



CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-UK CORPORATE PARTNERSHIPS
FISCAL YEAR 2016
1 JULY 2015 – 30 JUNE 2016

For further information on specific partnerships,
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Published in March 2017 by WWF-UK – World Wide Fund For Nature (Formerly World Wildlife Fund), Woking, United Kingdom. Any reproduction in full or in part must mention the title and credit the above-mentioned publisher as the copyright owner.

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TAKING BOLD COLLECTIVE ACTION

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

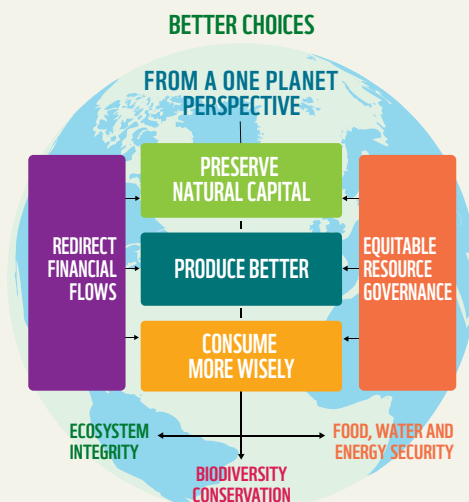
The time to act is now. We are putting in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF will continue to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – wildlife, forests, oceans, water, climate and energy, and food – and three key drivers of environmental degradation – markets, finance and governance. We are creating global communities of practice for each of the goals and drivers composed of specialists from WWF and key external partners. This will foster greater collaboration and innovation, incubating new ideas and taking promising ones to scale, as we unite our efforts toward making ambitious targets a reality.

We know that one organisation alone can't effect the change needed. That is why our work on the goals and drivers is strongly inclusive of our partnerships with institutions and corporations, both local and global. The changes we want to see in the world can only come about through the efforts of many actors: local communities and multinational corporations, governments and NGOs, finance institutions and development agencies, consumers and researchers.

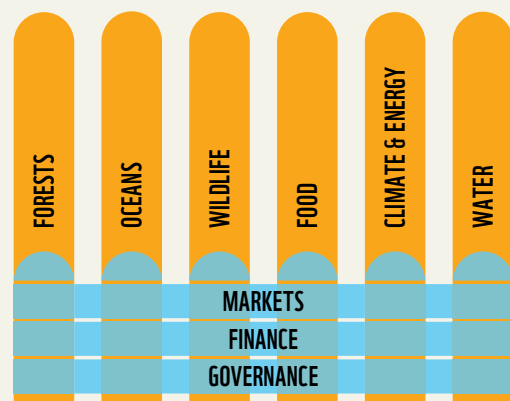
There has never been a stronger sense of urgency for action. At WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

OUR THEORY OF CHANGE



HOW WE MAKE IT HAPPEN

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



OUR GLOBAL WORK WITH THE CORPORATE SECTOR

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. As the [2016 Living Planet Report](#) demonstrates, the challenges that the global environment is facing today are too big, too interconnected and too urgent for any one organisation to solve alone.

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

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

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

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

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

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

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

We work with key companies in priority commodity supply chains to reduce the impact of commodity production and drive demand for more sustainable commodities. Specifically, WWF focuses on the largest companies that buy and produce

agricultural commodities, such as palm oil or cotton, that drive deforestation or unsustainable water use; on fish, both wild caught, such as whitefish and tuna, and farmed such as salmon and shrimp; and on forest products such as timber and paper. Our engagement with forestry companies includes participatory programmes such as the [Global Forest & Trade Network \(GFTN\)](#) and the [New Generations Plantations \(NGP\)](#) platform.

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

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

WWF'S CORPORATE PARTNERSHIPS

Our cooperation with partners is based on a common understanding of issues, shared ambitions or activities, and a willingness to speak out in public. In general, we distinguish three types of partnerships with companies:

1. Driving sustainable business practices.
2. Communications and awareness raising.
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 stands. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as MSC-certified fish, or results in companies supporting campaigns that inspire action in favour of special places such as the Arctic or endangered species like the tiger.

Philanthropic partnerships

The third approach is articulated through specific programmes with companies to fund conservation projects and the institutions that deliver them. Philanthropic

relationships with companies raise money for the conservation of key places and species, and the capability and tools to deliver such conservation.

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

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

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 business.

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

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

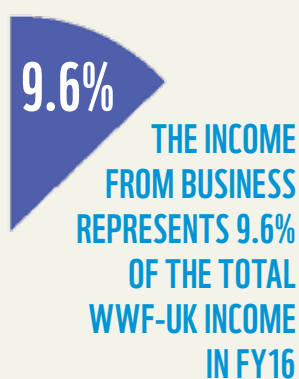
THIS REPORT

The aim of this report is to give an overview of the partnerships that WWF-UK 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.

WWF-UK is responsible for the contractual agreements with the companies concerned. The activities of the engagements in many cases take place in other countries or regions.

In financial year 2016, the total income from business represented 9.6% of the total WWF-UK income.



INFORMATION ON WWF-UK CORPORATE PARTNERSHIPS

ALPRO

We have been working together with Alpro since 2014. 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. **Sustainable diets:** Alpro and WWF have brought together companies, NGOs and academic partners to raise awareness of sustainable diets and the benefits of plant-based eating – which is good for you, the planet and your pocket. In 2016 a coalition of different organisations has engaged with the Protein 2040 Challenge, led by Forum for the Future, which is exploring alternative and sustainable sources of protein.

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. We've been working locally with Coca-Cola GB and Coca-Cola European Partners since 2012. In June 2015 we launched a new three year programme to scale up our water sensitive farming work to aid supply chain sustainability and protect England's unique chalk streams.

We are supporting farmers in East Anglia, an area linked to Coca-Cola's UK operations, to improve the way they manage their land and reduce pollution from agricultural production. This will replenish water sources and improve river health. Our projects are being showcased to drive further collective action by communities, the Government and other businesses. We are actively promoting the positive role that companies can play in water stewardship.

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

Beverages

Type of partnership

**Philanthropic
Sustainable business practices**

Conservation focus

Freshwater

Budget range (GBP):

250,000 – 500,000

For more information, click [HERE](#)

HSBC

HSBC has supported WWF's freshwater conservation work for over a decade, through ambitious international partnerships: Investing in Nature (2002–06); the HSBC Climate Partnership (2007–2011); and the HSBC Water Programme (2012–16).

The programme 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 (exceeded).
- Helping 1,500 small-to-medium businesses to tackle water risks, including efficiency and pollution (on track to completion).
- Supporting 115,000 people to reduce fishing or farming impacts on water, while potentially improving livelihoods (exceeded).

This global programme is complemented by several local partnerships between HSBC and WWF.

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](#)

JOHN WEST

THAI UNION EUROPE

John West and its parent company Thai Union Europe (TUE) have been in partnership with WWF since 2014. We're working together to transform TUE's supply chains, aiming to ensure that all of the seafood sold in Europe is either MSC certified, or engaged in a fishery improvement project or fishery conservation project aimed at meeting the MSC standard.

TUE has taken its first steps on the journey towards sustainability, and, in partnership with other businesses, governments and WWF, has committed to delivering a fishery improvement project in the Indian Ocean. Together, we are also advocating for better management of fisheries, full traceability in seafood supply chains and against illegal, unreported and unregulated fishing activity.

Through the partnership, TUE is also funding 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.

CORPORATE ID CARD

Industry

Seafood

Type of partnership

Philanthropic

Sustainable business practices

Conservation focus

Commodities (Seafood)

Marine

Budget range (GBP):

250,000 – 500,000

For more information, click [HERE](#)

MARKS AND SPENCER

Our partnership with M&S began in 2007 and contributes to M&S's 'Plan A', M&S's 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 their supply chain.

Partnership achievements and activities have included:

- Supporting M&S to procure 73% (as of March 2016) of its wild caught fish from sources certified by the Marine Stewardship Council (MSC).
- Engagement in an increasing number of fishery improvement projects and aquaculture improvement projects (Orkney, Canada, Philippines, Madagascar, Belize and Honduras).
- M&S' seafood sourcing policy and transparency report produced and made publicly available.
- Mapping water risk in M&S's food produce supply chain alongside developing a Code of Practice for M&S growers in high water risk areas.
- 20,241 farmers continue to be engaged and registered as Advanced BCI licence holders as part of a cotton project in India.
- Successful joint advocacy at UK and EU level to secure policies and regulations to protect our oceans.
- The M&S Sparks customer membership card launched – 1p goes to a chosen charity (WWF is one of nine) for every transaction.
- Funding of a conservation project in India working to reduce human and elephant casualties as a result of conflict.

MBNA LIMITED

Since our programme began in 1995, the MBNA WWF credit card has raised over £13 million of unrestricted funds which have been used to fund our vital 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
Marine
Species

Budget range (GBP):
250,000 – 500,000

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 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.

CORPORATE ID CARD

Industry
Retail

Type of partnership
Philanthropic

Conservation focus
Marine

Budget range (GBP):
50,000 – 100,000

PENTLAND BRANDS

In 2015, WWF established a three-year partnership with Pentland Brands to protect the last surviving population of Javan rhinos. Pentland employees have also raised additional money for WWF and the Javan rhino programme through their own fundraising activities.

CORPORATE ID CARD

Industry
Clothing & Apparel

Type of partnership
Philanthropic

Conservation focus
Species

Budget range (GBP):
50,000 – 100,000

For more information, click [HERE](#)

SABMILLER

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

In 2016 we entered into a new phase of partnership to:

- Deliver and enhance our water stewardship strategies.
- Improve water security and prosperity for communities and freshwater ecosystems in key basins for both SABMiller and WWF.
- Show global leadership in water stewardship and influence others to take action.

CORPORATE ID CARD

Industry
Beverages

Type of partnership
Sustainable business practices

Conservation focus
Freshwater

Budget range (GBP):
100,000 – 250,000

For more information, click [HERE](#)

SKY

Sky Rainforest Rescue concluded in 2015 having exceeded all expectations raising over £9.5m from Sky employees, customers and the general public.

In Brazil we worked with regional and national governments, and local families to help protect one billion trees in the Amazon state of Acre. In addition in the UK we successfully brought the Amazon closer to home with 7.3million people gaining an increased understanding of deforestation through programming, rainforest experiences, online campaigns, and the I Love Amazon schools programme.

The partnership has been extended for three more years, focusing on supporting Sky's responsible business strategy, and inspiring consumers to take action on climate change via Sky's support for Earth Hour. For Earth Hour 2016, we developed a joint TV advert which was broadcast across the UK, Republic of Ireland, Germany, Austria and Italy, reflecting the reach of the newly formed Sky Group. The ad was supported with nature-themed programming in the days leading up to Earth Hour and on the night itself, a social media campaign and activities for Sky employees.

SODEXO

WWF and Sodexo have been working together globally since 2010 to reduce the impact of their business on the environment. In the UK,

the partnership is working to reduce the environmental impact of the meals Sodexo serves by creating healthier and more sustainable menu choices.

By combining WWF's LiveWell principles with Sodexo's guidelines for health and nutrition we've created meals, called Green & Lean, that are balanced, crafted with healthier ingredients and sourced responsibly. Following a successful pilot where over 20,000 Green and Lean meals and almost a tonne of additional vegetables were served, Green and Lean has been rolled out across the independent schools in England for which Sodexo cater.

Sodexo has also supported WWF in developing the business case for sustainable diets in the food service sector.

UNILEVER

In FY16, Unilever and WWF worked in partnership to engage consumers in the fight against deforestation, one of the key drivers

of climate change.

We launched a joint online campaign in the UK, Brazil, India, Indonesia, South Africa and the US, where consumers were encouraged to show they care about deforestation and climate change by supporting our to calls for international action on these issues.

Though the moving short film 'Farewell to the Forest' we showed the importance of forests, the threats they face and the things people can do to make a difference. Unilever invested to help protect one million trees located in precious yet threatened habitats in Brazil and Indonesia.

CORPORATE ID CARD

Industry

Media, communications and entertainment

Type of partnership

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

Conservation focus

Forest

Budget range (GBP):

500,000 – 1,000,000

For more information, click [HERE](#)

CORPORATE ID CARD

Industry

Food service and Restaurants

Type of partnership

Sustainable business practices

Conservation focus

Food

Budget range (GBP):

100,000 – 250,000

For more information, click [HERE](#)

CORPORATE ID CARD

Industry

**Food (processing & products)
Health & Personal Care (incl. cosmetics)
Household Goods & Textiles**

Type of partnership

Communication and awareness-raising

Conservation focus

Forest

Budget range (GBP):

250,000 – 500,000

For more information, click [HERE](#)

GFTN-UK MEMBERS

The Global Forest & Trade Network (GFTN) is one of WWF's initiatives to eliminate illegal logging and transform the global marketplace into a force for saving the world's most valuable and threatened forests. GFTN aims to mainstream the principles of responsible forest management and trade as a standard practice throughout the global forest products industry by providing technical assistance, partnership and trade opportunities with committed companies. GFTN considers independent, multi-stakeholder-based forest certification as a vital tool in this process. Nearly 200 companies in 20 countries around the world participate in GFTN.

GFTN-UK PARTICIPANTS IN FY16:

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
Lendlease Ltd
Marks & Spencer Group Plc
MBNA Limited
Network Rail Infrastructure Ltd
Nobia UK Ltd
Office Depot UK
Pearson Plc
Penguin Random House
Pureprint Group – GFTN Advocate
Redrow Plc
Royal Institute of British Architects (RIBA)
Saint-Gobain Building Distribution Ltd
Steinbeis Papier GmbH – GFTN Advocate
Travis Perkins Plc
Williams Lea Tag

WWF-UK BUSINESS CLUB

WWF Corporate or Business Clubs are membership programmes that provide a platform for companies locally or regionally to support WWF's work. Membership in such clubs does not create a partnership between WWF and the company, and does not imply an endorsement of any nature by WWF of the company or its products and services.

Property Initiatives Ltd

Leo Joseph Limited

Ossett Storage Systems Ltd

Mercanta Ltd

Eco Ezee Ltd

Explode Code

Little Footprint Baby Boutique

Rare Adventures Ltd

European Refrigeration Ltd

Evergreen Carpentry

Roof Over Your Head Ltd

Pink Chillies

7 Bamboos Rugby

Trade Doors UK

Institute of Legal Secretaries and PAs

Hyperion Executive Search Ltd

Exegesis

Qdos Insurance Services

Zero Due Design

Webster O'Brien Solicitors

Restless Earth Ltd

OTHER WWF CORPORATE SUPPORTERS:

In FY15 WWF-UK received donations from the following organisations of less than £50,000.

Coinstar

Millerbrands

J Leon Charitable Fund

Tropic Skin Care Ltd

DomePlan Ltd

Bloomberg UK

TNS UK

The Laduma Dhamecha Charitable Trust

LICENSEE RELATIONSHIPS

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 FY16 WWF-UK had licensee agreements of less than £25,000 with the following companies:

Bullyland

Carresse/Appia

Esmonde / Gmc

Just Trade

Kiwi En France

Mantisworld

Pachamama

Rapanui / Teemill

Really Wild Cards

Talented Totes/Bidbi

Tilnar

Titan

Carousel Calendars/Vista Stationery

Cuddledry

Otterhouse

Paul Lamond

THE WWF NETWORK*

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	WWF Associates
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

+25M

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



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