



WWF INTERNATIONAL

CORPORATE PARTNERSHIPS REPORT

FISCAL YEAR 2016

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WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

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THIS REPORT

The aim of this report is to give an overview of the corporate partnerships that WWF International has managed in FY2016 (July 2015 - June 2016) either in collaboration with other National Offices or has sole responsibility for. A separate **WWF Global Report** is published outlining the largest partnerships that WWF holds with individual companies network wide. Further detail can be found at: www.panda.org/business.

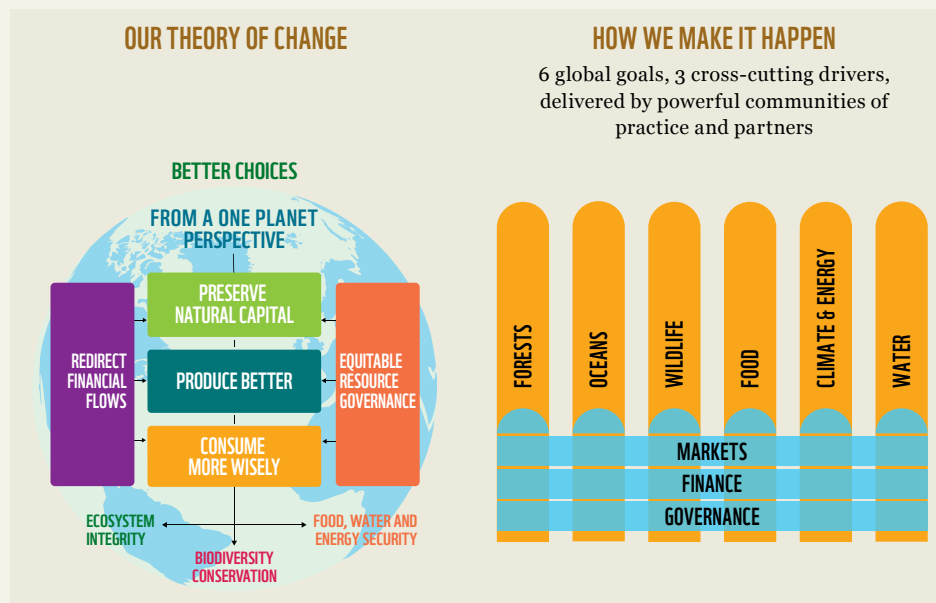
TAKING BOLD COLLECTIVE ACTION

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

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

WWF will continue to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – on wildlife, forests, oceans, water, 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 drives is strongly inclusive of 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 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. Business drives much of the global economy, so we consider that companies also have a specific responsibility to ensure that the natural resources and ecosystems that underpin their business are used sustainably. Business is also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

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

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

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

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms to make ambitious commitments and to engage in public policy discussions, and supporting credible certification schemes (e.g. [Forest Stewardship Council \(FSC\)](#), [Marine Stewardship Council \(MSC\)](#), [Aquaculture Stewardship Council \(ASC\)](#), [Roundtable on Sustainable Palm Oil \(RSPO\)](#), [Roundtable on Responsible Soy \(RTRS\)](#)). We also publish scorecards and reports on company or sector performance (e.g. [palm oil scorecard](#); [soy scorecard](#), and [sustainable cotton ranking](#)), mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. [Seize Your Power](#), [Virunga](#), [Reviving the Oceans Economy](#)), as well as work in partnership with individual companies.

Most of WWF’s engagement with business is focused on these key themes:

- Food, forest and ocean commodities,
- Climate & energy, and
- Freshwater.

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

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

WWF’s work on **water stewardship** promotes responsible business engagement on water issues. We define [Water Stewardship](#) for business as a commitment to the sustainable management of shared water resources in the public interest through collective action with other businesses, governments, NGOs and communities. It typically starts with improvements in water use and reducing water related impacts of internal and value chain operations, and progresses to influencing governance of the resource.

WWF’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.

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.

Communications and awareness raising

The second way that WWF partners with business is by raising awareness of key environmental issues and mobilizing consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of places and species for which WWF stands. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as MSC-certified fish, or results in companies supporting campaigns that inspire action in favour of special places such as the Arctic or endangered species like the 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.

WWF partners on a philanthropic or awareness-raising level with companies that are undertaking substantial action to improve their sustainability performance, or that have negligible environmental impacts.

As this report shows, many partnerships with companies use a combination of these approaches.

TRANSPARENCY AND ACCOUNTABILITY

Results and impact, both qualitative and quantitative, are essential for us. We advocate transparency in action by all stakeholders as a crucial step toward sustainability. We believe that accountability for results and transparency to our supporters and our members on how we deliver those results are key to our approach of working in a constructive, cooperative manner with all our partners, including business. We want all our partnerships with business to deliver the greatest impact possible, with the goal of creating lasting results at scale. We have therefore started a process of deeper and more systematic assessment of the targets and the outcomes we achieve in our work with the business sector and specifically through our bilateral partnerships.

All WWF offices are committed to continue or start reporting publicly on all our company relationships, their intent, objectives and impacts, of which this report is one part.

WWF INTERNATIONAL'S LARGEST CORPORATE PARTNERSHIPS

The following list all corporate partnerships that WWF International had in fiscal year 2016 with an annual budget of more than EUR25, 000.

Apple
Avon
Fromageries Bel
DU Group
Groth AG
H&M
HSBC
Humble Bundle
IKEA
International Bon Ton Toys B.V
Jagex
KIK
Mars Petcare
Merchant Ambassador
Mondi Group
Royal Caribbean Cruises Ltd.
The Coca-Cola Company
Tommy Hilfiger

APPLE **Helping the planet. One app at a time.**

For 10 days in April 2016, Apple and 24 developers worked together to launch Apps for Earth, a global campaign to benefit WWF and help the planet, one app at a time. WWF received 100% of the proceeds from participating apps in the App Store via both the purchases of any paid apps and the In-App Purchases created exclusively for the campaign. For the duration of the campaign, the developers of the participating apps, including WWF’s own app, WWF Together, featured new content celebrating WWF’s global conservation work in key focus areas: forests, oceans, freshwater, wildlife, food and climate.

CORPORATE ID CARD

Industry
Consumer electronics

Type of partnership
Communications and awareness raising

Conservation focus of partnership
Wildlife
Food
Forests
Climate
Freshwater
Oceans

FY2016 budget range (EUR)
>3,000,000

For more information, click [HERE](#)

AVON **Healthy forests, beautiful world**

Recognizing its potential to generate positive outcomes in some of the world’s most valuable and threatened forests, Avon Products, Inc. (Avon), one of the world’s largest direct sellers of beauty, fashion and home products, is committed to helping end deforestation. Avon works with WWF in two key areas. As a member of the Global Forest and Trade Network, Avon helps drive sustainable solutions in the pulp and paper supply chain and has committed to purchasing 100 per cent responsibly sourced paper by 2020. Avon also actively supports WWF’s reforestation efforts in Indonesia and Argentina through the ‘Healthy Forests, Beautiful World’ cause marketing campaign.

Through the efforts of Avon’s global independent Sales Representatives and its e-commerce sites, Avon has donated nearly €3 million since 2011 to protect the homes of orang-utans, tigers, and fund community empowerment efforts in Borneo and Argentina. The campaign has raised funds and built awareness in more than 50 countries to help end deforestation and restore critically endangered rainforests.

CORPORATE ID CARD

Industry
Health and personal care (including cosmetics)

Type of partnership
Sustainable business practices
Communications and awareness raising

Conservation focus of partnership
Forest Commodities (palm oil)
Species

FY2016 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 and products)

Type of partnership
Sustainable business practices

Conservation focus of partnership
Commodities (dairy)
Forest
Freshwater

FY2016 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 apps 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 it’s 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 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

FY2016 budget range (EUR)
25,000 - 100,000

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
Forest Commodities (pulp and paper)

FY2016 budget range (EUR)
25,000 – 100,000

For more information, click [HERE](#)

H&M Pioneering water stewardship for fashion

H&M’s water strategy focuses on collective action at a global level and in areas of high water risks, to meet the demands of ecosystems, communities and business. Together, the partners are working towards improving H&M’s water management performance and mitigating water risks. These projects are benchmarked against the Business for Social Sustainability (BSR) standard and reported in Carbon Disclosure Project water programme.

WWF and H&M are also working on a long term climate strategy due to be launched in 2017.

H&M and WWF are also in dialogue to bring sustainable and science based solutions to both H&M and the fashion industry through exploring topics such as sourcing and using more sustainable materials as well as promoting circular production processes.

CORPORATE ID CARD

Industry
Clothing and apparel

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

Conservation focus of partnership
**Freshwater
Commodities (cotton, textiles)
Climate**

FY2016 budget range (EUR)
1,000,000 – 3,000,000

For more information, click [HERE](#)

HSBC **HSBC Water Programme – helping protect the world’s freshwater resources**

HSBC has invested in WWF’s freshwater conservation work for over a decade, through ambitious international partnerships: Investing in Nature (2002-06); the HSBC Climate Partnership (2007-11); and now the HSBC Water Programme (2012-16).

The partnership works with governments, companies and communities to help protect five priority freshwater places; the Yangtze, Ganges, Mekong, Pantanal and Mara. The goal is to secure healthy-flowing rivers that support thriving ecosystems, as well as local businesses and communities.

Targets 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 several local partnerships.

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 €60,000 since that time from customers looking to support WWF’s conservation mission.

CORPORATE ID CARD

Industry
Banking and finance

Type of partnership
Philanthropic

Conservation focus of partnership
Freshwater

FY2016 budget range (EUR)
> 3,000,000

For more information, click [HERE](#)

CORPORATE ID CARD

Industry
IT software & hardware (including video games)

Type of partnership
Communications and awareness raising

Conservation focus of partnership
General support

FY2016 budget range (EUR)
25,000 – 100,000

IKEA **WWF & 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 reached in September of that year.

CORPORATE ID CARD

Industry
Retail
Household goods and textiles

Type of partnership
Sustainable business practices

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

FY2016 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 (formerly Mimex Brands and Labels) 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
Species
Commodities (pulp and paper)

FY2016 budget range (EUR)
100,000 - 250,000

For more information, click [HERE](#)

JAGEX Gaming for wildlife

In July 2015, players in the RuneScape world – an online role-playing game – helped to raise over €100,000 to support WWF’s work with endangered big cats. As well as the usual trolls and vampyres (online gaming characters), gamers encountered a conservationist and four big cat cubs, created by RuneScape’s publisher, Jagex, and WWF to mark World Tiger Day.

As part of a series of gaming activities lasting for one month, players were able to adopt a companion cub based on four of the cat species WWF works with and take part in a big cat quiz. They could also donate to WWF using the RuneScape bonds currency, which was then converted into real money by Jagex. The well received campaign raised the highest amount for one charity in a single Jagex campaign.

CORPORATE ID CARD

Industry
Media, Communications and Entertainment

Type of partnership
Communications and awareness raising

Conservation focus of partnership
Species

FY2016 budget range (EUR)
25,000 - 100,000

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 donated promotion within the platform, helping WWF’s follower base to grow quickly 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

FY2016 budget range (EUR)
25,000 - 100,000

MARS PETCARE

Working together to help tigers thrive

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

CORPORATE ID CARD

Industry

Food (processing and products)

Type of partnership

Communications and awareness raising

Conservation focus of partnership

Species

FY2016 budget range (EUR)

500,000 - 1,000,000

For more information, click [HERE](#)

MERCHANT AMBASSADOR

WWF educational games and puzzles

Merchant Ambassador, via its Terra Toys division, 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. Terra Toys 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 Terra Toys' 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

Species

Commodities (pulp and paper, timber)

FY2016 budget range (EUR)

100,000 – 250,000

For more information, click [HERE](#)

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

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

- The work programme covers three main areas:
- Ecosystem Stewardship - protecting high conservation value ecosystems in Russia and other regions as well as increasing the value and resilience of production landscapes in South Africa.
 - Manufacturing Stewardship - further reducing the water and climate footprint of Mondri’s operations and promoting resource efficiency, recycling and longevity of products including the cascading use of wood and forest products where appropriate.
 - Product Stewardship - further enhancing the environmental performance of Mondri’s products.

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.

Over the next five years, 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
Forestry
Paper, pulp & wood products

Type of partnership
Sustainable business practices

Conservation focus
Freshwater
Forests
Commodities (pulp and paper)
Climate

FY2016 budget range (EUR)
500,000 -1,000,000

For more information, click **HERE**

CORPORATE ID CARD

Industry
Hotels & recreational services

Type of partnership
Sustainable business practices
Communications and awareness raising
Philanthropic

Conservation focus:
Climate
Oceans
Commodities (seafood)

FY2016 budget range (EUR)
500,000 - 1,000,000

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
Communications and awareness raising
Philanthropic

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

FY2016 budget range (EUR)
1,000,000 - 3,000,000

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 organisations 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

FY2016 budget range (EUR)
100,000 - 250,000

OTHER WWF INTERNATIONAL CORPORATE PARTNERSHIPS

The following list contains all corporate partnerships that WWF-International had in fiscal year 2016 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 FISA (The World Rowing Federation), Ogilvy & Mather Advertising UK and The Boston Consulting Group.

Africa Plantations for Sustainable Development Ghana Ltd ²

Associated Press Television News ⁴

APTN

The Boston Consulting Group

CMPC

DreamWorks & 20 Century Fox (Kung Fu Panda 3) ⁴

Fibria Celulose ²

FISA - The World Rowing Federation

Forestal Arauco ²

Heineken

Manotel

Masisa ²

Microsoft Corporation

Mindshare UK ⁴

Monnaie de Paris

Ogilvy & Mather Advertising UK ⁴

Portucel Soporcel ²

Stora Enso ²

Suzano Group (Suzano Papel e Celulose) ²

UPM ²

Zinkia Entertainment ⁵

² Footnote descriptions can be found on the next page

WWF INITIATIVES MENTIONED IN THIS REPORT

1 The Climate Savers Programme

The Climate Savers programme 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 in 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 the large audiences 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*

WWF Offices*

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

WWF in numbers

+100

WWF is in over 100 countries, on 6 continents

1961

WWF was founded in 1961



+5M

WWF has over 5 million supporters

+25M

WWF has over 25 million followers on Facebook, Twitter and Google+



Why we are here

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

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