue to raise awareness of WWF's various projects in the future.

CORPORATE ID CARD

Industry

**Entertainment**

Type of partnership

**Communications and awareness raising**

Conservation focus of partnership

**General support**

FY2017 budget range (EUR)

**25,000 – 100,000**

## FRASERS HOSPITALITY

### Power to change climate change, one night at a time

Frasers Hospitality, the hospitality arm of Frasers

Centrepoint Limited, is a global hospitality operator with Gold-Standard serviced hotel residence and boutique lifestyle hotels across North Asia, Southeast Asia, Australia, Europe, and the Middle-East. Frasers Hospitality is the pioneer member of WWF's 'Just One' Hotels programme, bringing together group hotels and guests to help change climate change - one night at a time. Launched across Frasers' properties in Singapore and Australia in 2016, the initiative supports WWF climate projects in home countries and the growth of the Earth Hour movement, the world's largest grassroots movement for the environment.

As part of being a partner with WWF, Frasers Hospitality has committed to banning shark fin dishes across participating properties globally.

CORPORATE ID CARD

Industry

**Hotels & Recreational Services**

Type of partnership

**Communications and awareness raising**

Conservation focus of partnership

**Climate & Energy****Forests****Oceans**

FY2017 budget range (EUR)

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

## FROMAGERIES BEL **Towards more sustainable dairy production**

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

CORPORATE ID CARD

Industry  
**Food (processing & products)**

Type of partnership  
**Sustainable business practices**

Conservation focus of partnership  
**Food**  
**Forests**  
**Freshwater**

FY2017 budget range (EUR)  
**250,000 - 500,000**

For more information, click [HERE](#)

## GROTH AG **Collecting stamps for conservation**

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

CORPORATE ID CARD

Industry  
**Giftware**

Type of partnership  
**Communications and awareness raising**

Conservation focus of partnership  
**Forests**  
**Wildlife**

FY2017 budget range (EUR)  
**25,000 - 100,000**

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

WWF and H&M first entered a partnership on water stewardship in 2011. Together, the partners worked towards improving H&M’s water management performance and mitigating water risks. Since 2014, the main focus of the water strategy is on collective action at a global level and in areas of high water risks, to meet the demands of ecosystems, communities and business. The projects are benchmarked against the Business for Social Responsibility (BSR) standard and reported in the Carbon Disclosure Project water programme.

Since 2016, the partnership also focuses on climate action. WWF has supported H&M in developing a new climate strategy, including setting long and short term climate targets, which H&M announced in 2017. WWF and H&M also run strategic dialogues on key issues in the fashion industry with the aim of bringing sustainable and science-based solutions to H&M and the broader industry. In 2016, WWF and H&M also joined forces in a global clothing collection to raise funds for WWF’s species work and to inspire H&M customers to care for the planet.

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

HSBC has invested in WWF’s freshwater conservation work for over a decade through ambitious international partnerships: Investing in Nature (2002-06); the HSBC Climate Partnership (2007-11); and now the HSBC Water Programme (2012-19). 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 met within the first five years of the project include:

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

This global programme is complemented by six local partnerships under the HSBC Volunteering Fund.

CORPORATE ID CARD

Industry  
**Clothing & Apparel**

Type of partnership  
**Sustainable business practices**

Conservation focus of partnership  
**Freshwater**  
**Climate & Energy**

FY2017 budget range (EUR)  
**1,000,000- 3,000,000**

For more information, click [HERE](#)

CORPORATE ID CARD

Industry  
**Banking and Finance**

Type of partnership  
**Philanthropic**

Conservation focus of partnership  
**Freshwater**

FY2017 budget range (EUR)  
**1,000,000 - 3,000,000**

For more information, click [HERE](#)

## HUMBLE BUNDLE

Humble Bundle sells digital content through its pay-what-you-want bundle promotions and the Humble Store.

When purchasing a bundle, customers choose how much they want to pay and decide where their money goes - between the content creators, charity, and Humble Bundle. WWF has been a charity partner with Humble Bundle since 2015, and has received over €100,000 since that time from customers looking to support WWF's conservation mission.

CORPORATE ID CARD

Industry

**IT Software & Hardware (including video games)**

Type of partnership

**Communications and awareness raising**

Conservation focus of partnership

**General support**

FY2017 budget range (EUR)

**100,000 - 250,000**

## 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 ID CARD

Industry

**Retail  
Household Goods and Textiles**

Type of partnership

**Sustainable business practices**

Conservation focus of partnership

**Forests  
Freshwater**

FY2017 budget range (EUR)

**> 3,000,000**

For more information, click [HERE](#)

## INTERNATIONAL BON TON TOYS B.V

### WWF plush toy collection

International Bon  
Ton Toys is WWF

International's partner for life-like plush toys since 2000. The collection contains a wide variety of species from different habitats and introduces children to the animal world. The plush animals are unique because of their realistic design and high quality. They are manufactured in accordance with socially responsible standards and the highest environmental standards for manufacturing of the product including its packaging and sales materials. Through IBTT's network of distribution and retail partners, the WWF plush toys are sold in toy stores, gift stores, department stores, and other leading retailers in over 60 countries around the world.

CORPORATE ID CARD

Industry

**Toys and Games**

Type of partnership

**Communications and awareness raising**

Conservation focus of partnership

**Wildlife**

**Forests**

FY2017 budget range (EUR)

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

## KIK

### Instant messaging for our planet

Kik is a fast-growing instant messaging app with more than 275 million registered users worldwide and is one of the pioneers of chat bots. Following the creation of a branded account, <http://kik.me/wwf>, Kik featured WWF for free. Kik users can chat with WWF asking general questions or choosing suggested topics like news, pictures, or playing the monthly quiz. The company through its promotions on the platform, helped WWF quickly grow its supporter base to almost 400,000 users.

CORPORATE ID CARD

Industry

**Media, Communications and Entertainment**

Type of partnership

**Communications and awareness raising**

Conservation focus of partnership

**General support**

FY2017 budget range (EUR)

**25,000 - 100,000**

For more information click [HERE](#)

## MARS PETCARE

### Working together to help tigers thrive

The partnership between WWF and Mars is built on the foundation of Mars' sustainability commitments, demonstrated by a series of public environmental goals and targets. Mars is 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 2022. The partnership focuses on daily on-the-ground protection of tigers and ensuring safe tiger landscapes.

CORPORATE ID CARD

Industry

**Food (processing and products)**

Type of partnership

**Communications and awareness raising**

Conservation focus of partnership

**Wildlife**

FY2017 budget range (EUR)

**500,000 – 1,000,000**

For more information, click [HERE](#)

## MERCHANT AMBASSADOR

### WWF educational games and puzzles

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

CORPORATE ID CARD

Industry

**Toys and Games**

Type of partnership

**Communications and awareness raising**

Conservation focus of partnership

**Forests**

**Wildlife**

FY2017 budget range (EUR)

**25,000 - 100,000**

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

In 2014, following many years of collaboration, Mondi Group and WWF International launched a global strategic partnership to promote responsible forestry and a sustainable pulp and packaging sector. In 2017, this global partnership was extended by another three years.

During the first phase, our work together helped improve water stewardship in South Africa, protect vast intact forest landscapes in Russia, and promote sustainable forest management through credible certification in Bulgaria. During this time, Mondi also continued to reduce its own greenhouse-gas emissions and water footprint. Phase II of our partnership will continue to focus on the following work streams:

- 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

**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  
**Packaging, Pulp and Paper Products**

Type of partnership  
**Sustainable business practices**

Conservation focus of partnership  
**Forests**  
**Freshwater**  
**Climate & Energy**

FY2017 budget range (EUR)  
**500,000 -1,000,000**

For more information, click [HERE](#)

- 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  
**Hotels & Recreational Services**

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

Conservation focus of partnership  
**Oceans**  
**Climate & Energy**  
**Food**

FY2017 budget range (EUR)  
**500,000 - 1,000,000**

For more information, click [HERE](#)

## SANDS CHINA LTD.

### Power to change climate change, one night at a time

Sands China Ltd, the largest operator of integrated resorts in Macau, partners with WWF for climate action through WWF’s ‘Just One’ Hotels Programme. As part of Sands China’s ongoing commitment to sustainability, hotel guests have the opportunity to take part in climate action and contribute through WWF by adding USD 1 to their bill for every night spent at The Venetian Macau or The Parisian Macau. The collected funds from the 6,000 guest rooms will then go toward supporting WWF-International and WWF-China. The Venetian Macau and The Parisian Macau are the first hotels in Macau and Hong Kong to partner with WWF through ‘Just One.’

As part of being a partner with WWF, Sands China has committed to banning shark fin dishes across participating properties in Macau.

CORPORATE ID CARD

Industry  
**Hotels & Recreational Services**

Type of partnership  
**Communications and awareness raising**

Conservation focus of partnership  
**Climate & Energy**  
**Forests**  
**Food**

FY2017 budget range (EUR)  
**25,000 - 100,000**

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

CORPORATE ID CARD

Industry  
**Beverages**

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

Conservation focus of partnership  
**Freshwater**  
**Climate & Energy**  
**Food**

FY2017 budget range (EUR)  
**1,000,000-3,000,000**

For more information, click [HERE](#)

## **TIGER BEER**    **Raising awareness for tiger conservation**

With as few as 3,890 tigers left in the wild, Tiger Beer has committed to a six-year partnership with WWF to support the drive towards Tx2 - the global initiative to double the world's population of wild tigers by 2022. As a start, Tiger Beer donated USD 1 million in 2017 towards WWF's tiger conservation work and the global Tx2 programme. Beyond funding, WWF and Tiger Beer also launched the 3890Tigers campaign with the aim of leveraging the power of art and creativity to raise mass awareness on the endangered status of wild tigers and one of the biggest threats to their conservation - illegal tiger trade. Tiger Beer is part of HEINEKEN'S brand portfolio and WWF established a good relationship with the company as far back as 2012. WWF has been instrumental in advising HEINEKEN on its sustainability strategy and commitments, particularly on water, sustainable agriculture and climate & energy.

CORPORATE ID CARD

Industry  
**Beverages**

Type of partnership  
**Communications and awareness raising**

Conservation focus of partnership  
**Wildlife**

FY2017 budget range (EUR)  
**500,000 - 1,000,000**

For more information, click [HERE](#)

## **TOMMY HILFIGER**    **Towards water stewardship in fashion**

WWF and Tommy Hilfiger, which is wholly owned by PVH Corp., are collaborating on a holistic programme of water stewardship activities, supporting Tommy Hilfiger's own strategic response to water risk as well as implementing collective action projects in key river basins. WWF has provided strategic support to Tommy Hilfiger in mapping supply chain water risks and setting their internal actions and supplier standards. Tommy Hilfiger is also supporting WWF in implementing collective action on water in the Mekong and Yangtze basins – supporting an industry risk assessment and engagement process in the Mekong and working with other brands on a joint programme in China to ensure uptake of textile sector water best practices and better water governance. The two organizations will continue to collaborate in driving the textile sector towards best practice on water stewardship and ensuring good water governance in key garment producing regions

CORPORATE ID CARD

Industry  
**Clothing and Apparel**

Type of partnership  
**Sustainable business practices**

Conservation focus of partnership  
**Freshwater**

FY2017 budget range (EUR)  
**100,000 – 250,000**

**TOYOTA**      **Promoting biodiversity in Asian tropical forests**

Toyota Motor Corporation and WWF launched a global partnership in 2016, a first in the automotive industry, to promote biodiversity conservation in Asian tropical forests and accelerate the move towards a “zero carbon” society.

In this partnership, Toyota supports the “Living Asian Forest Project,” a new series of existing and planned WWF activities to conserve tropical forests and wildlife in Southeast Asia, in places such as Borneo (Kalimantan), Sumatra in Indonesia and the Greater Mekong region.

The partnership will also focus on increasing the sustainability of natural resources such as wood, paper and pulp, palm oil and natural rubber. Further, Toyota and WWF will also work together to realize a zero carbon society, and Toyota has joined the Science-Based Targets Initiative.

CORPORATE ID CARD

Industry

**Automotive**

Type of partnership

**Sustainable business practices**

**Communications and awareness raising**

**Philanthropic**

Conservation focus of partnership

**Biodiversity**

**Climate**

**Forests**

FY2017 budget range (EUR)

**1,000,000 - 3,000,000**

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

## OTHER WWF INTERNATIONAL CORPORATE PARTNERSHIPS

The following list contains all corporate partnerships that WWF International had in fiscal year 2017 with an annual budget under EUR 25,000 or on a pro bono basis.

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

Africa Plantations for Sustainable Development Ghana Ltd <sup>2</sup>

APTN

Boost Collectibles AG

The Boston Consulting Group

Carlsberg

Clementoni Spa

CMPC

Disney Nature <sup>4</sup>

Fibria Celulose <sup>2</sup>

FISA - The World Rowing Federation

Forestal Arauco <sup>2</sup>

Kimberly-Clark Corporation <sup>2</sup>

Manotel

Masisa <sup>2</sup>

Mindshare UK <sup>4</sup>

New Forest Company <sup>2</sup>

Ogilvy & Mather Advertising UK <sup>4</sup>

Portucel Soporcel <sup>2</sup>

Stora Enso <sup>2</sup>

Suzano Group (Suzano Papel e Celulose) <sup>2</sup>

UPM - Kymmene Group <sup>2</sup>

Veracel <sup>2</sup>

<sup>x</sup> Footnote descriptions can be found on the next page

## WWF INITIATIVES MENTIONED IN THIS REPORT

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### 1 The Climate Savers Programme

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

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

### 2 The New Generation Plantations

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

### 3 The Global Forest and Trade Network

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

### 4 Media/ Communications

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

### 5 Earth Hour

Earth Hour is WWF’s global environmental movement. Born in Sydney in 2007, Earth Hour has grown to become the world’s largest grassroots movement for the environment, inspiring individuals, communities, businesses and organizations in over 7,000 cities and nearly 180 countries and territories to take tangible climate action. Over the past 10 years, WWF teams have used Earth Hour to drive people-powered environmental efforts and in 2016, the movement powered over two million individual actions for the planet across a few conservation themes including water, forests, sustainable consumerism, renewable energy, waste management and sustainable food and agriculture.

# THE WWF NETWORK

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## 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	<b>WWF Associates*</b>
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 October 2017
French Guyana	Peru	
Gabon	Philippines	
Georgia	Poland	
Germany	Romania	
Greece	Russia	
Guatemala	Singapore	
Guyana	Solomon Islands	
Honduras	South Africa	

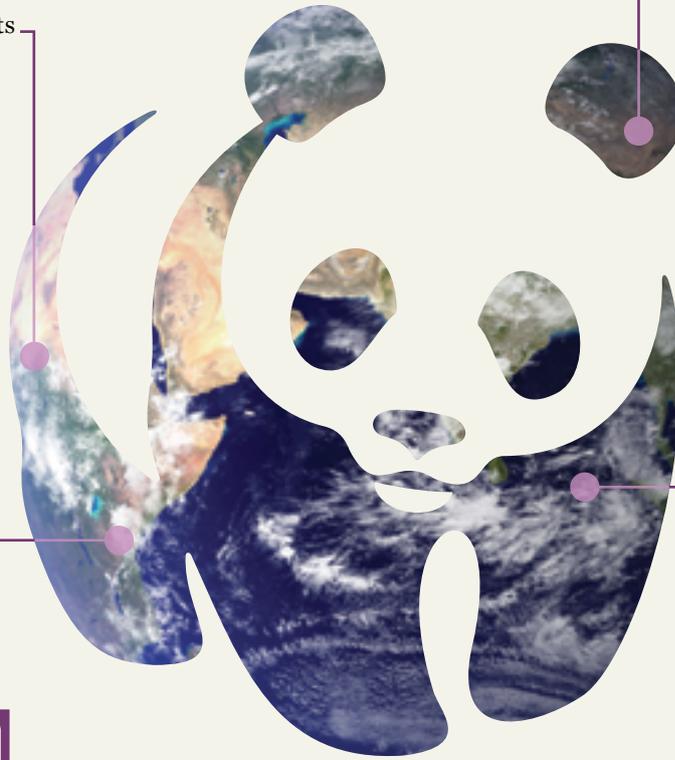
# WWF in numbers

## +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](http://panda.org)