

A woman wearing a bright pink hijab and a blue long-sleeved shirt is looking down at a green plant seedling she is holding. She is standing in a nursery with many other similar plants in the background. The plants are in black plastic trays.

# **CORPORATE PARTNERSHIPS REPORT**

OVERVIEW OF WWF INTERNATIONAL'S CORPORATE PARTNERSHIPS, FISCAL YEAR 2021





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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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# NATURE AT THE BRINK

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[WWF's Living Planet Report](#) shows that humanity and the way we feed, fuel, and finance our societies and economies is pushing nature and the services that power and sustain us to the brink. Agricultural expansion, deforestation, overfishing, urban development, energy use, mining and pollution are all driving habitat loss, water shortages and climate change. In addition, every year, the [World Economic Forum Risks Report](#) continues to show the increase in the scale and urgency of environmental risks to the global economy, as well as the deepening interconnections between environmental issues, economic strains, and geopolitical tensions.

We cannot afford to be complacent. In fact, we need to move into an emergency and solutions-based mindset. The landmark [Intergovernmental Panel on Climate Change \(IPCC\) report, Global Warming of 1.5 °C](#), paints a clear but dire picture. It states that to avoid the most serious impacts of climate change, we need to drastically transform the world economy in the next few years. Allowing nature to fail will disrupt business, undermine economies and drive social instability.

The good news is that we also have an unparalleled opportunity for positive change – the science is clearer, awareness is greater, and innovation more powerful than ever before. We can redefine our relationship with nature – but we need to work together. One organisation alone cannot deliver the change we need. That is why WWF collaborates with business – working in partnership – to find solutions and act at a scale that matters.

# TAKING BOLD COLLECTIVE ACTION

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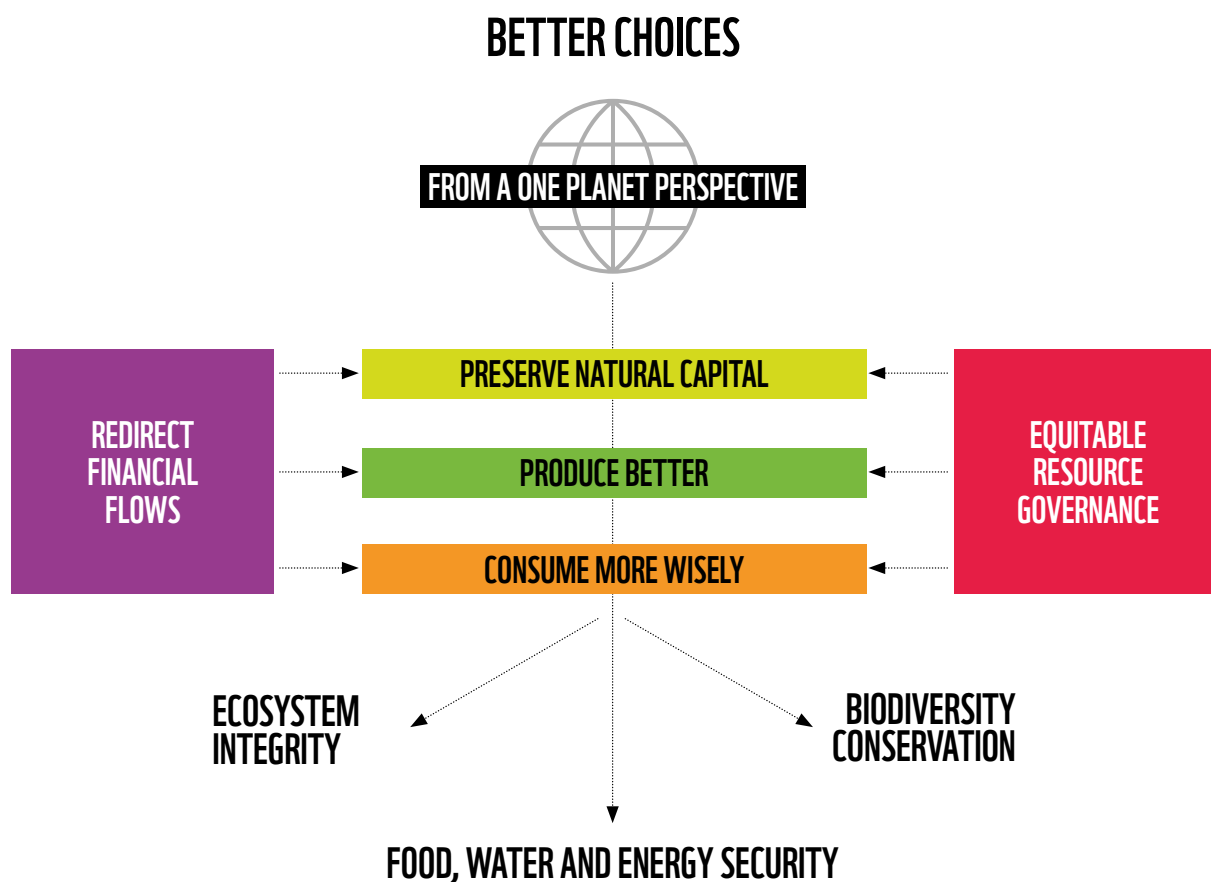
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF continues 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.

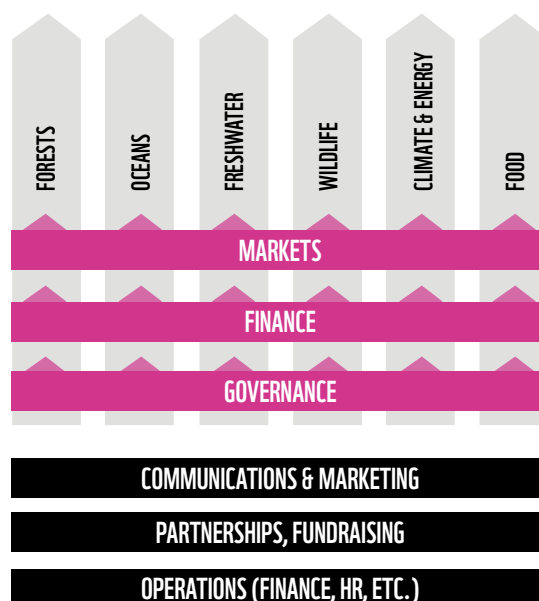
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

## 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

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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.

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.

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), [Better Cotton Initiative](#) (BCI)). 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. [Business for Nature](#), Build Back Better, [Coalition to end wildlife trafficking online](#)), 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:

## 1. 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.

## 2. 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.

## 3. 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 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 FY21, income from corporate partnerships represented 10% of this WWF office's total income.



# LIST OF WWF-INT PARTNERSHIPS FY2021

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The following list contains all corporate partnerships that WWF International had in fiscal year 2021 with an annual budget of more than EUR25,000.

1. Bolton
2. Boost Collectibles AG
3. The Coca-Cola Company
4. Ferrero
5. GEOX
6. Inner Mongolia YiLi Industrial Group
7. IBTT
8. IKEA
9. H&M
10. HP Inc.
11. Kakao Games Europe
12. Koala Sleep Pty Ltd
13. Merchant Ambassador
14. Nomad Food
15. Organic Basics
16. Picture Organic Clothing
17. Playtika (Solitaire Grand Harvest) (US)
18. PreZero
19. Reckitt
20. Revolut
21. Royal Caribbean Cruises Ltd
22. Tommy Hilfiger / PVH
23. TCC
24. Toyota Motor Corporation
25. Yostar

# PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EUR25,000 IN FY21

## BOLTON

For more information click [HERE](#)

Industry	<b>Food (Processing and Products)</b>
Type of Partnership	<b>Driving sustainable business practices Communications and awareness raising</b>
Conservation Focus	<b>Food Oceans</b>
Budget Range (in EUR)	<b>500,000 - 1 million</b>

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

Industry	<b>Advertising (loyalty programmes for retailers)</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus	<b>Forests Oceans Wildlife</b>
Budget Range (in EUR)	<b>250,000 - 500,000</b>

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 must comply with WWF's social and environmental standards.

## THE COCA-COLA COMPANY

For more information click [HERE](#)

Industry	<b>Beverages</b>
Type of Partnership	<b>Driving sustainable business practices Philanthropic partnership</b>
Conservation Focus	<b>Climate &amp; Energy Food Freshwater Oceans</b>
Budget Range (in EUR)	<b>1 million - 3 million</b>

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.

## FERRERO

For more information click [HERE](#)

Industry	<b>Food</b>
Type of Partnership	<b>Potential partnership: Driving sustainable business practices Marketing communications and philanthropy</b>
Conservation Focus	<b>Wildlife Forests Food</b>
Budget Range (in EUR)	<b>250,000 - 500,000</b>

WWF and Ferrero worked together on the scoping of potential partnership focused on the following areas of work: driving sustainable business practices, marketing communications and philanthropy. The aim was to enhance nature and people's connection to it by protecting and restoring nature and improving Ferrero's business operations and sourcing.

## GEOX

For more information click [HERE](#)

Industry	<b>Footwear &amp; Clothing</b>
Type of Partnership	<b>Driving sustainable business practices Communications and awareness raising</b>
Conservation Focus	<b>Freshwater Wildlife Commodities</b>
Budget Range (in EUR)	<b>100,000 - 250,000</b>

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.

## INNER MONGOLIA YILI INDUSTRIAL GROUP

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

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	<b>Toys and games</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus	<b>Forests Wildlife</b>
Budget Range (in EUR)	<b>100,000 - 250,000</b>

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.



For more information click [HERE](#)

Industry	<b>Retail and household goods</b>
Type of Partnership	<b>Driving sustainable business practices</b>
Conservation Focus	<b>Forests Freshwater Markets (Cotton) Climate</b>
Budget Range (in EUR)	<b>&gt;3 million</b>

IKEA and WWF have been in partnership since 2002, and are currently working together on forests, cotton, water and climate to protect landscapes and enhance biodiversity. Through engagement in 15 countries, innovation and advocacy, the partnership supports responsible forest management, sustainable cotton value chains, healthy water flows and management, and a strengthened climate positive commitment.

The ambition is to take action to protect, manage and restore key landscapes, enhance biodiversity and enable a climate positive value chain; while upholding the rights and needs of people. As well as contribute to improve and provide knowledge and facts to inspire and enable sustainable consumption in support of a One Planet future.

Even after 20 years, this partnership continues to be pioneering and leading, building on our shared learnings to challenge ourselves to develop and implement new approaches and solutions to deliver improved natural resources management with positive and fair benefits for people and nature.

Natural resources and ecosystems that provide critical ecosystem services, sustainable livelihoods, and that underpin businesses must be used responsibly and managed sustainably. In 13 countries across Europe and Asia, the forest partnership continues to protect and expand resilient forest landscapes and enhance forest biodiversity in priority areas while supporting responsible forest management. We improve forest management practices in natural forests and plantations, establish and strengthen standards and verification mechanisms for responsible forest management and enable their implementation. We strengthen engagement and pathways towards improved governance frameworks, national policies and legislation, and we empower communities and smallholders exercising forest stewardship and conserving ecosystem services in decision making, increased benefit sharing and sustainable livelihoods, including through improved market linkages.

In 2021, IKEA joined the Science Based Targets Network (SBTN) Corporate Engagement programme and the business call for the UN Treaty on Plastic Pollution.



For more information click [HERE](#)

Industry	<b>Clothing and apparel</b>
Type of Partnership	<b>Driving sustainable business practices Communications and awareness raising</b>
Conservation Focus	<b>Climate &amp; Energy Freshwater</b>
Budget Range (in EUR)	<b>1-3 million</b>

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 SDG 6 fulfilment.

In 2016, the partnership expanded to include climate action. 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 'Climate Positive'. During 2016-2020 the partnership had 'strategic dialogue' stream, with focus 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, a new biodiversity stream was formed 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 collections 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. The overall ambition of the partnership is to be united in a vision for a sustainable future for people and nature, H&M Group and WWF will address key environmental impacts in the H&M Group value chain and beyond, with a special focus on water, climate and biodiversity. Our work aims to lead the fashion industry towards solutions that fit within the boundaries of our planet.

## HP Inc.

For more information click [HERE](#)

Industry	<b>ICT</b>
Type of Partnership	<b>Driving sustainable business practices Philanthropic partnership</b>
Conservation Focus	<b>Climate &amp; Energy Forests</b>
Budget Range (in EUR)	<b>1-3 million</b>

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 (GFTN-NA). HP is also a member of WWF’s Climate Business Network Program.

## KAKAO GAMES EUROPE

Industry	<b>Technology</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus	<b>Wildlife</b>
Budget Range (in EUR)	<b>25,000 - 100,000</b>

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.



## KOALA SLEEP PTY LTD

For more information click [HERE](#)

Industry	<b>Furniture e-commerce</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus	<b>Wildlife</b>
Budget Range (in EUR)	<b>250,000 - 500,000</b>

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.

## MERCHANT AMBASSADOR

Industry	<b>Toys and games</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus	<b>Forests Wildlife</b>
Budget Range (in EUR)	<b>25,000 - 100,000</b>

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.

## NOMAD FOODS

For more information click [HERE](#)

Industry	<b>Food</b>
Type of Partnership	<b>Driving sustainable business practices Communications and awareness raising</b>
Conservation Focus	<b>Food</b>
Budget Range (in EUR)	<b>500,000 - 1 million</b>

The Nomad and WWF partnership spans across five European countries: the UK, Spain, Belgium, Portugal and Italy. The ambition of the partnership is to raise awareness of the importance of biodiversity within agriculture and to drive sustainable agricultural methods in the UK and Italy. We aim to strengthen this work through joint advocacy for the right legislative action to support farmers to farm more sustainably. Our co-branded packs have reached millions of consumers with the aim to inspire people to protect nature and take action through what they eat.

## ORGANIC BASICS

For more information click [HERE](#)

Industry	<b>Apparel</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus	<b>Freshwater</b>
Budget Range (in EUR)	<b>25,000 - 100,000</b>

In order to help reverse climate change and make a positive impact, Organic Basics teamed up with WWF to initiate the first regenerative organic cotton farm in Turkey. Regenerative farming uses a holistic set of practices to improve the quality of the soil and the nature around it. It's rooted in a traditional and indigenous approach, where healthier practices like no deep-tilling, perennial and cover crop planting, integrated pest management and composting are given priority over a short term yield. By prioritizing these practices the soil and water provides a healthier, longer-term farming solution, and an area of land that can draw down carbon from the atmosphere.

## PICTURE ORGANIC CLOTHING

Industry	<b>Apparel</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus	<b>Wildlife</b>
Budget Range (in EUR)	<b>25,000 - 100,000</b>

The respect of Nature and the creation of eco-responsible products are part of Picture's DNA, which is why the apparel company chose to support WWF. This partnership was developed through a capsule collection of clothes and accessories made of recycled materials and organic cotton. This was an opportunity for Picture Organic Clothing to become more involved in the fight against global warming through the proposal of conscious, sustainable and responsible consumption, which aims to raise awareness about the need to build, for all, a future in harmony with nature.

## PLAYTIKA (SOLITAIRE GRAND HARVEST)

Industry	<b>Technology</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus	<b>Wildlife</b>
Budget Range (in EUR)	<b>25,000 - 100,000</b>

One of the largest online free to play solitaire games, Solitaire Grand Harvest, part of mobile game company Supertreat, selected WWF as its main charity of the year, which oversaw US\$100,000 donated throughout the year of 2021. The collaboration was highlighted throughout 2021 with many in-game activations, over US\$100,000 worth of donations, branded merchandise, and educational messages to players. The first activation will happen in February 2021, where a donation is made when a player completes a circuit of a board on an in-game feature. The game hosted educational messaging about endangered animals which displayed to its two million daily players. Fans were also able to purchase the specially designed merchandise through the WWF shop, with all proceeds going to the charity.

## PREZERO LIZENZ GMBH

For more information click [HERE](#)

Industry	<b>Recycling</b>
Type of Partnership	<b>Philanthropic partnership</b>
Conservation Focus	<b>Oceans</b>
Budget Range (in EUR)	<b>500,000 - 1 million</b>

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.

## RECKITT

For more information click [HERE](#)

Industry	<b>FMCG</b>
Type of Partnership	<b>Driving sustainable business practices Communications &amp; awareness raising Philanthropic partnership</b>
Conservation Focus	<b>Wildlife</b>
Budget Range (in EUR)	<b>1 million - 3 million</b>

WWF and Reckitt have come together to tackle causes where we can make the most impact. Through our 3-year partnership launched in March 2021, we are helping to restore and protect two key freshwater landscapes; the Amazon and the Ganges. We're aiming to inspire millions of consumers to take action to protect our planet through partnerships with Reckitt's brands. Working with Botanica by Airwick for example, we are protecting and restoring wildflower habitats across the globe.

We're also working with Reckitt to develop innovative solutions for more sustainable business practices and products, including supporting their manufacturing sites to become water stewardship leaders, and engaging Reckitt consumers and employees to make everyday changes to their lives to help our planet. Reckitt's employees around the world are vital to the success of this partnership and we are supporting them with their fundraising, volunteering and behaviour change efforts.

We launched the purpose-led brand campaign with Botanica by Air Wick to protect and restore wildflower habitats across the globe. Here in the UK, this means supporting conservation projects in three key regions: the Wye & Usk river catchment, the Soar River catchment, and East Anglia, with the aim of restoring 20 million square feet of UK wildflower habitat. Alongside our conservation work, we're also asking the public to help bring nature back by turning a corner of their gardens, homes or local communities into nature friendly wildflower havens. Adding native wildflowers into a small area of garden or local green space can help provide more food for pollinators like bees and butterflies, as well as other insects. We have also launched this campaign in eight markets across the WWF Network (including the UK) supporting wildflower restoration around the world.



## REVOLUT

For more information click [HERE](#)

Industry	<b>Fintech</b>
Type of Partnership	<b>Philanthropic partnership</b>
Conservation Focus	<b>General support</b>
Budget Range (in EUR)	<b>250,000 - 500,000</b>

WWF and Revolut have been in partnership since July 2019. Revolut runs a digital-only banking app, and their customer can donate to charity by either rounding up spare change on purchases, or by setting up an automated transfer of funds. WWF is one of their charity partners. The funds raised via their customers supports WWF's work to create a world where people and nature thrive. Revolut have also generously supported two emergency appeals; for the Australia Wildfires and the Amazon.

## ROYAL CARIBBEAN CRUISES LTD

For more information click [HERE](#)

Industry	<b>Hotels &amp; recreational services</b>
Type of Partnership	<b>Driving sustainable business practices Communications and awareness raising Philanthropic partnership</b>
Conservation Focus	<b>Climate &amp; Energy Food Oceans</b>
Budget Range (in EUR)	<b>1-3 million</b>

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.

## TOMMY HILFIGER (PVH)

For more information click [HERE](#)

Industry	<b>Apparel</b>
Type of Partnership	<b>Driving sustainable business practices</b>
Conservation Focus	<b>Oceans</b>
Budget Range (in EUR)	<b>250,000 - 500,000</b>

PVH Corp. (including Tommy Hilfiger) is working with WWF to understand water risk, and on water stewardship in communities critical to both organizations' efforts and priorities. Through collective action work in Turkey, India, Vietnam, and China, WWF and PVH Corp. address shared water challenges and improve the health of critical watersheds.

## TCC

Industry	<b>Retail loyalty programme</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus	<b>Oceans</b>
Budget Range (in EUR)	<b>100,000 - 250,000</b>

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	<b>Automotive</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus	<b>Driving sustainable business practices Communications and awareness raising Philanthropic partnership</b>
Budget Range (in EUR)	<b>1-3 million</b>

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. 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.

## YOSTAR

For more information click [HERE](#)

Industry	<b>Technology</b>
Type of Partnership	<b>Communications and awareness raising</b>
Conservation Focus	<b>Wildlife</b>
Budget Range (in EUR)	<b>25,000 - 100,000</b>

WWF collaborated with global game developer and publisher, Yostar, on one of their major titles, Azur Lane, for the “Cutest Companions” 13-day event from 12 March 2021 to raise awareness amongst its players on the importance of preserving nature and creating a better and greener world for all. In this 13-day special event, two new exclusive outfits with a warm panda theme: Baobao’s Buddy for Ping Hai, and Da Bao’s Friend for Ning Hai are obtainable for free by completing tasks in the game. A new limited-time Furniture set, Panda Paradise, is available for players to experience the beautiful and adorable environment of pandas’ conservation.

# **PARTNERSHIPS WITH AN ANNUAL BUDGET OF EURO 25,000 OR LESS IN FY21**

The following list contains all corporate partnerships that WWF-International had in fiscal year 2021 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.

- **Amazon**
- **Boston Consulting Group**
- **Bolton**
- **Descente Ltd.**
- **Grab**
- **Humble Bundle**
- **KENZO**
- **Lime**
- **Minecraft / Microsoft**
- **Orientis Gourmet (Kusmi Tea)**
- **Picture Organic Clothing**
- **Viber**



## CLIMATE BUSINESS NETWORK

The WWF Climate Business Network supports businesses on their path to align with a 1.5°C world and achieve net-zero emissions by 2050.

Companies across diverse sectors and at different stages in their climate action journey can join the Network to rapidly advance their climate ambition, cut emissions from their own operations and throughout their supply chain, and add their voice to drive strong climate policy. The network provides a space for companies to learn from WWF experts and share their experiences and challenges from the cutting edge of mitigation.

The goal of the Climate Business Network is to broaden corporate participation in the effort to tackle climate change: it aims to encourage and support companies at every stage of their climate change mitigation journey, demonstrating that climate action is vital, achievable, practical and compatible with corporate growth.

- **Airbnb**
- **Dell Technologies**
- **H&M**
- **HP Inc.**
- **IKEA**
- **Johnson & Johnson**
- **Keurig DrPepper**
- **LEGO**
- **Lowe's**
- **McCormick**
- **Mcdonald's**
- **Mondi**
- **P&G**
- **Ralph Lauren Corporation**
- **Royal Caribbean Cruises Ltd.**
- **Sofidel**
- **Sony**
- **Target Corporation**
- **The Coca-Cola Company**
- **Trane Technologies**
- **VISA**
- **Walmart**

## FORESTS FORWARD

In 2021, WWF launched the Forests Forward platform – targeting improved management of 150 million hectares of forest by 2030. Enabling people to benefit from the full value of the goods and services that forests provide is at the heart of the programme, with a strong emphasis placed on enabling and recognizing the role of Indigenous peoples and local communities. The initiative helps businesses and investors play their part in helping protect, restore, and sustainably manage forests, and aims to boost collaboration, innovation and investment in sustainable practices in forest landscapes globally. Action areas under Forests Forward can include a wide spectrum – from the fundamentals of better forest management and related trade to ecosystem restoration and biodiversity conservation.

- **ALPI Group**
- **Compagnie des Bois du Gabon**
- **Gabonaise d'Exploitation de Bois**
- **Gabon Wood Industry - Bois et Scierie du Gabon**
- **HP Inc.**
- **IKEA of Sweden AB**
- **Interholco - IFO**
- **International Paper Company**
- **Kimberly-Clark**
- **Lowe's Companies, Inc.**
- **The Navigator Company**
- **The New Forests Company**
- **Sofidel Group**
- **Stora Enso Oyj**
- **Suzano**
- **Veracel**
- **Williams-Sonoma, Inc.**





**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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and wildlife.

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