



WWF GLOBAL PARTNERSHIPS REPORT

OVERVIEW OF WWF'S LARGEST
CORPORATE PARTNERSHIPS
FISCAL YEAR 2019



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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.

Published in December 2020 by WWF – World Wide Fund For Nature – (formerly World Wildlife Fund), Gland, Switzerland. Any reproduction in full or in part must mention the title and credit the above-mentioned publisher as the copyright owner.

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THIS REPORT

The aim of this report is to give an overview of the largest partnerships that WWF has with individual companies, measured in financial terms. This report details WWF's 42 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 2018 to 30 June 2019 (FY2019).

TAKING BOLD COLLECTIVE ACTION

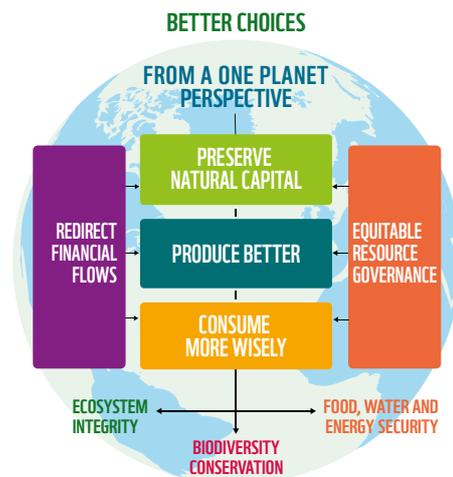
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

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.

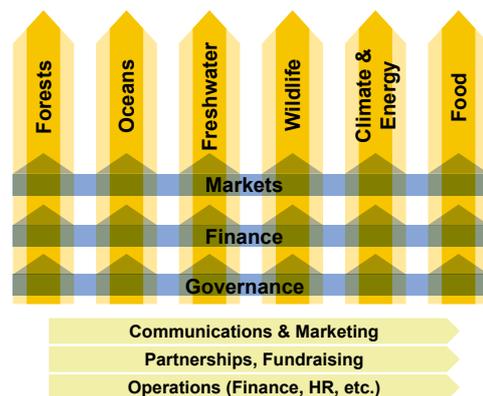
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

OUR VISION FOR CHANGE



HOW WE MAKE IT HAPPEN

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





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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 [2020 Living Planet Report](#) demonstrates, the challenges that the global environment is facing today are too big, too interconnected and too urgent for any one organization to solve alone.

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

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

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

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

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms such as the [UN Global Compact](#), [Science Based Targets](#), the [Consumer Goods Forum](#) to make ambitious commitments (and to engage in public policy discussions at global and local level, and supporting credible certification schemes (e.g. [Forest Stewardship Council](#) (FSC), [Marine Stewardship Council](#) (MSC) [Aquaculture Stewardship Council](#) (ASC), [Roundtable on Sustainable Palm Oil](#) (RSPO), [Roundtable on Responsible Soy](#) (RTRS)). We also publish scorecards and reports on company or sector performance (e.g. [palm oil scorecard](#); [soy scorecard](#), and [sustainable cotton ranking](#)), mobilize public pressure through high-profile campaigns on issues related to business activities 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.





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INFORMATION ON WWF'S LARGEST CORPORATE PARTNERSHIPS

The largest partnerships that WWF has with individual companies globally for FY 2019 are the following:

AB InBev

AmazonSmile Foundation

Banco do Brasil

Bank of America

Cargill, Inc.

Carrefour

Cisco Systems, Inc.

Coop Group

Discovery Communications, LLC

Domtar Paper Company, LLC

Edeka

Google

H&M

Hilton Worldwide, Inc.

HSBC

IKEA

International Paper Company

Johnson & Johnson

Kimberly-Clark

Lyft Inc.

MBNA

McDonald's Corporation

Michelin Group

Migros-Genossenschafts-Bund

Mondi Group

Netto Marken-Discount

PVH Corporation

Royal Caribbean Cruises Ltd.

SEB

Skandia

Sky

Sodexo

Target Corporation

Telmex-Telcel Foundation

The Coca-Cola Company

The Kroger Co.

The Procter & Gamble Company

Tiger Beer

Toyota Motor Corporation

UPS Foundation

VTB

Walmart

AB InBev

Industry
Beverages

Type of partnership
Sustainable Business Practices

Conservation focus of partnership
Freshwater

FY 2019 budget range (EUR)
500,000 - 1 000,000

Lead office(s)
WWF-UK

Driving water stewardship in high risk watersheds

AB InBev and WWF have a long history of working together on sustainability issues across the globe, particularly water stewardship. We began working together in 2009 as pioneers in the practice of ‘water footprinting’ in the brewing industry before turning our attention to a more sophisticated water risk approach to understand the challenges of both water pollution and water scarcity in priority areas. The partnership has explored ways to mitigate those water risks facing businesses, communities and ecosystems through direct supply chain work, collective action and advocacy.

In 2018 we entered a new phase of the partnership to:

- deliver and enhance our water stewardship strategies;
- improve water security and prosperity for communities and freshwater ecosystems in key basins for both AB InBev and WWF (Bolivia, Zambia, Uganda and Mozambique);
- show global leadership in water stewardship and influence others to take actions.

AMAZONSMILE FOUNDATION

Industry
Technology

Type of partnership
Communications and awareness raising

Conservation focus of partnership
General support

FY 2019 budget range (EUR)
500,00 - 1,000,000

Lead office(s)
WWF-US

AmazonSmile Programme

WWF is a participant in Amazon’s AmazonSmile program. When consumers shop on AmazonSmile, the AmazonSmile Foundation will donate 0.5% of the purchase price of eligible products to a charitable organization of their choice.

BANCO DO BRASIL

Industry

Banking and finance

Type of partnership

Communications and awareness raising

Conservation focus of partnership

General support

FY 2019 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-Brazil

Água Brasil Programme

From 2010 to 2019, 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.

From 2016 to 2019, 2.5 million people have benefited from the programme, with the second phase being focused on the promotion of the green economy and Banco do Brasil's eco-efficiency.

BANK OF AMERICA

Industry

Banking and finance

Type of partnership

Communications and awareness raising

Conservation focus of partnership

General support

FY 2019 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-US

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.

CARGILL, INC.

Industry

Agribusiness

Type of partnership

Sustainable business practices

Conservation focus of partnership

Food, Forests, Oceans

FY 2019 revenue range (USD)

500,000 - 1,000,000

Lead office(s)

WWF-US

Working together on food, forests and oceans

Cargill and WWF are working together on sustainable seafood sourcing, reducing food loss and waste, conserving North American grasslands, and implementing a responsible forest policy.

CARREFOUR

Industry

Retail

Type of partnership

Sustainable business practices

Conservation focus of partnership

**Food
Forests
Oceans**

FY 2019 budget range (EUR)

500,000 - 1,000,000

Lead office(s)

WWF-France

WWF International

Accelerating and scaling up the food transition for all

Carrefour has been committed alongside WWF France since 1998 to reduce the environmental impacts consumer products have on natural resources. This collaboration, renewed in 2019, has at its core the shift toward sustainable production and consumption patterns using Carrefour's stores, supply chains and shopper behaviour as leveraging power to scale up the application of higher environmental standards in our food systems. The partnership's key workstreams include the definition and promotion of sustainable diets, the transformation of agricultural practices as well as plastics reduction.

CISCO SYSTEMS INC.

Industry

Technology

Type of partnership

Philanthropic

Conservation focus of partnership

Species

FY 2019 budget range (EUR)

1 000,000 - 3,000,00

Lead office(s)

WWF-US

Deploying technology to support wildlife conservation

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 GROUP

Industry

Retail

Type of partnership

Sustainable business practices

Communications and awareness raising

Conservation focus of partnership

Biodiversity

Climate & Energy

Food

Forests

Oceans

FY 2019 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-Switzerland

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 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).

DISCOVERY COMMUNICATIONS, LLC

Industry

Entertainment

Type of partnership

**Communications and awareness raising
Philanthropic**

Conservation focus of partnership

Wildlife

FY 2019 budget range (EUR)

500,000 - 1,000,000

Lead office(s)

WWF-US

Philanthropic support for tigers

Discovery helps WWF protect tigers in one of the world's most critical tiger habitats through their philanthropic support and efforts to engage consumers to raise funds and awareness for tiger conservation. Discovery helps conserve nearly 1 million acres of protected habitat in India and Bhutan to help protect and increase the wild tiger populations and is now providing new support of the Bikin Site in Russia.

DOMTAR PAPER COMPANY, LLC

Industry

Packaging, pulp and paper products

Type of partnership

**Sustainable Business
Communications and awareness raising**

Conservation focus of partnership

Forests

FY 2019 budget range (EUR)

500,000 - 1,000,000

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.



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EDEKA

Industry
Retail

Type of partnership
Sustainable business practices
Communications and awareness raising

Conservation focus of partnership
Food

Climate & Energy
Forests
Freshwater
Oceans

FY 2019 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 EDEKA's 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;
- over 99,8% of the palm (kernel) oil in EDEKA's own brands as well as their derivatives and fractions, are certified according to one of the RSPO standard.

GOOGLE

Industry
Technology

Type of partnership
Philanthropic

Conservation focus of partnership
General Support

FY 2019 budget range (EUR)
1,000,000 - 3,000,000

Lead office(s)
WWF-US

Technology to protect nature

Google supports WWF through their employee engagement efforts, including Google Giving Week. Google is also 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.

H&M

Industry

Clothing & Apparel

Type of partnership

Sustainable business practices

Conservation focus of partnership

Climate & Energy

Freshwater

FY 2019 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-Sweden

Pioneering water stewardship 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. Also, the partnership calls other fashion brands to join global collective action on setting best management practice 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 H&M 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 H&M 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, INC.

Industry

Hotels & recreational services

Type of partnership

Sustainable business practices

Conservation focus of partnership

Freshwater

Food

FY 2019 budget range (EUR)

1 000,000 - 3,000,000

Lead office(s)

WWF-US

Advancing sustainability

Hilton's partnership with WWF-US supports Hilton's Travel with Purpose commitment ensuring its operations meet global best practice in sustainable travel and tourism. Together, 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. 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.

HSBC

Industry

Banking and finance

Type of partnership

Philanthropic

Conservation focus of partnership

Freshwater

FY 2019 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-UK

Helping protect the world's freshwater resources

HSBC has supported WWF's freshwater conservation work for over a decade, through ambitious international partnerships: Investing in Nature (2002–06); the HSBC Climate Partnership (2007–2011); the HSBC Water Programme (2012–19). The Water Programme works with governments, companies and communities to help protect five priority freshwater areas: 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:

- helping over 1,500 small-to-medium businesses to tackle water risks, and reducing pollutants discharged;
- supporting over 180,000 people to reduce fishing or farming impacts on water, while potentially improving livelihoods;
- seeing 50 policies, standards, guidelines, legislations adopted to improve river health.

In 2018, WWF-UK and HSBC started working together on projects for sustainable supply chains including three projects in China, India and Vietnam to scale up sustainability in the sector and promote good water governance.

IKEA

Industry

Retail

Household Goods and Textiles

Type of partnership

Sustainable business practices

Conservation focus of partnership

Forests

Freshwater

Markets (cotton)

FY 2019 budget range (EUR)

> 3,000,000

Lead office(s)

WWF-Sweden

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 and a number of innovation and advocacy projects, 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.

INTERNATIONAL PAPER COMPANY

Industry

Consumer goods

Type of partnership

Sustainable Business Practices

Communication & Awareness Raising

Conservation focus of partnership

Forests

General Support

FY 2019 budget range (EUR)

500,000 - 1,000,000

Lead office(s)

WWF-US

Driving research for better forest management

International Paper and WWF are working together to help create the first-ever science-based targets for forests by undertaking research and assessments, along with several other entities. This information will be used to create a comprehensive set of guidance on actions that can be taken to sustain the world's forests. International Paper is also supporting a restoration program in the 5,584 square mile Mogi Guaçu River Basin, in the Atlantic Forest of Brazil. International Paper is also a member of WWF's Global Forest and Trade Network (GFTN). We also worked together on a match donation campaign around Shark Week for their Hammermill brand.

JOHNSON & JOHNSON

Industry

Pharmaceuticals

Type of partnership

Sustainable business practices

Conservation focus of partnership

Climate & Energy

Forests

FY 2019 revenue range (USD)

1,000,000 - 3,000,000

Lead office(s)

WWF-US

Promoting human health and taking climate action

WWF and J&J have an extensive background working together on projects that promote human health through WASH (Water, Sanitation and Hygiene), address responsible climate action through Climate Savers as well as promote responsible forest management practices through responsible sourcing and support for the Forest Stewardship Council.

In the most recent project, we are putting the One Health paradigm into practice by designing and testing an integrated approach in one landscape Sabah, Malaysia while seeking to extend the learnings more globally. By identifying the ecological tipping point for the forests in this region, and better understanding the costs to human health (and governments) if we surpass this tipping point, we have an opportunity to develop the next generation of corporate commitments and government policy around land-use.



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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 2019 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-US

Engaging consumers to help the world's forests

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.

LYFT, INC.

Industry

Technology

Type of partnership

Communications and awareness raising

Conservation focus of partnership

General support

FY 2019 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-US

Part of Lyft's Round Up & Donate Program

WWF is a 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 millions dollars through Round Up & Donate to help support WWF's global conservation efforts.

MBNA

Industry

Banking and Finance

Type of partnership

**Communication and awareness raising
Philanthropic**

Conservation focus of partnership

General support

FY 2019 budget range (EUR)

500,000 - 1,000,000

Lead Office

WWF-UK

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 CORPORATION

Industry

Food service and restaurants

Type of partnership

**Sustainable business practices
Philanthropic**

Conservation focus of partnership

Climate & Energy

Food

Forests

Freshwater

FY 2019 budget range (EUR)

1,000,000 - 3,000,000

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, WWF's The Cascading Materials Vision, and the U.S. Roundtable for Sustainable Beef (USRSB). WWF also provides strategic advising for McDonald's climate initiatives and McDonald's has signed on to WWF's Corporate Renewable Energy Buyers' Principles and is a member of We Are Still In.

MICHELIN GROUP

Industry

Automobile

Type of partnership

Sustainable business practices

Conservation focus of partnership

Climate & Energy

Forests

Markets (rubber)

FY 2019 budget range (EUR)

500,000 - 1,000,000

Lead office(s)

WWF-France

WWF International

Moving towards sustainable natural rubber and mobility

Building on the successes achieved during the first phase of the partnership, WWF and Michelin Group renewed their joint commitment for four years. Since 2015, WWF and Michelin Group partner to drive change across the natural rubber market towards sustainable practices. Michelin and WWF are proud to have participated to the creation of the Global Platform for Sustainable Natural Rubber, which represents a unique opportunity to transform the whole industry towards more sustainable practices. The renewal of partnership also opens the collaboration to sustainable mobility and the protection of biodiversity.

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 better management practices. Michelin Foundation also supports a project led by WWF and Federation of Indian Chambers of Commerce & Industry (FICCI) to develop a roadmap towards the decarbonisation of the transport sector in India.

MIGROS-GENOSSENSCHAFTS-BUND

Industry

Retail

Type of partnership

Sustainable business practices

Communications and awareness raising

Conservation focus of partnership

Biodiversity

Climate & Energy

Freshwater

Food

Forests

Oceans

FY 2019 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).

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:

- 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 (acceptable and recommendable) 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 2019 budget range (EUR)

500,000 - 1,000,000

Lead office(s)

WWF-UK

Promote responsible forestry and a sustainable pulp and packaging sector

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 gases emissions and water footprint, and together, the partnership worked towards promoting sustainable practices in the packaging and paper sector. The focus of Phase II of the partnership is on tackling three of today's biggest challenges: deforestation, water scarcity and climate change.

NETTO MARKEN-DISCOUNT

Industry

Retail

Type of partnership

Sustainable business practices

Communications and awareness raising

Conservation focus of partnership

Food

Climate & Energy

Forests

Freshwater

Ocean

FY 2019 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-Germany

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 products. The work focuses on various sustainability issues relating to the company's product range: fish and seafood, timber, paper and tissue paper, palm oil, soy, climate, freshwater and packaging. The work on climate also covers energy efficiency measures in Netto's facilities including stores and logistic centers.

Key goals include 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;
- 99.19% of all components in the Netto own brands are from more sustainable sources.

PVH CORPORATION

Industry
Fashion

Type of partnership
Sustainable business practices

Conservation focus of partnership
Freshwater

FY 2019 budget range (EUR)
5000,000 - 1,000,000

Lead office(s)
WWF-US

Supporting water stewardship in key sourcing communities

PVH Corporation is working with WWF to support water stewardship efforts in key sourcing communities for PVH's businesses and the broader apparel industry. 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.

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
Freshwater
Plastics
Wildlife

FY 2019 budget range (EUR)
1,000,000 - 3,000,000

Lead office(s)
WWF-US

Partnering to help conserve the oceans

WWF and Royal Caribbean are working together to ensure the long-term health of the oceans. The company is addressing the environmental footprint of its operations by reducing greenhouse gas emissions, responsibly sourcing key commodities, including seafood, and promoting more sustainable tour operators and destinations. The company is supporting WWF's ocean conservation priorities and working with WWF to raise awareness of the oceans with their five million passengers globally.

SEB

Industry

Banking & Finance

Type of partnership

Philanthropic

Conservation focus of partnership

General support

FY 2019 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 entails:

- 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 2019 budget range (EUR)

500,000 - 1,000,000

Lead office(s)

WWF-Sweden

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 2019 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-UK

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.

SODEXO

Industry

Food service and restaurants

Type of partnership

Sustainable business practices

Conservation focus of partnership

Climate & Energy

Food

Forests

Freshwater

FY 2019 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 and operational leadership to further their shared efforts to protect and conserve the Earth's life-supporting resources by reducing the impacts of Sodexo's operations on the environment. The key areas of collaboration are supply chain sustainability, reduction of greenhouse gas emissions and food waste reduction. Additionally, Sodexo is developing sustainable menus in coordination with WWF's LiveWell programme.

TARGET CORPORATION

Industry

Retail

Type of partnership

Sustainable business practices

Communications and awareness raising

Philanthropic

Conservation focus of partnership

Climate & Energy

Forests

Food

Plastics

General Support

FY 2019 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-US

Working to advance sustainability within Target

WWF and Target are working together to advance sustainability within the company's business operations. The collaboration covers, responsible wood and fiber sourcing, climate protection and renewable energy, freshwater stewardship, plastic and waste, as well as employee engagement. Target is the founding sponsor for Panda Paddle, pledging \$300,000 over three years to support the annual event series.

TELMEX-TELCEL FOUNDATION

Industry

Technology

Type of partnership

Communications and awareness raising

Philanthropic

Conservation focus of partnership

Forests

Oceans

Wildlife

FY 2019 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 four main programmes:

- conservation of the Monarch Butterfly Reserve: we conduct 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.

THE COCA-COLA COMPANY

Industry

Beverages

Type of partnership

Sustainable business practices
Philanthropic

Conservation focus of partnership

Climate & Energy
Freshwater
Food
Plastics

FY 2019 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-US

Working together to address climate resilience

For over a decade, WWF and The Coca-Cola Company have partnered to improve the health of freshwater basins and the environmental performance across Coca-Cola's supply chain, emissions and packaging. Together, we help create a more climate resilient and water-secure future for business, communities, and nature. Additionally, the Coca-Cola Foundation supports WWF projects worldwide.

THE KROGER CO.

Industry

Retail

Type of partnership

Philanthropic
Sustainable business practices

Conservation focus of partnership

Food
Oceans

FY 2019 budget range (EUR)

1,00,000 - 3,000,000

Lead office(s)

WWF-US

Working together to promote sustainable seafood and tackle food waste

WWF has been working with Kroger since 2009 to ensure the sustainability of the company's Top-20 wild caught seafood species. In 2016, Kroger expanded upon the goal by publicly committing to sourcing 100% of their wild-caught seafood from fisheries that are Marine Stewardship Council (MSC) certified, in MSC full assessment, in comprehensive Fishery Improvement Projects (FIPs), or certified by other GSSI-recognized programs. In addition to collaboration on sustainable sourcing, the company has been investing in fishery improvement projects for key species to increase the number of MSC-certified fisheries it can source from and has committed to sourcing 90% of its wild caught seafood from MSC certified fisheries. Kroger has directly supported 43 FIPs. Key projects include a Mahi-Mahi fishery in Peru that the company has played a major role in supporting. Kroger has also committed to end hunger in their communities and eliminate waste in their company by 2025. WWF is supporting this Zero Hunger Zero Waste goal by helping to analyse data on waste and come up with innovative ideas to ensure that food is eaten. With the support of The Kroger Co. Foundation, WWF is implementing Food Waste Warrior curriculum in cities across the country. Food Waste Warrior works with teachers and student leaders to conduct food waste audits in their cafeteria and calculate the environmental impact of wasted food.

THE PROCTER & GAMBLE COMPANY

Industry

Consumer goods

Type of partnership

Sustainable business practices

Conservation focus of partnership

Climate & Energy

Forests

Freshwater

Plastics

FY 2019 budget range (EUR)

500,000 - 1,000,000

Lead office(s)

WWF-US

Working towards business transformation

WWF has a longstanding (10 year) and wide-ranging partnership with P&G, mostly focused on business transformation, with specific workstreams on Freshwater, Forests, Renewable Materials, and Renewable Energy. Working with partners like WWF, P&G met their 2020 energy, transportation, waste, and water sustainability goals ahead of schedule. In April 2018, P&G launched Ambition 2030 to enable and inspire positive impacts on the environment and society with new goals spanning their brands, supply chain, and employees. In past years, WWF and P&G have also engaged in cause marketing campaigns, including encouraging more consumers to use cold water wash with the support of their brand of bio-based detergent, Tide Purclean.

TIGER BEER

Industry

Beverages

Type of partnership

Communications and awareness raising

Conservation focus of partnership

Wildlife

FY 2019 budget range (EUR)

500,000 - 1,000,000

Lead office(s)

WWF International

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.

TOYOTA MOTOR CORPORATION

Industry

Automotive

Type of partnership

Sustainable business practices

Communications and awareness raising

Philanthropic

Conservation focus of partnership

Climate & Energy

Forests

FY 2019 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-Japan

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. Toyota became the member of Global Platform for Sustainable Natural Rubber (GPSNR) in 2019. Further, Toyota and WWF are working together toward realizing a zero-carbon society, taking science-based targets into account.

UPS FOUNDATION

Industry

Transportation

Type of partnership

Philanthropic

Conservation focus of partnership

Forests

FY 2019 budget range (EUR)

500,000 - 1,000,000

Lead office(s)

WWF-US

Supporting WWF’s forest conservation efforts

The UPS Foundation supports WWF’s forestry conservation efforts. The foundation’s support is directed towards building local capacity for tropical forest reforestation and reforestation in Asia, Africa, and Latin America through Education for Nature Reforestation Grants to non-governmental organizations and community groups.

VTB

Industry

Finance

Type of partnership

Philanthropic

Conservation focus of partnership

Biodiversity

FY 2019 budget range (EUR)

500 000 - 1 000 000 EUR

Lead office(s)

WWF-Russia

Supporting the conservation of big cats

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, 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.

WALMART

Industry

Retail

Type of partnership

Sustainable business practices

Philanthropic

Conservation focus of partnership

Climate & Energy

Food

Forests

Freshwater

FY 2019 budget range (EUR)

1,000,000 - 3,000,000

Lead office(s)

WWF-US

Collaborating on Walmart's Project Gigaton

Walmart and WWF collaborate on Walmart's Project Gigaton to catalyse action to prevent a gigaton of emissions across the company's global supply chain by 2030. As one of the lead NGOs for the initiative, WWF advised on the design and implementation of Project Gigaton. The Walmart Foundation is supporting WWF's work in food waste reduction at the farm level and the Renewable Energy Buyers Alliance (REBA).



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WWF WORLDWIDE NETWORK*

Where we work*

Armenia	Gabon	New Caledonia	Uganda
Australia	Georgia	New Zealand	UK
Austria	Germany	Norway	Ukraine
Azerbaijan	Greece	Pakistan	USA
Belgium	Guatemala	Panama	Vietnam
Belize	Guyana	Paraguay	Zambia
Bhutan	Honduras	Peru	Zimbabwe
BIH	Hong Kong	Philippines	
Bolivia	Hungary	PNG	Other active countries/ consultants*
Brazil	India	Poland	Cuba
Bulgaria	Indonesia	Republic of Congo	Kazakhstan
Cambodia	Italy	Romania	Kyrgystan
Cameroon	Japan	Russia	
Canada	Kenya	Serbia	Associates/Partners*
CAR	Korea	Seychelles	Argentina
Chile	Kosovo	Singapore	Ghana
China	Laos	Slovakia	Latvia
Colombia	Madagascar	Slovenia	Nigeria
Comoros	Malaysia	Solomon Islands	Portugal
Croatia	Mexico	South Africa	UAE
Denmark	Moldova	Spain	
DRC	Mongolia	Suriname	
Ecuador	Morocco	Sweden	*As at April 2019
Fiji	Mozambique	Switzerland	
Finland	Myanmar	Tanzania	
France	Namibia	Thailand	
French Guyana	Nepal	Tunisia	
	Netherlands	Turkey	

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NATURE AND REDUCE THE
MOST PRESSING THREATS
TO THE DIVERSITY OF LIFE
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