



# CORPORATE PARTNERSHIPS REPORT

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OVERVIEW OF WWF-UK CORPORATE PARTNERSHIPS  
FISCAL YEAR 2015  
1 JULY 2014 - 30 JUNE 2015

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WWF is one of the world's largest and most experienced independent conservation organisations, 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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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 2014 *Living Planet Report* demonstrates, the challenges that the global environment is facing today are too big, too interconnected and too urgent for any one organisation to solve alone. Recognising the scale and complexity of the challenges, we have chosen to engage in collaborative and collective action with businesses, investors, consumers, governments and other civil society organisations to drive positive change. This report presents an overview of the largest partnerships that WWF has with individual companies, measured in financial terms.

## OUR WORK WITH THE CORPORATE SECTOR

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

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

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

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

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms to make ambitious commitments and to engage in public policy discussions, and supporting credible certification schemes (e.g. [Forest Stewardship Council \(FSC\)](#), [Marine Stewardship Council \(MSC\)](#), [Aquaculture Stewardship Council \(ASC\)](#), [Roundtable on Sustainable Palm Oil \(RSPO\)](#), [Roundtable on Responsible Soy \(RTRS\)](#)).

We also publish scorecards and reports on company or sector performance, mobilise public pressure through high-profile campaigns on issues related to business activities (e.g. [Seize Your Power](#), [Virunga](#)), as well as work in partnership with individual companies.

This report focuses on the partnerships between WWF-UK and individual companies.

Internationally, most of WWF’s engagement with business is focused on three key themes.

**Commodities** – through our Market Transformation Initiative we focus on:

- **agriculture** – big producers and buyers of commodities like palm oil or cotton can often be responsible for deforestation or unsustainable water use
- **fish** – both wild caught fish, such as whitefish and tuna, and farmed fish like salmon and shrimp
- **forest products** such as timber and paper – our engagement with forestry companies includes the Global Forest & Trade Network (GFTN).

**Climate** – our Global Climate and Energy Initiative focuses on getting businesses to adopt emissions-reduction targets, encouraging a switch to 100% renewable energy, and best practices in corporate climate leadership. Our overall objective is to ease the transition to a low-carbon future.

**Freshwater** – our Water Stewardship work promotes responsible business engagement on water issues. This involves a commitment to sustainable management of shared water resources in the public interest through collective action with other businesses, governments, NGOs and communities. It typically starts with improving internal water use and reducing water-related impacts across the business, and progresses to influencing water management.

In the UK, we help companies that rely on using natural resources – whether in the seafood, timber, food, freshwater, extractives, infrastructure and the finance sector – to engage in corporate stewardship. We encourage them to manage, protect and restore natural assets, and support action to address global climate change.

## 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 mobilising consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of places and species for which

WWF 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.

WWF stands. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as MSC-certified fish, or results in companies supporting campaigns that inspire action in favour of special places such as the Arctic or endangered species like the orang-utan.

### Philanthropic partnerships

The third approach is articulated through specific programmes with companies to fund conservation projects and the institutions that deliver them. Philanthropic relationships with companies raise money for the conservation of key places and species, and the capability and tools to deliver such conservation.

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

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

## TRANSPARENCY AND ACCOUNTABILITY

Results and impact, both qualitative and quantitative, are essential for us. We believe that accountability for results and transparency to our supporters and members about how we deliver those results are key. We advocate transparency as a vital part of working in a constructive, cooperative way with our partners, including business, and a crucial step towards sustainability.

We want all our partnerships with business to deliver the greatest impact possible, with the goal of creating lasting results on a wide scale. That's why we have started a process of deeper and more systematic assessment of the targets and outcomes we achieve in our work with the business sector, and specifically through our bilateral partnerships.

All WWF offices are committed to continuing or starting to report publicly on all our company relationships – including their intent, objectives and impacts. This report is one part of that.

### THIS REPORT

The aim of this report is to offer an overview of the partnerships that WWF-UK has with individual companies. The actual activities involved in many cases take place in other countries.

The income from business represents 10.4% of the total WWF-UK income in FY15.



## INFORMATION ON WWF-UK CORPORATE PARTNERSHIPS

The following list of companies is an overview of all the corporate partnerships that WWF-UK has with an annual income of greater than £25k.

Details of each partnership can be found below (listed alphabetically):

**ALPRO** We are working with Alpro on a three-year partnership between 2014-2016.

The partnership has two exciting elements that are helping different groups to think about food sustainability:

1. Green Ambassadors: Alpro is sponsoring WWF's schools programme that inspires and empowers young people to take a lead on sustainability in their schools.
2. The Plant-Based Coalition: With our support Alpro is leading the development of a coalition of corporate, NGO and academic partners that will raise awareness of sustainable diets and the benefits of plant-based eating – which is good for you, the planet and your pocket.

### BEAR NIBBLES

URBAN FRESH FOODS LTD

WWF-UK and Bear Nibbles worked together on a cause related marketing campaign across the Paws range of healthy, sustainable snacks for children. A donation was made on every pack of special WWF Bear paws,

with 5p per single pack and 25p per multipack sold going to a range of conservation projects. In addition, stickers, maps and other resources were sent out to consumers who collected these packs, to teach them about the different types of endangered bears around the world.

CORPORATE ID CARD

Industry

**Food (processing and products)**

Type of partnership

**Communication and awareness-raising  
Sustainable business practices**

Conservation focus

**Food and Education**

Budget range (GBP):

**100,000 – 250,000**

For more information, click [HERE](#)

CORPORATE ID CARD

Industry

**Food (processing and products)**

Type of partnership

**Philanthropic  
Communication and awareness-raising**

Conservation focus

**Species**

Budget range (GBP):

**25,000 – 100,000**

For more information, click [HERE](#)

## COCA-COLA

WWF has worked in partnership globally with The Coca-Cola Company since 2007 to help

conserve some of the world's endangered rivers and wetlands. In the UK we're working with Coca-Cola GB and Coca-Cola Enterprises to help restore English rivers back to their natural health and beauty, through exemplar projects in two river catchment areas that have links to Coca-Cola's UK operations. The partnership has also been working on national water policy change and stakeholder engagement in water stewardship.

Partnership activities and achievements have included:

- Restoring 7km of the River Nar in Norfolk and the River Cray in south London – catchments directly linked to Coca-Cola's operations in Great Britain and replenishing more than 286 million litres of water
- Helping farmers implement sustainable agricultural practices on farmland in Norfolk near the River Nar
- Working together to influence key decisions on better water management by business and government in the UK.

The partnership was renewed in June 2015 and will run to June 2018. The new phase will see a significant scaling up of previous efforts to tackle the impacts of agricultural pollution on water and protect England's unique chalk streams.

In addition Coca-Cola committed €3 million over three years (2013-15) to support our Arctic Home campaign in Europe to help protect polar bear habitats. In 2014/15 the campaign reached 853 million people across seven markets including the UK.

CORPORATE PARTNERSHIP

Industry

**Beverages**

Type of partnership

**Communication and awareness-raising  
Philanthropic  
Sustainable business practices**

Conservation focus

**Freshwater**

Budget range (GBP):

**250,000 – 500,000**

For more information, click [HERE](#)

## HSBC

HSBC has invested in WWF’s freshwater conservation work for over a decade, through ambitious international

partnerships: Investing in Nature (2002–06); the HSBC Climate Partnership (2007–2011); and now the HSBC Water Programme (2012–16).

The partnership works with governments, companies and communities to help protect five priority freshwater places: the Yangtze, Ganges, Mekong, Pantanal and Mara.

The goal is to secure healthy-flowing rivers that support thriving ecosystems, as well as local businesses and communities.

Targets include:

- Protecting five priority freshwater places – taking action on 1,500km of river and 350,000 hectares of wetland.
- Helping 1,500 small-to-medium businesses to tackle water risks, including efficiency and pollution.
- Supporting 115,000 people to reduce fishing or farming impacts on water, while potentially improving livelihoods.

This global programme is complemented by several local partnerships.

## JOHN WEST

THAI UNION EUROPE

John West and WWF have been in partnership since October 2014. We are working together to help safeguard the marine environment, its wildlife and the livelihoods of people who depend on them.

The partnership is on a journey to improve the sustainability of John West’s seafood supply chains and support WWF’s work with coastal fishing communities in East Africa.

The partnership goals are:

- All seafood used in John West products sold in Europe comes from sustainable sources (specifically, Marine Stewardship Council (MSC) or Aquaculture Stewardship Council (ASC) certified fisheries/farms, or those engaged in fishery improvement projects aimed at bringing them up to MSC/ASC standard)
- More MSC products are available to consumers across the John West range

In addition, the collaboration will fund essential research and monitoring activities that will help ensure the sustainability of inshore fisheries in Coastal East Africa and the livelihoods that depend on them. We will also advocate against illegal, unregulated and unreported fishing.

CORPORATE ID CARD

Industry

**Banking and finance**

Type of partnership

**Philanthropic**

Conservation focus

**Freshwater**

Budget range (GBP):

**1,000,000 – 3,000,000**

For more information, click [HERE](#)

CORPORATE ID CARD

Industry

**Seafood**

Type of partnership

**Sustainable business practices**

Conservation focus

**Commodities (Seafood)  
Marine**

Budget range (GBP):

**100,000 – 250,000**

For more information, click [HERE](#)



## MARKS AND SPENCER

Our partnership with M&S began in 2007 and forms part of M&S's 'Plan A', a 180-point corporate responsibility programme to become the world's most sustainable major retailer. We are working with the company on a number of technical environmental projects along the M&S supply chain.

Partnership achievements and activities have included:

- Supporting M&S to procure 72% of its fish from sources certified by the Marine Stewardship Council (MSC).
- Significant funding for WWF's marine conservation programmes in the Coral Triangle and Coastal East Africa through the M&S 'Forever Fish' campaign.
- Mapping and building resilience to water risk in M&S's fresh produce supply chain.
- Implementing of more sustainable cotton production systems over a 19,520-hectare project area in India.
- Joint advocacy at UK and EU level to secure policies and regulations to protect our oceans.
- Supporting wider sustainability initiatives such as the Better Cotton Initiative and Alliance for Water Stewardship.

## MBNA LIMITED

Since our programme began in 1995, the MBNA WWF credit card has raised over £13 million of unrestricted funds (which can be used for any of our conservation projects around the world). The MBNA programme was renewed for a further five years in September 2014.

CORPORATE ID CARD

Industry

**Retail**

Type of partnership

**Sustainable business practices  
Communication and awareness-raising  
Philanthropic**

Conservation focus

**Freshwater  
Commodities**

Budget range (GBP):

**1,000,000 – 3,000,000**

For more information, click [HERE](#)

CORPORATE ID CARD

Industry

**Banking and finance**

Type of partnership

**Communication and awareness-raising  
Philanthropic**

Conservation focus

**General support**

Budget range (GBP):

**250,000 – 500,000**

For more information, click [HERE](#)

## NEXT PLC

Since October 2011, Next plc has been supporting WWF’s marine protection work in the Celtic Seas through half of all the fees charged for carrier bags in Next stores across Wales. In 2015, Next increased their support to WWF by including the proceeds received from their stores in Scotland as well as Wales.

CORPORATE IN CARD

Industry

**Retail**

Type of partnership

**Philanthropic**

Conservation focus

**Marine**

Budget range (GBP):

**25,000 – 100,000**

For more information, click [HERE](#)

## PUKKA HERBS

Pukka created four new green tea blends and donated 20p from each pack to WWF to help protect iconic species including Bengal tigers and snow leopards.

With Pukka’s support we have been working in the border areas of India, Nepal and Bhutan to help address the illegal trade in wildlife and plant products.

Pukka have also supported WWF’s Living Himalayas initiative to protect forest ecosystems in the Eastern Himalayas which provide vital habitat for tigers and wild elephants in Nepal and India.

CORPORATE IN CARD

Industry

**Beverages**

Type of partnership

**Communication and awareness-raising  
Philanthropic**

Conservation focus

**General support**

Budget range (GBP):

**25,000 – 100,000**

For more information, click [HERE](#)

## SKY

Through Sky Rainforest Rescue, WWF and Sky have helped save one billion trees in the Amazonian state of Acre, Brazil.

By combining our 50 years of conservation experience with Sky’s reach and communications expertise, the partnership has:

- Encouraged over 46,000 people to donate to the campaign, raising over £9million.
- Created a robust programme of green economic development in Acre.
- Increased awareness of deforestation and its impact on the global climate among a significant UK audience, including Sky’s 11 million customers.

CORPORATE IN CARD

Industry

**Media, communications and entertainment**

Type of partnership

**Communication and awareness-raising  
Philanthropic**

Conservation focus

**Forest**

Budget range (GBP):

**1,000,000 – 3,000,000**

For more information, click [HERE](#)

## WHISKAS

Whiskas and WWF are working together to help protect wild tigers and their habitats. The tiger is the biggest of all cats, and one of the most threatened. By raising funds to support the global Tigers Alive Initiative Whiskas is helping WWF to double wild tiger numbers by 2022.

The UK partnership focuses particularly on restoring tiger numbers in Nepal, supporting daily activities to protect tigers and secure their habitat.

Partnership activities and achievements include:

- Establishing 17 new community anti-poaching units with over 90 volunteer members protecting tigers in Nepal.
- Providing solar power to 35 ranger guard posts in Nepal and rolling out new improved anti-poaching patrol technology across all the protected areas of Nepal's Terai Arc. We've already trained 200 patrol team members and will be equipping them with mobile patrol handsets.
- Training 80 local communities who live alongside tigers in wildlife monitoring techniques and over 130 police officers in Nepal in tackling the illegal wildlife trade.
- Delivering vital equipment to anti-poaching patrol teams, including more than 75 new bicycles to help them cover large distances in places that are inaccessible to cars, as well as tents, torches and sleeping bags for night patrols.
- Supporting the government in Nepal to organise a symposium in February 2015 where representatives from 13 Asian countries committed to urgent action to achieve 'Zero Poaching in Asia'.

### CORPORATE IN CARD

Industry

**Food (processing and products)**

Type of partnership

**Communication and awareness-raising  
Philanthropic**

Conservation focus

**Tigers**

Budget range (GBP):

**500,000 – 1,000,000**

For more information, click [HERE](#)

## GFTN-UK MEMBERS

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The Global Forest and Trade Network (GFTN) is one of WWF's initiatives to eliminate illegal logging and transform the global marketplace into a force for saving the world's most valuable and threatened forests. GFTN aims to mainstream the principles of responsible forest management and trade as a standard practice throughout the global forest products industry by providing technical assistance, partnership and trade opportunities with committed companies.

### BELOW IS A LIST OF GFTN-UK PARTICIPANTS:

Argos Ltd  
Boots UK  
Builders Merchants Federation  
B&Q plc  
Canal and River Trust  
Carillion Plc  
Co-operative Retail – GFTN Advocate  
Forest Enterprise – GFTN Advocate  
Homebase Ltd  
Immediate Media Company  
J Sainsbury Plc  
Kimberly-Clark Europe  
Lend Lease Ltd  
Marks & Spencer Group Plc  
MBNA Limited  
Network Rail Infrastructure Ltd  
Nobia UK Ltd  
Office Depot UK Ltd  
Pearson Plc  
Penguin Random House  
Polestar UK Print Ltd  
Pureprint Group – GFTN Advocate  
Redrow Plc  
RIBA  
Saint-Gobain Building Distribution Ltd  
Steinbeis Papier GmbH – GFTN Advocate  
Travis Perkins Plc  
Williams Lea & Co Ltd

## WWF-UK BUSINESS CLUB

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Our Business Club is a way for small-to-medium-sized enterprises (SMEs) to support WWF's vital conservation and research projects around the world. Please note that Business Club membership does not create a partnership between WWF and the company, nor does it imply an endorsement by WWF of the company or its products and services.

Total income from business club in FY15 was £8,750.

### WWF-UK BUSINESS CLUB MEMBERS IN FY15:

7 Bamboos Rugby  
 C J Mason Veterinary  
 Eco Ezee Ltd  
 European Refrigeration Ltd  
 Evergreen Carpentry  
 Exegesis  
 Explode Code  
 Garolla  
 Hyperion Executive Search Ltd  
 Institute of Legal Secretaries and PAs  
 Leo Joseph Limited  
 Little Footprint Baby Boutique  
 Mercanta Ltd  
 Ossett Storage Systems  
 Pink Chillies  
 Property Initiatives Ltd  
 Qdos Insurance Services  
 Rare Adventures Ltd  
 Restless Earth Ltd  
 Roof Over Your Head Ltd  
 Webster O'Brien Solicitors  
 Zero Due Design

### OTHER WWF CORPORATE SUPPORTERS:

In FY15 WWF-UK received donations from the following organisations of less than £25,000.

Coinstar  
 Congolink Ltd  
 HydroGarden  
 John Lewis  
 Miller Brands  
 SSE  
 Virgin Money

## LICENSEE RELATIONSHIPS

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‘Our licensing agreements allow the use of our logo on merchandise to raise brand awareness and to raise funds. It also provides consumers with an eco solution to purchasing gifts through choosing sustainably sourced products, some of which also have an educational benefit for children. In FY15 WWF-UK had licensee agreements of less than £25,000 with the following companies:

Animal Tails Designs  
Arrogance/Sativa  
Big Strawberry  
Bullyland  
Buttercup/Rose Hill  
Candles Naturally  
Carousel Calendars/Vista Stationery  
Clare Cutts  
Cuddledry  
Esmonde (GMC)  
Groovebulb  
Invicta/Make a Material Difference  
Jaggynettle  
Just Trade  
Kiwi En France  
Mantisworld  
Marbel  
Maren Trading/Moinho  
Merchant Ambassadors  
Mibo  
Mimex  
Minalima (Woop)  
Mumo  
Otterhouse  
Pachamama  
Popagami  
Rapanui  
Really Wild Cards  
Sheldon Chase  
Star Editions  
Talented Totes/Bidbi  
Tilnar  
Titan  
Veleco  
Wonderbag

# THE WWF NETWORK\*

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## WWF Offices

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

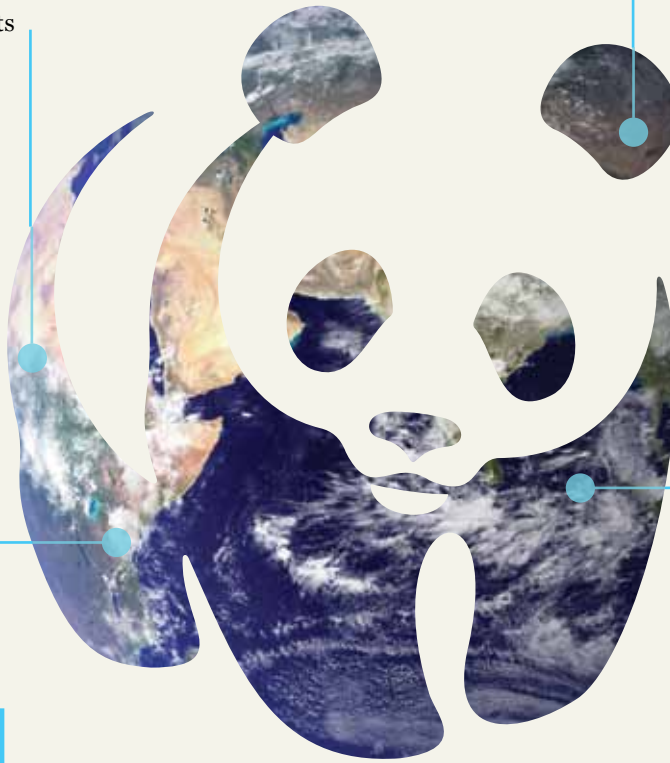
# WWF in numbers

**+100**

WWF is in over 100 countries, on 6 continents

**1961**

WWF was founded in 1961



**+5M**

WWF has over 5 million supporters

**+5,000**

WWF has over 5,000 staff worldwide



**Why we are here**

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

[www.wwf.org.uk](http://www.wwf.org.uk)