

A man with short dark hair, wearing a white polo shirt with a green collar and a small green logo on the chest, is working in a greenhouse. He is holding a leafy green vegetable in his hands. The background shows the structure of the greenhouse and rows of plants.

CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF INTERNATIONAL'S CORPORATE PARTNERSHIPS, FISCAL YEAR 2020



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

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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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TAKING BOLD COLLECTIVE ACTION

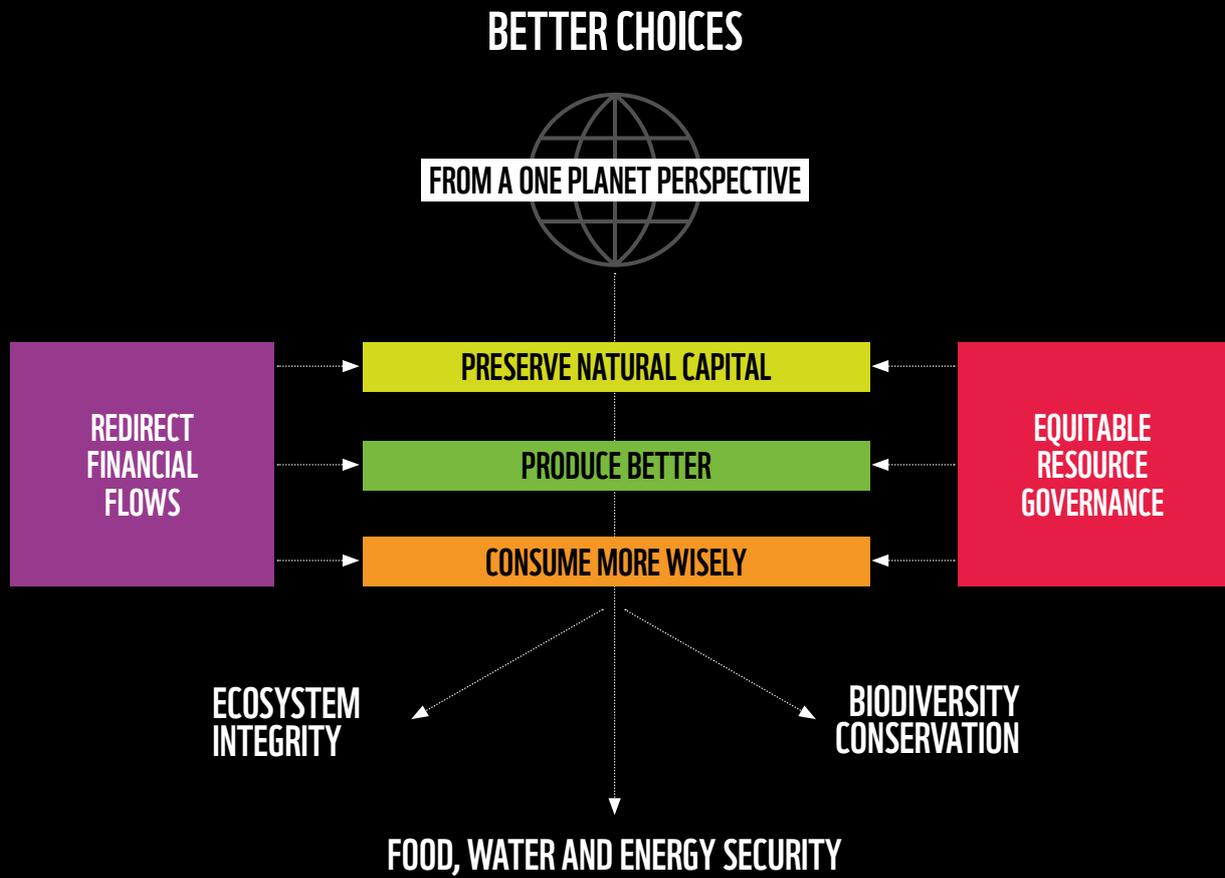
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

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.

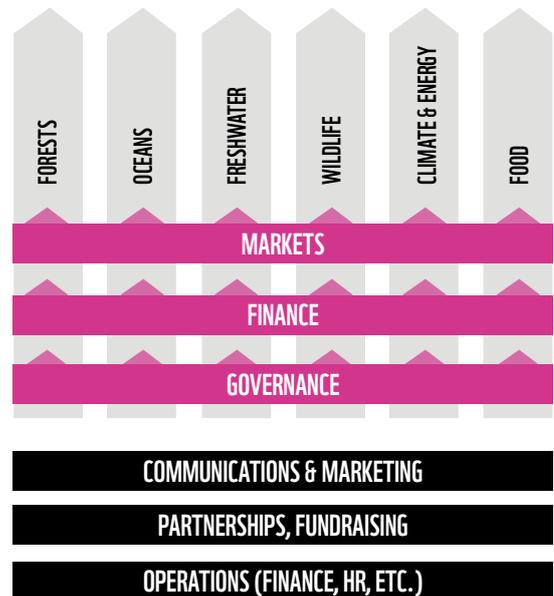
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

WWF'S GLOBAL VISION FOR CHANGE



HOW WE MAKE IT HAPPEN

**6 GLOBAL GOALS,
3 CROSS-CUTTING DRIVERS,
DELIVERED BY POWERFUL
COMMUNITIES OF PRACTICE
AND PARTNERS**



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 the corporate sector, 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), [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](#), [Reviving the Oceans Economy](#)), as well as work in partnership with individual companies.

This report presents an overview of the partnerships that this WWF office has 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:

DRIVING SUSTAINABLE BUSINESS PRACTICES

Our 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 the private sector 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 FSC-certified wood, 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.

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 private 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. A Global Report of WWF's largest corporate partnerships globally can also be found [here](#).

THIS REPORT

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

- Work with the company to reduce its impacts and footprint and to help shift sectors and markets toward sustainability in line with WWF's global conservation strategy;
- Raise public awareness of key conservation challenges;
- Directly support WWF conservation projects.

This WWF office 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.

In FY20, income from corporate partnerships represented 11% of this WWF office's total income.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EURO 25,000 IN FY20

BOLTON

For more information click [HERE](#)

Industry:	Food (Processing & Products)
Type of Partnership:	Driving sustainable business practices Communications and awareness raising
Conservation Focus of Partnership:	Food Oceans
Budget Range (in Euro):	500,000-1 million

WWF and Bolton Food with its brands Rio Mare, Saupiquet and Palmera are working together on a four-year transformational partnership to help safeguard our oceans and marine life.

Unsustainable fishing activities have a considerable impact on the world's most ecologically important marine ecoregions. WWF focuses its efforts on reducing these impacts for the benefit of marine ecosystems and to conserve the most commercially valuable seafood species. Our long-term goal is: to ensure a shift towards sustainable sourcing through a process of transformation of the company's supply chain, and with

the aim of engage the whole seafood sector; to achieve full traceability and transparency of the supply chain; to work directly with companies and raise awareness amongst consumers about key seafood sustainability issues and how they can make a difference.

BOOST COLLECTIBLES AG

For more information click [HERE](#)

Industry:	Advertising (loyalty programmes for retailers)
Type of Partnership:	Communications and awareness raising
Conservation Focus of Partnership:	Forests Oceans Wildlife
Budget Range (in Euro):	25,000-100,000

Boost is one of the leading companies in the field of marketing and sales promotions. They supply creative concepts and effective sales promotion tools in the areas Collectibles' Promotions and Loyalty Programs. A Partner with WWF since 2017, Boost develops WWF branded collectibles promotions to retailers that heighten awareness for more sustainable interactions on our planet. These promotions enable children to playfully experience a playful introduction and cultivate an enduring commitment to the themes of the environment, nature, and animals. Boost is regularly audited by FSC and BSCI. All the collectibles launched together with WWF have to comply with WWF's social and environmental standards.

THE COCA-COLA COMPANY

For more information click [HERE](#)

Industry:	Beverages
Type of Partnership:	Driving sustainable business practices Philanthropic partnership
Conservation Focus of Partnership:	Climate & Energy Food Freshwater Oceans
Budget Range (in Euro):	250,000-500,000

Working together to create a more climate resilient and water-secure future

In 2007, WWF and The Coca-Cola Company (TCCC) launched a ground-breaking partnership that inspired global cooperation in more than 50 countries across the globe. In our partnership with The Coca-Cola Company, the world's largest beverage company, we're working together to enhance climate change resilience, water-security, and responsible agricultural and materials production in the communities where the company operates and markets its products. We are currently in the second phase of our global partnership with TCCC, which supported supports global strategy development and implementation and on-the-ground conservation projects in two freshwater basins, the Mesoamerican Reef and the Yangtze River. Through support of the partnership, TCCC is a member of Climate Savers and WWF's Bioplastic Feedstock Alliance, and TCCC is a Principal Member of WWF's ReSource: Plastic activation hub.

GEOX

For more information click [HERE](#)

Industry:	Footwear & Clothing
Type of Partnership:	Driving sustainable business practices Communications and awareness raising
Conservation Focus of Partnership:	Freshwater Wildlife Commodities
Budget Range (in Euro):	100,000-250,000

Together, taking a step for wildlife

The Geox and WWF collaboration aims to raise awareness about the importance of the environment, and of wildlife preservation, with the goal of inspiring a new generation of conservationists. Everyone can make a difference, by choosing to purchase more sustainable products. Geox has created a new line of Baby/Kids' shoes. The products in this collection are made of more sustainable materials such as recycled cotton, recycled rubber, and LWG certified leathers. A portion of all product sales will be allocated to WWF, in support of their global conservation work.

GRAB

For more information click [HERE](#)

Industry:	Technology
Type of Partnership:	Communications and awareness raising
Conservation Focus of Partnership:	Wildlife
Budget Range (in Euro):	25,000-100,000

In supporting wildlife conservation, Grab selected WWF as its new beneficiary to be part of its loyalty programme to help raise awareness and funds toward endangered wildlife that are endemic to Southeast Asia's ecosystem. Donations were made accessible to Grab users across eight markets in Southeast Asia in exchange for users' loyalty points. The protected species include Malayan tigers, Irrawaddy dolphins, Asian elephants, and the tamaraw (species of buffalos native to the Philippines).

PREZERO LIZENZ GMBH

For more information click [HERE](#)

Industry:	Recycling
Type of Partnership:	Philanthropic partnership
Conservation Focus of Partnership:	Oceans
Budget Range (in Euro):	500,000–1,000,000

Working together to stop plastics from entering the ocean

Since 2015, PreZero (formerly Tönsmeier) has been working with WWF-Germany to protect the oceans. Currently, the company supports the Ghost Nets project in the Baltic Sea as well as two projects for the prevention and disposal of plastic waste in Southeast Asia.

PreZero not only provides financial resources, but also contributes its technical expertise on environmental issues and supports at political level in important campaigns and appeals such as the global and legally binding agreement to stop the flood of plastics into the oceans.

INNER MONGOLIA YILI INDUSTRIAL GROUP

Industry:	FMCG - Dairy
Type of Partnership:	Driving sustainable business practices Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership:	Food Freshwater
Budget Range (in Euro):	500,000-1 million

In September 2018, Yili Satine and WWF jointly launched a campaign for “Satine Public Wetland Conservation Team”, inviting ten consumers to join WWF animal protection experts to enter the Huangnihe Wetland Nature Reserve in Jilin Province, where they built artificial nest boxes for migratory birds and observed the birds to protect wetland animals. As a part of the “Wetland Conservation and Sustainable Agriculture Development Program” launched by Satine and WWF, the activity is a successful attempt by Yili to pool resources to encourage the general public in the protection of wetland and migratory birds.

Yili Satine and WWF also launched a campaign for “Sustainable Agriculture and Wetland Protection” with Qian’an County, Songyuan City, Jilin Province at the core. The project tried out the mode of sustainable corn planting and production and gained in popularity, aiming to enhance the understanding and application of eco-friendly sustainable agriculture in the local area.

INTERNATIONAL BON TON TOYS

For more information click [HERE](#)

Industry:	Toys and games
Type of Partnership:	Communications and awareness raising
Conservation Focus of Partnership:	Forests Wildlife
Budget Range (in Euro):	100,000-250,000

WWF Plush Toy Collection

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

IKEA

For more information click [HERE](#)

Industry:	Retail and household goods
Type of Partnership:	Driving sustainable business practices
Conservation Focus of Partnership:	Forests Freshwater Markets (Cotton)
Budget Range (in Euro):	>3 million

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. During 2020, IKEA reached their wood from more sustainable sourced goal. Today, more than 98% of wood sourced for IKEA products is FSC-certified or recycled. This positive development was greatly supported by the work of the forest partnership, which has contributed towards an increase of FSC-certified forests over many years.

MERCHANT AMBASSADOR

For more information click [HERE](#)

Industry:	Toys and games
Type of Partnership:	Communications and awareness raising
Conservation Focus of Partnership:	Forests Wildlife
Budget Range (in Euro):	25,000-100,000

Merchant Ambassador is one of WWF International's long lasting licensing partners.

Their assortment of high-quality toys contains a wide variety of classic board games depicting species from different habitats and introduces children to the animal world.

All their games are manufactured in accordance with socially responsible standards and the highest environmental manufacturing standards (including packaging and sales materials).

Through Merchant Ambassador's network of retail partners, the WWF board games are sold in over 30 countries around the world.



For more information click [HERE](#)

Industry:	Clothing and apparel
Type of Partnership:	Driving sustainable business practices Communications and awareness raising
Conservation Focus of Partnership:	Climate & Energy Freshwater
Budget Range (in Euro):	1-3 million

Partnering on water stewardship, climate and biodiversity in the fashion industry

WWF and H&M group first entered a partnership in 2011, focusing on water stewardship. The aim was to raise awareness, to improve responsible water use throughout H&M group’s entire supply chain and to inspire other companies. The water stewardship work has included multiple basin projects from China to Turkey and also calls fashion brands to join global collective action on setting best management practise and water targets relating to 2030 SDG6 fulfilment.

In 2016, the partnership expanded to include climate action and a strategic dialogue. H&M group’s climate strategy was developed in collaboration with WWF, with the target of H&M becoming climate positive throughout its value chain by 2040. WWF is also working with H&M group to create guidance and a credible definition for a ‘climate positive’ business movement. The strategic dialogue focused on key issues in the fashion industry, such as raw materials and biodiversity, with the aim of bringing sustainable and science-based solutions to H&M group and the broader industry. In late 2020, the strategy dialogue was reshaped and formalized into a biodiversity stream within the partnership. The ambition of the biodiversity stream is to reduce H&M’s overall pressures on biodiversity and nature and to strive towards net-gain impacts. This will be done by addressing impacts of raw material sourcing and production, increasing overall awareness of the urgency to act on nature loss and aiming to scale solutions within the fashion industry.

To achieve the overall ambition, the biodiversity stream will focus on strategy development, biodiversity impact projects as well as advocacy and awareness raising.

In 2010, 2016 and 2018, WWF and H&M also collaborated on a clothing collection made from more sustainable materials. The goal of these collaborations was to inspire H&M customers to care for the planet and to raise funds for WWF’s species and marine work.



For more information click [HERE](#)

Industry:	ICT
Type of Partnership:	Driving sustainable business practices Philanthropic partnership
Conservation Focus of Partnership:	Climate & Energy Forests
Budget Range (in Euro):	1-3 million

HP and WWF are working together to advance forest restoration in the Atlantic Forest in Brazil as well as accelerating improved forest management in China – the world’s largest producer and consumer of paper products. Additionally, HP is supporting WWF in strengthening science-based targets for forests and developing a tool to estimate the ecological benefits of improved forest management so that other companies can better estimate the climate, water, and other nature-related co-benefits of their actions. This project builds on HP’s progress in Forest Stewardship Council-certified paper sourcing as a participant in WWF’s Global Forest & Trade Network. HP is also a member of WWF’s Climate Savers program. WWF is a recipient of HP’s employee giving program.

HUMBLE BUNDLE

Industry:	Technology
Type of Partnership:	Communications and awareness raising
Conservation Focus of Partnership:	Australia Emergency Response Food Wildlife
Budget Range (in Euro):	25,000-100,000

Humble Bundle were raising funds for animal charities through sales of the big Humble Australia Fire Relief Bundle. Unlike most of their other bundles, this one offered just one tier, for USD25, with all funds raised going to a variety of charities based on a buyer's choice and WWF was amongst them.

KAKAO GAMES EUROPE

Industry:	Technology
Type of Partnership:	Communications and awareness raising
Conservation Focus of Partnership:	Wildlife
Budget Range (in Euro):	25,000-100,000

Kakao Games Europe collaborated with WWF to launch a wildlife campaign on their online game Black Desert Online to raise awareness and funds towards species conservation such as polar bears, loggerhead turtles, Galapagos penguins, giant pandas and red pandas.

KIMBERLY CLARK

Industry:	Manufacturing
Type of Partnership:	Driving sustainable business practices
Conservation Focus of Partnership:	Climate & Energy Forests Freshwater Oceans
Budget Range (in Euro):	250,000-500,000

Kimberly-Clark is a participant in WWF's Forests Forward program and supports WWF's efforts to protect forests and other critical ecosystems. WWF also works with Kimberly-Clark to advance its corporate water stewardship and set a pathway to set and implement science-based targets as part of their climate mitigation efforts. Kimberly-Clark also works with WWF on plastic, waste, and material sustainability through WWF's Bioplastic Feedstock Alliance (BFA) and is a member of WWF's ReSource: Plastic activation hub.

KOALA SLEEP PTY LTD

For more information click [HERE](#)

Industry:	Furniture e-commerce
Type of Partnership:	Communications and awareness raising
Conservation Focus of Partnership:	Wildlife
Budget Range (in Euro):	250,000 – 500,000

Unified in a common goal to protect threatened and endangered wildlife, Koala and WWF have been in partnership since August 2017. The partnership aims to inspire and educate Koala's customers about the work of WWF to protect threatened and endangered wildlife, such as stopping activities including excessive tree-clearing that puts iconic species and habitat at risk. Through the partnership, Koala donates funds to WWF from every mattress and sofa sold towards koala and turtle conservation work.

In response to the bushfire crisis, Koala and WWF came together to support the work of Natural Resources Kangaroo Island in giving the endangered Kangaroo Island glossy black cockatoo the best chance of recovery. Up to 75 per cent of the glossy black cockatoo population on Kangaroo Island lived within the 210,000-hectare area that was burnt during the 2019-20 summer bushfires. Proceeds from sofa bed sales are helping replace the artificial nest boxes lost in the fires and planting feed trees, which are each critical for ensuring healthy breeding populations.

MARS PETCARE

For more information click [HERE](#)

Industry:	Food (Processing and products)
Type of Partnership:	Philanthropic partnership
Conservation Focus of Partnership:	Wildlife
Budget Range (in Euro):	500,000-1 million

Working together to help tigers thrive

The partnership between WWF and Mars is built on the foundation of Mars' sustainability commitments, demonstrated by a series of public environmental goals and targets. Mars is one of the single largest contributors to WWF's Tiger Alive Initiative (TAI), supporting the programmes, equipment and people required to meet the objective of doubling the wild tiger population by 2022. The partnership focuses on daily on-the-ground protection of tigers and ensuring safe tiger landscapes.

MICHELIN

For more information click [HERE](#)

Industry:	Tires manufacturing
Type of Partnership:	Driving sustainable business practices
Conservation Focus of Partnership:	Forests
Budget Range (in Euro):	500,000 – 1,000,000

Moving towards sustainable natural rubber and mobility

Since the collaboration begun in 2015, Michelin has been the first in the industry to publish a sustainable natural rubber policy including a zero deforestation commitment. The partnership has focused on improving its natural rubber sourcing mapping and supplier engagement for better production practices, and the promotion of good practices among the key players on the market and in international bodies, leading to the creation of the Global Platform for Sustainable Natural Rubber (GPSNR). The partnership has been extended to climate, through the Science-Based Targets Initiative, and 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.

MINECRAFT (MICROSOFT)

For more information click [HERE](#)

Industry:	Technology
Type of Partnership:	Communications and awareness raising
Conservation Focus of Partnership:	Wildlife
Budget Range (in Euro):	100,000-250,000

In 2019, Minecraft introduced buzzy bees into the Minecraft world and WWF joined them in a new initiative to raise awareness about the importance of bees, their role in supporting healthy ecosystems, and ways we can protect them.

As pollinators, bees play a critical role in healthy ecosystems and are essential for food production, yet habitat loss, fragmentation, and climate change are leading to steep declines in their populations. To support WWF's efforts to protect bees and other threatened species, Minecraft donated USD100,000 to support WWF's conservation work and also provide net proceeds (62.5%) from the sale of the Character Creator Bumblebee costume in the Minecraft Marketplace to the organisation.

MONDI

For more information click [HERE](#)

Industry:	Packaging, pulp, and paper products
Type of Partnership:	Driving sustainable business practices
Conservation Focus of Partnership:	Climate & Energy Forests Freshwater
Budget Range (in Euro):	1-3 million

Partners in responsible forest, manufacturing and product stewardship

In 2014, following many years of collaboration, Mondi Group and WWF 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, the partnership worked towards promoting sustainable practices in the packaging and paper sector. Phase II of our partnership will continue to focus on the following work streams: stewardship of forests (including forestry plantations),

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

ORIENTIS GOURMET (KUSMI TEA)

For more information click [HERE](#)

Industry:	Food
Type of Partnership:	Driving sustainable business practices Communications and awareness raising
Conservation Focus of Partnership:	Food Wildlife
Budget Range (in Euro):	25,000-100,000

French tea brand Kusmi Tea and WWF launched in January 2020 a three-year partnership

Orientis Gourmet Group, who owns Kusmi Tea, is a French company which proposes quality and organic teas. The company understands the importance of pursuing for a more responsible tea. From the sourcing of the tea leaves (Kusmi Tea has made a first commitment to reach 40% organic tea by 2020), to improving the livelihood of the workers on the farms and more environmentally friendly packaging, the company wants to address the industry’s main environmental and social impacts.

Partner with WWF-France since January 2018, Orientis Gourmet wanted to strengthen its collaboration with WWF and continue their work on tiger conservation and sustainable tea sourcing. Both organizations decided to launch a limited co-branded edition of a 100% organic and fair-trade certified tea. The royalties generated will be given to the Tiger Alive Initiative, with a forecast of approximately EUR40,000 per year (or EUR120,000 over 3 years).

TOMMY HILFIGER (PVH)

Industry:	Clothing and apparel
Type of Partnership:	Driving sustainable business practices
Conservation Focus of Partnership:	Freshwater
Budget Range (in Euro):	100,000-250,000

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 has also supported WWF in implementing collective action on water in the Yangtze and Mekong 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. In 2018, parties agreed to continue collaboration in driving the textile sector towards best practice on water stewardship and ensuring good water governance in key garment producing regions.

TCC

Industry:	Retail loyalty programme
Type of Partnership:	Communications and awareness raising
Conservation Focus of Partnership:	Wildlife
Budget Range (in Euro):	100,000-250,000

For the Future Loyalty Programme

TCC is a leading organisation for retail loyalty and has partnered with WWF to raise funds and awareness for WWF's conservation efforts and to promote more sustainable consumer behaviour through the 'For the Future' WWF collection for shoppers. 'For the Future' is a range of co-branded sustainable loyalty products with WWF that are claimable by shoppers who care for the future of our planet and consist of low-impact packaging with a huge reduction of plastic.

TOYOTA MOTOR CORPORATION

For more information click [HERE](#)

Industry:	Automotive
Type of Partnership:	Driving sustainable business practices Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership:	Climate & Energy Forests
Budget Range (in Euro):	1-3 million

Promoting biodiversity in Asia tropical forests

Toyota Motor Corporation and WWF launched a global partnership in 2016, a first in the automotive industry, to promote biodiversity conservation in Asian tropical forests and accelerate the move towards a “zero carbon” society. In this partnership, Toyota supports the “Living Asian Forest Project,” a new series of existing and planned WWF activities to conserve tropical forests and wildlife in Southeast Asia, in places such as Borneo (Kalimantan), Sumatra in Indonesia and the Greater Mekong region. The partnership will also focus on increasing the sustainability of natural resources such as wood, paper and pulp, palm oil and natural rubber. Further, Toyota and WWF will also work together to realize a zero-carbon society, and Toyota has joined the Science-Based Targets Initiative. 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.

REVOLUT

For more information click [HERE](#)

Industry:	Fintech
Type of Partnership:	Philanthropic partnership
Conservation Focus of Partnership:	General support
Budget Range (in Euro):	100,000-250,000

WWF and Revolut have been in partnership since July 2019. Revolut is a UK-headquartered fintech company that runs a digital-only banking app. WWF is one of the charity partners that Revolut users can donate their ‘vault’ to, using savings built up by either rounding up spare change on purchases, or by setting up an automated transfer of funds.

ROYAL CARIBBEAN CRUISES LTD

For more information click [HERE](#)

Industry:	Hotels & recreational services
Type of Partnership:	Driving sustainable business practices Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership:	Climate & Energy Food Oceans
Budget Range (in Euro):	1-3 million

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 5 million passengers globally.

VENETIAN COTAI LTD

Industry:	Hotels, recreational and conference services
Type of Partnership:	Communications and awareness raising
Conservation Focus of Partnership:	Climate & Energy
Budget Range (in Euro):	25,000-100,000

VCL and WWF entered into a three-year agreement in 2018 where hotel guests at The Venetian Macau and The Parisian Macau were encouraged to donate US\$ 1 on a nightly basis to WWF. The funds thus collected were earmarked for WWF-China's Biomass Fuel Stove project as the more sustainable, less polluting, and cheaper alternative to coal for everyday cooking. A second project was to engage with local Macau schools to raise environmental sustainability awareness among parents and students by providing them the "Earth Hour Home LED Kit". Eventually, however, the funds went towards General Support.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF EURO 25,000 OR LESS IN FY20

The following list contains all corporate partnerships that WWF-International had in fiscal year 2020 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.

- **BCG**
- **Beijing Organic and Beyond Corporation**
- **Clementoni Spa**
- **Descente Ltd.**
- **Harper Collins**
- **PHORIA**
- **Picture Organic Clothing**
- **Viber**

NEW GENERATION PLANTATION

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. Each collaboration also had an annual budget under EUR25,000.

- **APSD**
- **Arauco**
- **CMPC**
- **The Navigator Company**
- **New Forests Company**
- **Stora Enso**
- **Suzano**
- **UPM**
- **Veracel**



**OUR MISSION IS TO STOP
DEGRADATION OF THE
PLANET'S NATURAL
ENVIRONMENT AND TO
BUILD A FUTURE IN WHICH
HUMANS LIVE IN HARMONY
WITH NATURE.**

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world for the benefit of people
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