



WWF

REPORT

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WWF GLOBAL PARTNERSHIPS REPORT

OVERVIEW OF WWF'S LARGEST CORPORATE
PARTNERSHIPS
FISCAL YEAR 2018

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 39 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 2017 to 30 June 2018 (FY2018).

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 **2018 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.

For further information on specific partnerships, please contact the WWF office leading the engagement.

For information on international partnerships or on WWF's corporate engagement in general, please contact
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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.

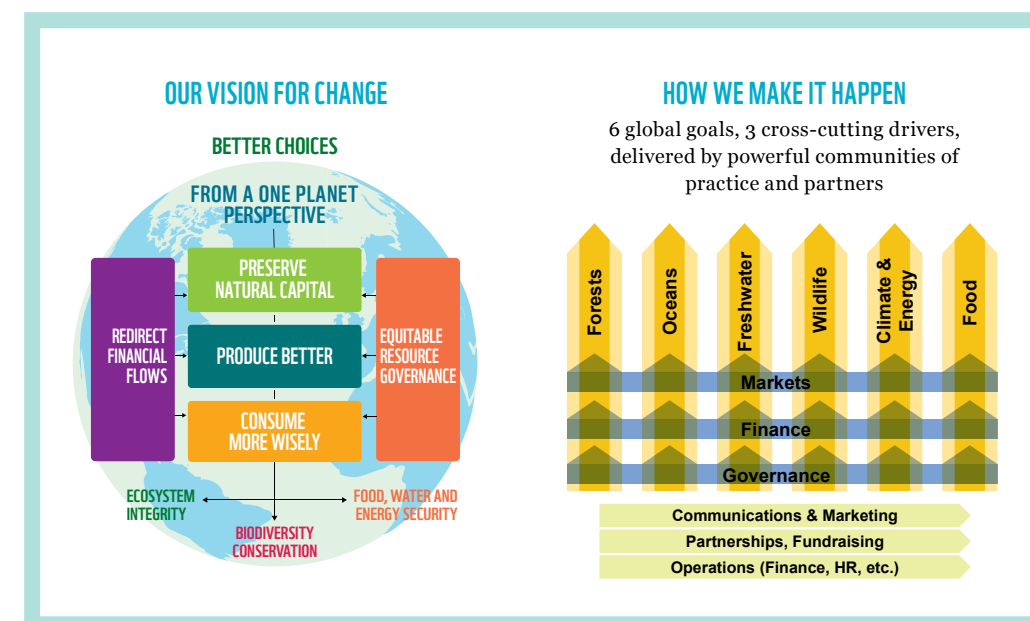
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More specifically, our work with the corporate sector aspires to do this by:

- 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 largest partnerships that the WWF network 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 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.

INFORMATION ON WWF’S LARGEST CORPORATE PARTNERSHIPS

The largest partnerships that WWF has with individual companies globally for FY 2018 are the following:

Apple Inc.
AB InBev
Banco do Brasil
Bank of America
Cisco Systems, Inc.
Coop
Discovery Communications, LLC
Domtar Corporation
Edeka
Google
H&M Group
Hilton Worldwide
HSBC
IKEA
International Paper Company
Kimberly-Clark
Lichtblick
Loblaw Companies Limited
Lyft, Inc.
Mars Petcare
MBNA
McDonald’s
Michelin Group
Migros-Genossenschafts-Bund
Mondi Group
Netto Marken-Discount
PVH Corporation
Royal Caribbean Cruises Ltd.
SEB
Skandia
Sky
Sodexo
Target Corporation
Telmex-Telcel
The Coca-Cola Company
Tiger Beer
Toyota Motor Corporation
Volvo
VTB

APPLE INC.

Industry
Technology

Type of partnership
Philanthropic

**Conservation focus
of partnership**
Forests

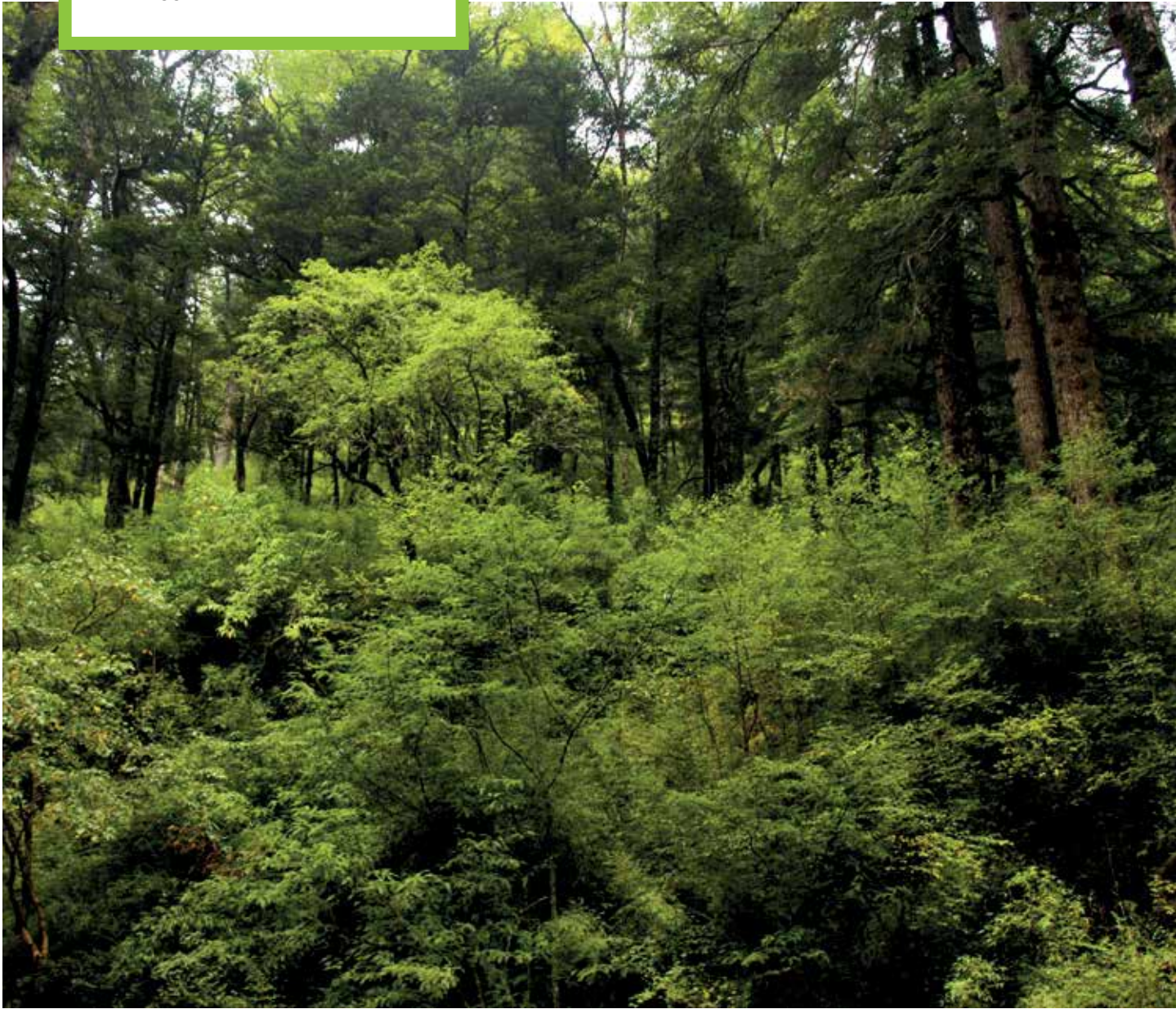
FY 2018 budget range (EUR)
500,000 – 1,000,000

Lead office(s)
WWF-US

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.



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AB InBev

Industry
Beverages

Type of partnership
Sustainable Business Practices

**Conservation focus
of partnership**
Freshwater

FY 2018 budget range (EUR)
500,000 – 1,000,000

Lead office(s)
WWF-UK



Driving water stewardship in high risk watersheds

AB InBev is the world’s largest brewing company, and is committed to making the world a better place by combining its scale, resources and energy with the needs of communities. In 2017, they acquired SAB miller, with whom WWF-UK has a long-standing partnership focused on water stewardship in high risk watersheds. The current partnership is delivering in five high-risk water stressed catchments in Bolivia, Zambia, Uganda, South Africa and Mozambique in order catalyse key decision makers to recognise the value of water and put in place policy and regulation to enable solutions. We are also mobilising investment for sustainable landscape management and implementing solutions that ensure the natural resources in ABInBev’s sourcing production locations, which are a priority for WWF from a conservation perspective, are managed sustainably and equitably. Together we are contributing to thought leadership to reach the goals of SDG6.

BANK OF AMERICA

Industry
Banking and finance

Type of partnership
Communications and awareness raising

Conservation focus of partnership
General support

FY 2018 budget range (EUR)
1,000,000 – 3,000,000

Lead office(s)
WWF-US

For more information, click [HERE](#)

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.

BANCO DO BRASIL

Industry
Banking and finance

Type of partnership
Sustainable business practices

Conservation focus of partnership
General support

FY 2018 budget range (EUR)
500,000 – 1,000,000

Lead office(s)
WWF-Brazil

For more information, click [HERE](#)

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 Goals.

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.



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CISCO
SYSTEMS, INC.

Industry
Technology

Type of partnership
Philanthropic

**Conservation focus
of partnership**
Species

FY 2018 budget range (EUR)
500,000 – 1,000,00

Lead office(s)
WWF-US

Leveraging Tech for Wildlife

WWF and Cisco are working together to deploy cutting edge technology in priority wildlife conservation areas across Africa and Asia. This technology will empower those responsible to effectively diminish the threat of poaching while mitigating human-wildlife conflict. The successful implementation of this collaboration will lead to better protected area management in Africa, Asia, and beyond, and will help create and demonstrate technological solutions that deter poaching and reduce human-wildlife conflict.

COOP

Industry
Retail

Type of partnership
Sustainable business practices
Communications and awareness raising

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

FY 2018 budget range (EUR)
1,000,000 – 3,000,000

Lead office(s)
WWF-Switzerland

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

Transformative 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).



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DISCOVERY COMMUNICATIONS, LLC

Industry
Entertainment

Type of partnership
Communications and awareness raising
Philanthropy

Conservation focus of partnership
Wildlife

FY 2018 budget range (EUR)
500,000 – 1,000,000

Lead office(s)
WWF-US

Supporting Tigers

Discovery helps WWF protect tigers through philanthropic support and efforts to engage consumers to raise funds and awareness for tiger conservation. Discovery has committed to supporting WWF's efforts for six years in a key Tx2 (tigers times two) site that spans nearly a million acres in India and Bhutan. Discovery's support will enable WWF to focus on a transboundary global priority tiger landscape that is a key area for tiger conservation. Improving connectivity across political boundaries is critical for wildlife conservation.



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DOMTAR CORPORATION

Industry
Consumer goods

Type of partnership
Sustainable Business
Communications and awareness raising
Philanthropy

Conservation focus of partnership
Forests

FY 2018 budget range (EUR)
1,000,000 – 3,000,000

Lead office(s)
WWF-US

Promoting responsible forestry and trade

WWF works with Domtar to promote responsible forestry and trade as a means to advance forest conservation. Domtar is a participant in WWF's Global Forest & Trade Network – North America (GFTNNA) and made a commitment to eliminate any unknown or controversial sources of fiber in its supply chain and progressively increase the amount of certified fiber sourced over time. Domtar also supports WWF with an annual contribution from the sale of its FSC-certified EarthChoice® products.

EDEKA

Industry

Retail

Type of partnership

Sustainable business practices
Communications and awareness raising

Conservation focus of partnership

Food
Climate & Energy
Forests
Freshwater
Oceans

FY 2018 budget range (EUR)

> 3,000,000

Lead office(s)

WWF-Germany

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, packaging and procurement management of critical agricultural raw materials. The work on climate also covers energy efficiency measures in EDEKA’s facilities.

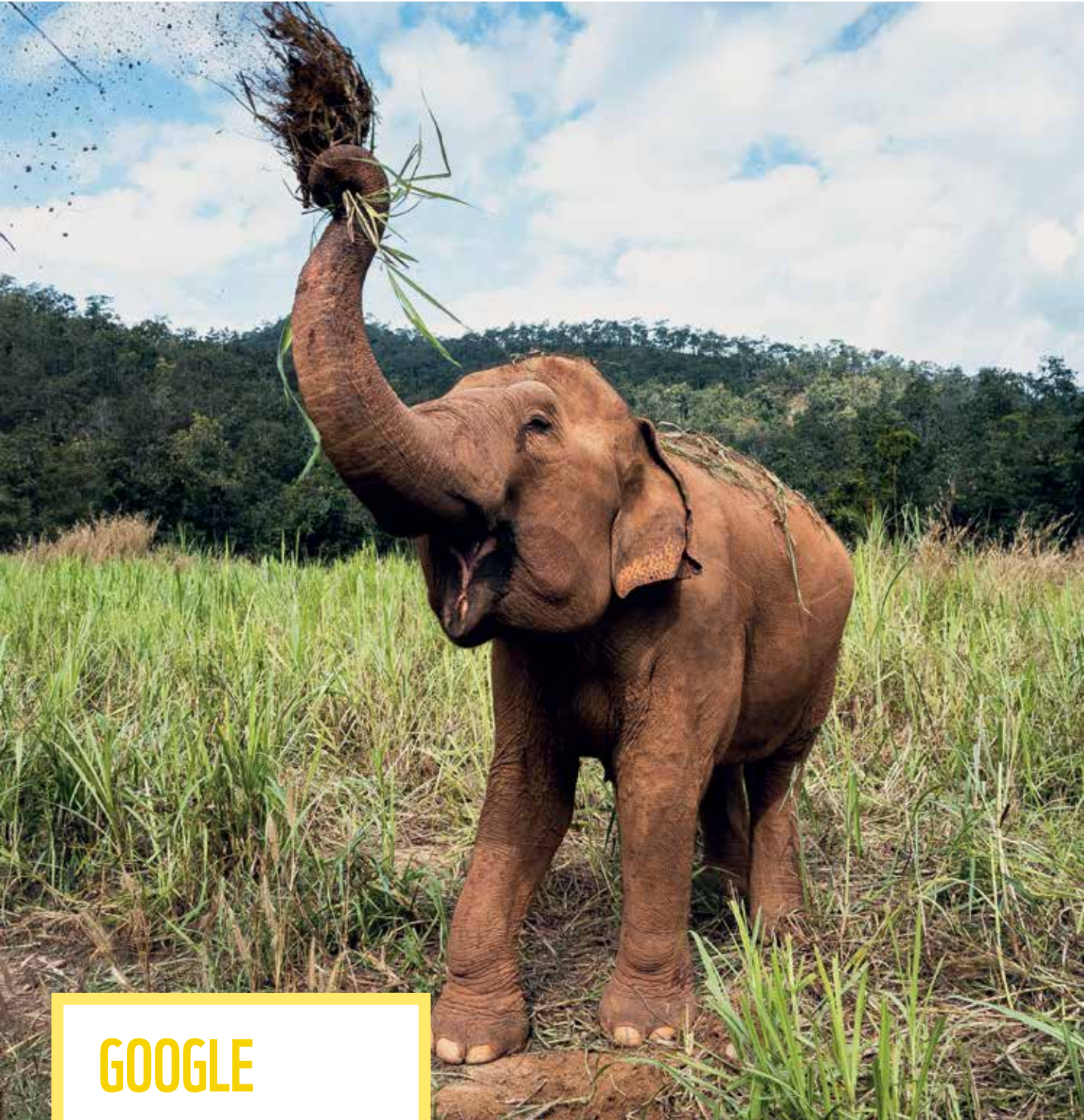
Key goals include making EDEKAs range of 3600 own brands products more sustainable and promoting a growing range of currently more than 300 sustainable certified own brand products (EU organic label, Naturland, Bioland or comparable organic associations, MSC, FSC or Blue Angel (Blauer Engel). Achievements to date include:

- 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.
- An agricultural project of the partnership “Agriculture for Biodiversity” was awarded the “biological diversity” award by the UN Decade for Biodiversity.



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GOOGLE

Industry

Technology

Type of partnership

Philanthropic

Conservation focus of partnership

General Support

FY 2018 budget range (EUR)

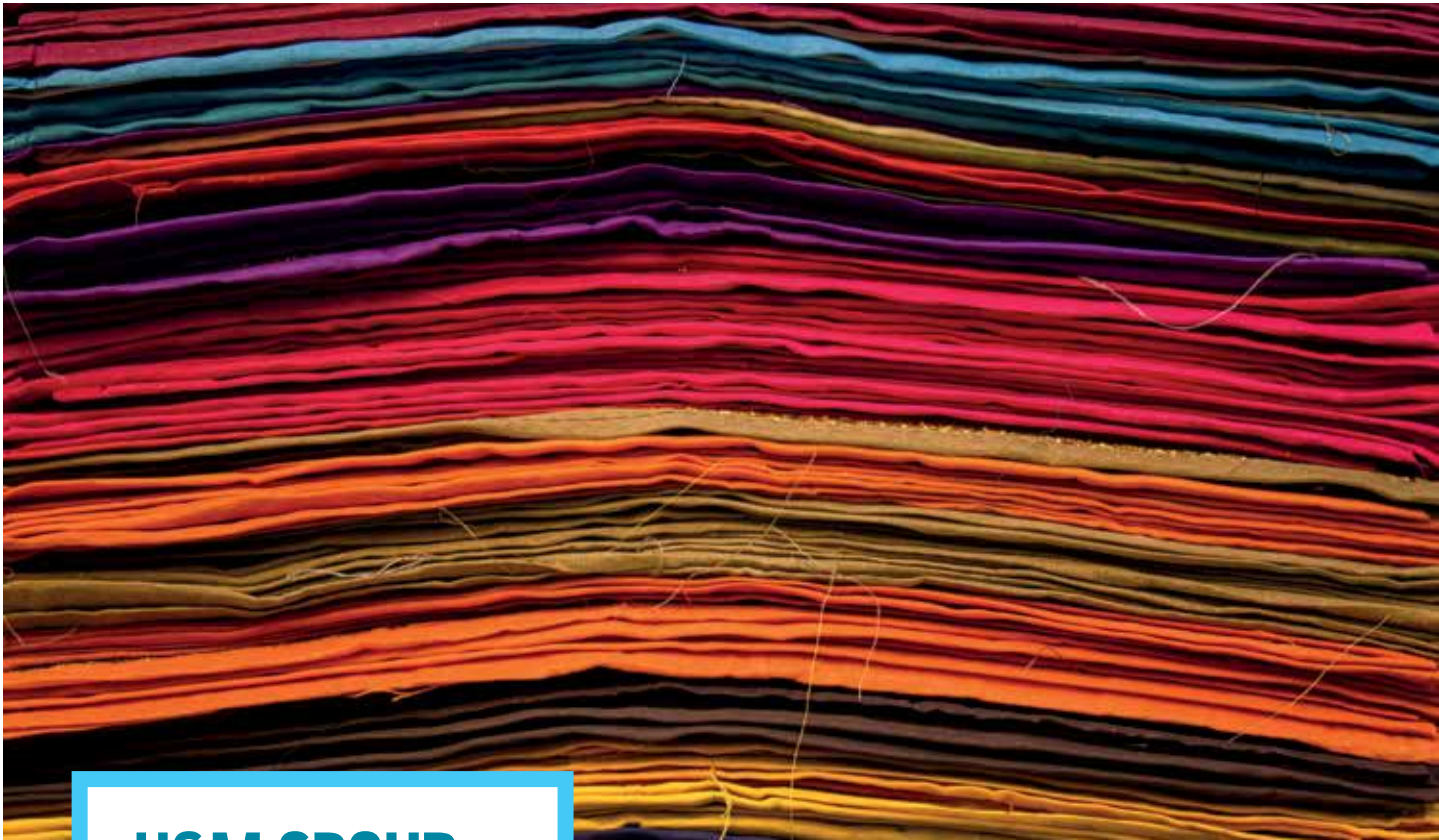
1,000,000 – 3,000,000

Lead office(s)

WWF-US

Technology to protect nature

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. Google is a leading member of the Coalition to End Wildlife Trafficking Online to reduce wildlife trafficking online by 80% by 2020, joining more than 20 other leading tech companies. WWF joined Google and SAP as a key advisor in the Circular Economy 2030 Challenge aimed at generating solutions to advance a circular economy utilizing Google Cloud and SAP technologies.



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H&M GROUP

Industry
Clothing & Apparel

Type of partnership
Sustainable business practices

Conservation focus of partnership
Climate & Energy
Freshwater

FY 2018 budget range (EUR)
1,000,000 – 3,000,000

Lead office(s)
WWF-Sweden

For more information, click [HERE](#)

Pioneering water stewardship and climate action for fashion

WWF and H&M Group first entered into a partnership in 2011, focusing on water stewardship. The aim was to raise awareness, improve responsible water use throughout H&M Group’s entire supply chain and to inspire other companies. The water stewardship work includes multiple basin projects from China to Turkey and it also calls other fashion brands to join global collective action on setting best management practise and water targets relating to 2030 SDG 6 fulfilment.

Since 2016 the partnership also includes climate action and a strategic dialogue. H&M Group’s climate strategy is developed in collaboration with WWF, with the target of the H&M Group becoming climate positive throughout its supply chain by 2040. The strategic dialogue focuses on key issues in the fashion industry with the aim of bringing sustainable and science-based solutions to H&M Group and the broader industry.

In 2010, 2016 and 2018, WWF and the H&M Group also collaborated on a children’s clothing collection made of more sustainable materials. The goal of this collaboration was to raise funds for WWF’s wildlife programmes and to inspire H&M customers to care for the planet.

HILTON WORLDWIDE

Industry
Hotels & recreational services

Type of partnership
Sustainable business practices

Conservation focus of partnership
Freshwater
Food

FY 2018 budget range (EUR)
500,000 – 1,000,000

Lead office(s)
WWF-US

Advancing sustainability

WWF partnered with Hilton in 2015 to ensure its operations meet global best practice in sustainable travel and tourism. WWF and Hilton have collaborated to develop a multi-year water stewardship strategy, expand Hilton’s sustainable seafood efforts globally, and further reduce food waste within the company’s operations and supply chain. In 2019, the partnership will also address Hilton’s 2030 value chain targets by introducing destination stewardship initiatives and tools that seek to foster more sustainable communities and practices within destinations. Additionally, WWF has supported Hilton’s efforts to cut its environmental footprint in half, including setting an industry-leading climate target approved by the Science Based Targets Initiative.



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HSBC

Industry
Banking and finance

Type of partnership
Philanthropic

Conservation focus of partnership
Freshwater

FY 2018 budget range (EUR)
1,000,000 – 3,000,000

Lead office(s)
WWF-UK

For more information, click [HERE](#)

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.

We look forward to maximising our conservation achievements as well as increasing the reach and visibility of the HWP both at country and global levels through impactful communication. WWF and HSBC also have agreed to further and more significant sustainable finance collaboration work. Additionally, the partnership aims to explore ways of working together to embed sustainable finance and water stewardship within the business.

IKEA

Industry
Retail
Household Goods and Textiles

Type of partnership
Sustainable business practices

Conservation focus of partnership
Forests
Freshwater
Markets (cotton)

FY 2018 budget range (EUR)
> 3,000,000

Lead office(s)
WWF-Sweden

For more information, click [HERE](#)

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 17 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.



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INTERNATIONAL PAPER COMPANY

Industry
Consumer goods

Type of partnership
Sustainable Business Practices
Communication & Awareness Raising

Conservation focus of partnership
Forests
General Support

FY 2018 budget range (EUR)
500,000 – 1,000,000

Lead office(s)
WWF-US

Driving research for better forest management

International Paper is a long-standing participant in WWF’s Global Forest & Trade Network- North America. International Paper and WWF are also working together to undertake research and assessments to better understand the ecological tipping point of forests. This information will be used to create the world’s first regional and global science-based targets for forests, as well as the first comprehensive set of guidance on actions that can be taken to sustain the world’s forests. In FY18 WWF also engaged in a social media campaign with the company’s Hammermill brand to help educate followers about sharks.



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KIMBERLY- CLARK

Industry
Consumer goods

Type of partnership
Communications and awareness raising
Sustainable business practices

Conservation focus of partnership
Forests
Freshwater
Climate & Energy

FY 2018 budget range (EUR)
1,000,000 – 3,000,000

Lead office(s)
WWF-US

Advancing sustainable forestry

Kimberly Clark and WWF are engaging consumers in helping to save the world’s forests through the “HEART YOUR PLANET” campaign by raising awareness of the Forest Stewardship Council® (FSC®) logo. The WWF logo is on the package of Kimberly-Clark’s North American tissue products certified to FSC® standards, including Kleenex® facial tissue, Scott® paper towels, Viva® paper towels, Cottonelle® toilet paper, and Scott® paper towels. Kimberly-Clark is a participant in WWF’s Global Forest and Trade Network (GFTN) and support WWF’s efforts to protect forests and other critical ecosystems. Kimberly-Clark and WWF have been working together to grow our technical work through ongoing discussions about freshwater stewardship and science-based climate targets.



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LICHTBLICK

Industry
Energy

Type of partnership
Communications and awareness raising

Conservation focus of partnership
Climate & Energy

FY 2018 budget range (EUR)
500,000 – 1,000,000

Lead office(s)
WWF-Germany

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.



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LOBLAW COMPANIES LIMITED

Industry
Retail

Type of partnership
Sustainable business practices
Communications and awareness raising
Philanthropic

Conservation focus of partnership
Climate & Energy
Freshwater
Oceans

FY 2018 budget range (EUR)
500,000 – 1,000,000

Lead office(s)
WWF-Canada

Advancing environmental stewardship

Since 2009, Loblaw and WWF have worked together to set sustainable seafood procurement standards, analyze 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 has also supported 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.



LYFT, INC.

Industry

Technology

Type of partnership

Communications and awareness raising

Conservation focus of partnership

General support

FY 2018 budget range (EUR)

1,000,000 – 3,000,000

Lead office(s)

WWF-US

Part of Lyft’s Round Up & Donate Program

Since 2017, World Wildlife Fund (WWF) has been part of Lyft’s Round Up & Donate program, which gives Lyft riders the option to round up their fare to the next dollar and donate the difference to WWF. This partnership is driving individual action that can add up to something big. To date, Lyft riders have raised over a million dollars through Round Up & Donate to help support WWF’s global conservation efforts.



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MARS PETCARE

Industry

Food (processing and products)

Type of partnership

Communications and awareness raising

Conservation focus of partnership

Wildlife

FY 2018 budget range (EUR)

500,000 – 1,000,000

Lead office(s)

WWF International and WWF-US

For more information, click [HERE](#)

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 2020. The partnership focuses on daily on-the-ground protection of tigers and ensuring safe tiger landscapes.



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MBNA

Industry
Banking and Finance

Type of partnership
Communication and awareness raising
Philanthropic

Conservation focus of partnership
General support

FY 2018 budget range (EUR)
500,000 – 1,000,000

Lead office(s)
WWF-UK

For more information, click [HERE](#)

Raising funds for conservation
Since 1995, the MBNA credit card has raised over £13 million of unrestricted funds which have been used to fund our vital conservation projects around the world. Although new applications for the WWF credit card are no longer available, MBNA continues to make contributions to WWF on behalf of existing customers - 40p per £100 spent on card purchases and £15 for every year an account remains open and active. From 2015 existing cardholders began to be issued with a new card featuring a snow leopard. This was the first credit card to be made from renewable materials in the UK and won ‘Highly Commended’ in the 2016 Credit Card & Payments Awards for its innovative design.

McDONALD’S

Industry
Food service and restaurants

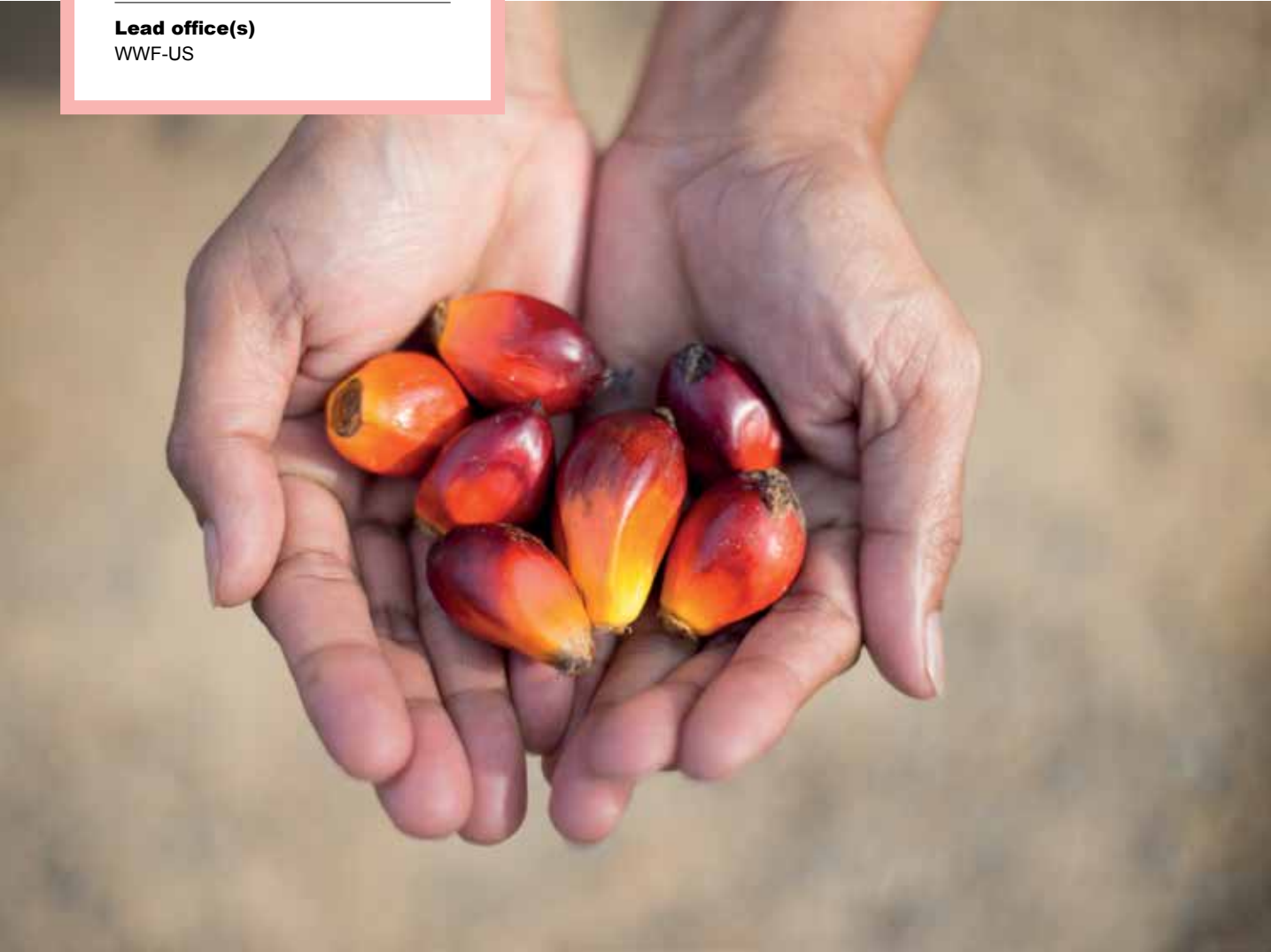
Type of partnership
Sustainable business practices

Conservation focus of partnership
Climate & Energy
Food
Forests
Freshwater

FY 2018 budget range (EUR)
500,000 – 1,000,000

Lead office(s)
WWF-US

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. McDonald’s is a participant in WWF’s Global Forest and Trade Network (GFTN), WWF’s Bioplastic Feedstock Alliance and the U.S. Roundtable for Sustainable Beef (USRSB). WWF also provides strategic advising for McDonald’s water stewardship and climate initiatives and McDonald’s has signed on to WWF’s The Cascading Materials Vision and Corporate Renewable Energy Buyers’ Principles. Additionally, McDonald’s has a Science-based climate target and is a member of We Are Still In.



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MICHELIN GROUP

Industry
Automobile

Type of partnership
Sustainable business practices

Conservation focus of partnership
Climate & Energy
Forests and Climate
Markets (rubber)

FY 2018 budget range (EUR)
500,000 – 1,000,000

Lead office(s)
WWF-France
WWF International

Moving towards sustainable and responsible natural rubber

WWF and Michelin Group are partnering to drive change 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. These objectives are implemented globally with the launch of the Global Platform for Sustainable Natural Rubber and locally with a project of sustainable rubber plantations in Indonesia.

In parallel, WWF and Michelin Foundation are working in Indonesia and Brazil with local communities on creating awareness around deforestation and working together to identify solutions and build the capacity of local communities for the better management of their natural environment.



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MIGROS-GENOSSENSCHAFTS-BUND

Industry
Retail

Type of partnership
Sustainable business practices
Communications and awareness raising

Conservation focus of partnership
Biodiversity
Climate & Energy
Food
Forests
Oceans

FY 2018 budget range (EUR)
1,000,000 – 3,000,000

Lead office(s)
WWF-Switzerland

Strategic Partnership

Migros has been committed to the environment together with WWF for years. It is a member of the WWF Seafood Group and one of the founding members of the Round Table on Sustainable Palm Oil (RSPO) and WWF Global Forest and Trade Network Switzerland (GFTN), formerly WWF Wood Group. Migros is also a member of the Better Cotton Initiative (BCI) and a member of the Roundtable on Responsible Soy Production (RTRS).

Migros is also the main sponsor of the WWF children and youth programme. Thanks to this commitment, the WWF can bring children and young people closer to environmental concerns and sensitise them to the sustainable use of natural resources.

In cooperation with the WWF, Migros 2017 also introduced a sustainability programme aimed at further reducing the environmental impact of its wide range of fruit and vegetables.

2020 targets include e.g.:

- 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 (target already achieved in 2016)
- Buying and promoting sustainable soy and palm oil.
- Sourcing 75% of wood, paper and pulp products from sustainable sources (FSC or recycling)

MONDI GROUP

Industry
Packaging, pulp and paper products

Type of partnership
Sustainable business practices

Conservation focus of partnership
Climate & Energy
Freshwater
Forests

FY 2018 budget range (EUR)
500,000 – 1,000,000

Lead office(s)
WWF International

For more information, click [HERE](#)

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, and together with WWF promote sustainable practices in the packaging and paper sector. Phase II of our partnership focuses on the following work streams:

- Forestry and Ecosystem Stewardship - protecting high conservation value ecosystems and improving forestry practices in Russia and Bulgaria as well as increasing the resilience of production landscapes and water stewardship at a landscape level in South Africa.
- Manufacturing Stewardship - further reducing the water and climate footprint of Mondi’s operations, promoting resource efficiency and developing science-based targets for GHG emissions from production and energy sales.
- Product Stewardship - enhancing the environmental performance of Mondi’s products and defining assurance tools for responsible wood sourcing.



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NETTO MARKEN- DISCOUNT

Industry
Retail

Type of partnership
Sustainable business practices
Communications and awareness raising

Conservation focus of partnership
Climate & Energy
Food
Forests
Freshwater
Oceans

FY 2018 budget range (EUR)
>3,000,000

Lead office(s)
WWF-Germany

For more information, click [HERE](#)

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, packaging and the procurement of critical agricultural raw materials. The work on climate also covers energy efficiency measures in Netto’s facilities including stores and logistic centers.

Key goals include making Nettos range of 2000 own brands products more sustainable in general and promoting a growing range of currently around 270 sustainable certified own brand products (EU organic label, MSC, FSC or Blue Angel (Blauer Engel)).

Achievements to date:

- 95 per cent of Netto private label end consumer packaging are using recycled or FSC® materials.
- 99,6 per cent of Netto private label products containing palm oil use more sustainable sources.



© WANG YUE

PVH CORPORATION

Industry
Fashion

Type of partnership
Sustainable business practices

Conservation focus of partnership
Freshwater

FY 2018 budget range (EUR)
250,000 – 500,000

Lead office(s)
WWF-US

Promoting water stewardship in the apparel industry
WWF and PVH are working together to support water stewardship efforts in key sourcing communities for PVH’s businesses and the broader apparel industry. WWF will also work with PVH to develop its water stewardship strategies and connection points to other key sustainability matters. PVH and WWF work together to help conserve freshwater resources in Ethiopia’s Lake Hawassa and India’s Cauvery River basins. This work builds on existing collaborative efforts by the organizations in China and Vietnam. Together, PVH and WWF will identify water risks and engage in collective efforts to advance water conservation activities for local communities in these strategic sourcing locations.



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ROYAL CARIBBEAN CRUISES LTD.

Industry
Hotels & Recreational Services

Type of partnership
Sustainable business practices
Communications and awareness raising
Philanthropic

Conservation focus of partnership
Oceans
Climate & Energy
Food

FY 2018 budget range (EUR)
1,000,000 – 3,000,000

Lead office(s)
WWF-US

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 set and is working to 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.



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SEB

Industry
Banking & Finance

Type of partnership
Sustainable business practices
Communications and awareness raising
Philanthropic

Conservation focus of partnership
Climate & Energy
Oceans

FY 2018 budget range (EUR)
500,000 – 1,000,000

Lead office(s)
WWF-Sweden

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.

SKANDIA

Industry
Banking & Finance

Type of partnership
Philanthropic

Conservation focus of partnership
General support

FY 2018 budget range (EUR)
500,000 – 1,000,000

Lead office(s)
WWF-Sweden

For more information, click [HERE](#)

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.



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SKY

Industry
Media, Communications and Entertainment

Type of partnership
Communication and awareness raising
Philanthropic

Conservation focus of partnership
Oceans

FY 2018 budget range (EUR)
1,000,000 – 3,000,000

Lead office(s)
WWF-UK

For more information, click [HERE](#)

Sky Ocean Rescue

Our five-year partnership with Sky will see WWF working in the oceans around the UK, Italy, Germany and Spain. We'll protect and enhance these sanctuaries of ocean life by working to reduce unsustainable and damaging activities to ensure they can thrive into the future. We'll also support Sky Ocean Rescue, Sky's campaign to bring the issue of ocean health into the homes of their 22 million customers across Europe and inspire them to take action.

The partnership follows our hugely successful and award-winning Sky Rainforest Rescue campaign, which saw us working together to raise more than £9 million to help keep one billion trees standing in the Amazon rainforest. The projects supported by this funding are still making a positive impact in the rainforest today.



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SODEXO

Industry
Food service and restaurants

Type of partnership
Sustainable business practices

Conservation focus of partnership
Climate & Energy
Food
Forests
Oceans

FY 2018 budget range (EUR)
500,000 – 1,000,000

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

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 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 responsible sourcing regarding land commodities, seafood, reduction of greenhouse gas emissions, and food waste reduction. Additionally, Sodexo and WWF are working together in order to improve Sodexo's menus offer by shifting to more plant-based meals and therefore, enable consumers to access more sustainable meals.

TARGET CORPORATION

Industry
Retail

Type of partnership
Sustainable business practices
Philanthropic

Conservation focus of partnership
Climate & Energy
Forests
Freshwater
Food
General Support

FY 2018 budget range (EUR)
500,000 – 1,000,000

Lead office(s)
WWF-US

Collaborating to Reduce Environmental Footprint

WWF and Target are working together to reduce the environmental footprint of Target’s operations. The collaboration focuses on corporate water stewardship, responsible sourcing of materials, reducing greenhouse gas emissions, waste reduction and employee engagement. Target was the founding sponsor for Panda Paddle, pledging \$300,000 over three years to support the annual event series.



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TELMEX-TELCEL

Industry
Technology

Type of partnership
Communications and awareness raising
Philanthropic

Conservation focus of partnership
Forests
Oceans
Wildlife

FY 2018 budget range (EUR)
1,000,000 – 3,000,000

Lead office(s)
WWF-Mexico

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 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.



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THE COCA-COLA COMPANY

Industry
Beverages

Type of partnership
Sustainable business practices
Philanthropic

Conservation focus of partnership
Climate & Energy
Freshwater
Food

FY 2018 budget range (EUR)
1,000,000 – 3,000,000

Lead office(s)
WWF-US

Working together to address climate resilience

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. WWF and Coca-Cola are working together to tackle climate resilience, water stewardship and its nexus with sustainable agriculture, emissions reductions, and packaging – creating change within Coca-Cola, its bottling system and in the places where it operates.

In nature, everything is connected. To make a lasting impact, we need holistic solutions to address a complex set of natural resource and societal challenges in the face of climate change. Our decade of partnership on water stewardship taught us the value of bringing together government, community, and industry stakeholders towards shared conservation goals.

Together, we are fostering local conservation partnership and are developing integrated conservation solutions in the Mesoamerican Reef catchments and the Yangtze River basin and sharing best practices across Coca-Cola’s global footprint to create change at a scale that matters.

TIGER BEER

Industry
Beverages

Type of partnership
Communications and awareness raising

Conservation focus of partnership
Wildlife

FY 2018 budget range (EUR)
500,000 – 1,000,000

Lead office(s)
WWF International and
WWF-Singapore

Raising awareness for tiger conservation

With as few as 3900 tigers left in the wild, Tiger Beer in 2017 committed to support the drive towards Tx2 - the global initiative to double the world’s population of wild tigers by 2022. This support includes Tiger Beer donating USD 1 million annually towards WWF’s tiger conservation work and the global Tx2 programme. Beyond funding, WWF and Tiger Beer have also launched two campaigns - 3890Tigers in 2017 and Rare Stripes in 2018 – with the aim of raising awareness and action for tigers in the wild.



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TOYOTA MOTOR CORPORATION

Industry
Automotive

Type of partnership
Sustainable business practices
Communications and awareness raising
Philanthropic

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

FY 2018 budget range (EUR)
1,000,000 – 3,000,000

Lead office(s)
WWF-Japan

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

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 pulp and paper, 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.



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VOLVO

Industry
Automotive

Type of partnership
Sustainable business practices

**Conservation focus
of partnership**
Climate & Energy

FY 2018 budget range (EUR)
500,000 – 1,000,000

Lead office(s)
WWF-Sweden

Member of the WWF Climate Savers Programme

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.



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WWF WORLDWIDE NETWORK*

Where we work*

Armenia	India	Slovenia
Australia	Indonesia	Solomon Islands
Austria	Italy	South Africa
Azerbaijan	Japan	Spain
Belgium	Kenya	Suriname
Belize	Korea	Sweden
Bhutan	Kosovo	Switzerland
BIH	Laos	Tanzania
Bolivia	Madagascar	Thailand
Brazil	Malaysia	Tunisia
Bulgaria	Mexico	Turkey
Cambodia	Moldova	Uganda
Cameroon	Mongolia	UK
Canada	Morocco	Ukraine
CAR	Mozambique	USA
Chile	Myanmar	Vietnam
China	Namibia	Zambia
Colombia	Nepal	Zimbabwe
Comoros	Netherlands	
Croatia	New Caledonia	Other active countries/consultants*
Denmark	New Zealand	Cuba
DRC	Norway	Kazakhstan
Ecuador	Pakistan	Kyrgystan
Fiji	Panama	
Finland	Paraguay	Associates/Partners*
France	Peru	Argentina
French Guyana	Philippines	Ghana
Gabon	PNG	Latvia
Georgia	Poland	Nigeria
Germany	Republic of Congo	Portugal
Greece	Romania	UAE
Guatemala	Russia	
Guyana	Serbia	
Honduras	Seychelles	
Hong Kong	Singapore	
Hungary	Slovakia	

*As at April 2019

VTB

Industry
Finance

Type of partnership
Philanthropic

Conservation focus of partnership
Biodiversity

FY 2018 budget range (EUR)
500,000 – 1,000,000 EUR

Lead office(s)
WWF-Russia

Supporting the conservation of big cats in Russia

VTB is supporting programmes focusing on the conservation of the Amur tiger and leopard in the Russian Far East and the Snow leopard in the Altai-Sayan, as well as reintroduction of the Persian leopard in the Caucasus.

The programmes under this partnership work to create new and support existing protected areas, contribute towards improved land use planning and programmes of social and economic development in the regions of the big cats’ habitat. Additionally, the partnership works focuses on the following initiatives: Identifying and implementing suitable anti-poaching measures, improving big cat monitoring activities, resolving human and wildlife conflict and, improving the lives of communities in these regions. Moreover, the partnership will contribute to the Russian Federation’s active implementation of international agreements and cross-border conservation programmes for the big cat species.

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

+30M

WWF has over 30 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