



# CORPORATE PARTNERSHIPS REPORT

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OVERVIEW OF WWF-UK CORPORATE PARTNERSHIPS  
FISCAL YEAR 2017

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WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

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## TAKING BOLD COLLECTIVE ACTION

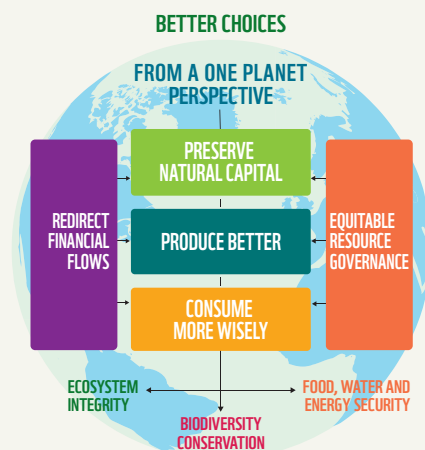
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF will continue to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – on 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 organization 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.

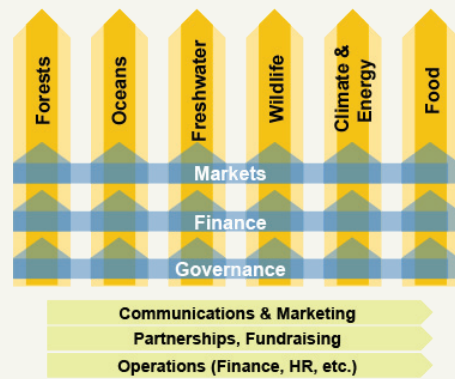
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

### OUR VISION FOR CHANGE



### HOW WE MAKE IT HAPPEN

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



## OUR WORK WITH THE CORPORATE SECTOR

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. As the [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 organization to solve alone.

Therefore, WWF seeks to work with those who have the greatest potential to reduce the most pressing threats to the diversity of life on Earth and together find solutions to conservation challenges such as deforestation, over-fishing, water scarcity and climate change. The private 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. The private sector is also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

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

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

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

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms (such as the [UN Global Compact](#), [Science Based Targets](#) and the [Consumer Goods Forum](#)) 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](#)), mobilize 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.

This report presents an overview of the partnerships that WWF-UK 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;
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 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 places and species for which WWF stands.

### **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 private sector 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) agreement(s) with the companies concerned. The activities of the engagements in many cases take place in other countries or regions.

In financial year 2017, the total income from business represented 8% of the total WWF-UK income.

## INFORMATION ON WWF-UK CORPORATE PARTNERSHIPS

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The following list of companies is an overview of all the corporate partnerships that WWF-UK has with an annual budget of greater than EUR25,000. Details of each partnership can be found below:

AB InBev

Alpro

Apple

Coca-Cola

HSBC

H&M

John West

Marks & Spencer

MBNA

Next

Pentland Brands

Sky

Sodexo

Vodafone

## AB INBEV

AB InBev and WWF have a long history of working together on sustainability issues across the globe, particularly water stewardship. We began working together in 2009 as pioneers in the practice of ‘water footprinting’ in the brewing industry before turning our attention to a more sophisticated water risk approach to understand the challenges of both water pollution and water scarcity in priority areas. 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 AB InBev and WWF.
- Show global leadership in water stewardship and influence others to take action.

## 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. Plant2Plate: Alpro sponsors WWF’s schools programme that inspires and empowers young people to take a lead on sustainability in their schools. In 2017 the partnership continued to grow Plant2Plate – a campaign for Green Ambassador schools highlighting food sustainability issues.
2. Sustainable diets: In 2017 WWF and Alpro worked together with a coalition of different organisations as part of the Protein 2040 Challenge, led by Forum for the Future, to explore alternative and sustainable sources of protein.

CORPORATE CARD

Industry

**Beverages**

Type of partnership

**Sustainable business practises**

Conservation focus of partnership

**Freshwater**

FY2017 budget range (EUR)

**250,000–500,000**

For more information, click [HERE](#)

CORPORATE CARD

Industry

**Food (processing and products)**

Type of partnership

**Communication and awareness raising  
Sustainable business practises**

Conservation focus of partnership

**Food and Education**

FY2017 budget range (EUR)

**100,000–250,000**

For more information, click [HERE](#)



## APPLE

As part of a Global CRM campaign, Apple made a donation to WWF-UK’s Sustainable Infrastructure and Resource Use (Fuel Wood & Fisheries work in Coastal Kenya).

CORPORATE ID CARD

Industry  
**Technology**

Type of partnership  
**Philanthropic**

Conservation focus of partnership  
**Sustainable infrastructure & Resource Use**

FY2017 budget range (EUR)  
**250,000–500,000**

## 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 GB 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.

\*average spend across the financial year

CORPORATE ID CARD

Industry  
**Beverages**

Type of partnership  
**Philanthropic**  
**Sustainable business practices**

Conservation focus of partnership  
**Freshwater**

FY2017 budget range (EUR)  
**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 (2012–19).

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:

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

## H&M

WWF and H&M have been in a global partnership since 2011 aiming to make H&M and the fashion industry more sustainable with a focus on water stewardship, climate and sustainability strategy. In 2017, WWF-UK played a part in a global cause related marketing campaign, raising awareness of our transformational partnership and inspiring people all over the world to care for our planet. H&M and WWF created a clothing collection for children, following strict environmental and social criteria, featuring iconic species at risk which were promoted and sold in H&M stores. 10% of the retail price of each garment sold was donated to support WWF’s work in conserving species at risk.

CORPORATE ID CARD

Industry

**Banking and finance**

Type of partnership

**Philanthropic**

Conservation focus of partnership

**Freshwater**

FY2017 budget range (EUR)

**1,000,000–3,000,000**

For more information, click [HERE](#)

CORPORATE ID CARD

Industry

**Retail**

Type of partnership

**Communication and awareness raising**

Conservation focus of partnership

**Species**

FY2017 budget range (EUR)

**50,000–100,000**

## 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 meets the Marine Stewardship Council (MSC) standard, or is engaged in a fishery improvement project or fishery conservation project moving towards meeting the standard.

TUE has launched two major fishery improvement projects, in partnership with other businesses, governments and WWF, in the Indian Ocean and East Atlantic Ocean to transition their tuna supply chains towards sustainability. 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.

## MARKS & SPENCER

Our partnership with M&S began in 2007 and contributes to 'Plan A', M&S's corporate responsibility programme to become the world's

most sustainable major retailer. We worked with the company on a number of technical environmental projects along their supply chain with a focus on seafood, water stewardship and cotton. In addition, M&S continued to provide a donation to a human elephant conflict project in India, and WWF continued to be a beneficiary of the Sparks customer loyalty card – receiving 1p for every transaction by a customer who has chosen WWF as their nominated charity.

CORPORATE ID CARD

Industry  
**Seafood**

Type of partnership  
**Philanthropic**  
**Sustainable business practices**

Conservation focus of partnership  
**Commodities (Seafood), marine**

FY2017 budget range (EUR)  
**250,000–500,000**

For more information, click [HERE](#)

CORPORATE ID CARD

Industry  
**Retail**

Type of partnership  
**Sustainable business practices**  
**Communication and awareness-raising**  
**Philanthropic**

Conservation focus of partnership  
**Freshwater**  
**Commodities**  
**Marine**  
**Species**

FY2017 budget range (EUR)  
**250,000–500,000\***

For more information, click [HERE](#)

## MBNA

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

**Banking and finance**

Type of partnership

**Communication and awareness raising  
Philanthropic**

Conservation focus of partnership

**Unrestricted**

FY2017 budget range (EUR)

**500,000–1,000,000**

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 of partnership

**Marine**

FY2017 budget range (EUR)

**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 of partnership

**Species**

FY2017 budget range (EUR)

**50,000–100,000**

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.

Since then, Sky and WWF have been working together on a smaller scale, focusing on supporting Sky’s responsible business strategy, and inspiring consumers to take action on climate change via Sky’s support for Earth Hour.

From 2018, Sky and WWF will be launching a new partnership to work on protecting and restoring ocean health around Europe.

**SODEXO** WWF and Sodexo have been working together globally since 2010 to reduce the impact of their business on the environment, including the impact of the meals Sodexo serves.

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. In 2017, Sodexo rolled out Green & Lean meals to independent schools in England and are now serving at least one sustainable meal option every day.

**VODAFONE** As part of their obligations from a previous partnership, Vodafone made an unrestricted donation to WWF-UK’s conservation work.

CORPORATE ID CARD

Industry  
**Media, Communications and Entertainment**

Type of partnership  
**Communication and awareness raising  
Philanthropic  
Sustainable business practices**

Conservation focus of partnership  
**Forest, Oceans**

FY2017 budget range (EUR)  
**25,000–50,000**

For more information, click [HERE](#)

CORPORATE ID CARD

Industry  
**Food service and Restaurants**

Type of partnership  
**Sustainable business practices**

Conservation focus of partnership  
**Food**

FY2017 budget range (EUR)  
**100,000–250,000\***

For more information, click [HERE](#)

CORPORATE ID CARD

Industry  
**Telecommunications**

Type of partnership  
**Philanthropic**

Conservation focus of partnership  
**Unrestricted**

FY2017 budget range (EUR)  
**100,000–250,000**

The following list represents all corporate partnerships that WWF-UK has with an annual budget up to EUR25,000.

- Coinstar
- Stern Research

**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.

B&Q PLC

Boots UK

Builders Merchant Federation

Homebase

Canal & River Trust

Carillon Construction Limited

Co-operate Retail

Forest Enterprise

Immediate Media Company

J Sainsbury PLC

Lend Lease Limited

Marks & Spencer Group PLC

Network Rail Infrastructure Ltd

Nobia UK Ltd

Office Depot UK Ltd

Pearson PLC

Penguin Random House

Pureprint Group

Redrow PLC

Royal Institute of British Architects (RIBA)

Saint-Gobain Building Distribution Ltd

Steinbeis Paper GmbH

Travis Perkins PLC

Williams Lea

Kimberley-Clark Europe

## 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 FY17 WWF-UK had licensee agreements of less than £25,000 with the following companies:

Pachamama

Cuddledry

Carousel Calendars

Carresse/Appia

Esmonde/GMC

Mantisworld

Mumo

Rapanui / Teemill

Talented Totes / Bidbi

Tilnar

# THE WWF NETWORK\*

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## WWF Offices\*

Armenia	Hong Kong	Spain
Australia	Hungary	Suriname
Austria	India	Sweden
Azerbaijan	Indonesia	Switzerland
Belgium	Italy	Tanzania
Belize	Japan	Thailand
Bhutan	Kenya	Tunisia
Bolivia	Korea	Turkey
Brazil	Laos	Uganda
Bulgaria	Madagascar	United Arab Emirates
Cambodia	Malaysia	United Kingdom
Cameroon	Mexico	United States of America
Canada	Mongolia	Vietnam
Central African Republic	Mozambique	Zambia
Chile	Myanmar	Zimbabwe
China	Namibia	
Colombia	Nepal	<b>WWF Associates*</b>
Croatia	Netherlands	Fundación Vida Silvestre (Argentina)
Democratic Republic of Congo	New Zealand	Pasaules Dabas Fonds (Latvia)
Denmark	Norway	Nigerian Conservation Foundation (Nigeria)
Ecuador	Pakistan	
Fiji	Panama	
Finland	Papua New Guinea	
France	Paraguay	*As at October 2017
French Guyana	Peru	
Gabon	Philippines	
Georgia	Poland	
Germany	Romania	
Greece	Russia	
Guatemala	Singapore	
Guyana	Solomon Islands	
Honduras	South Africa	



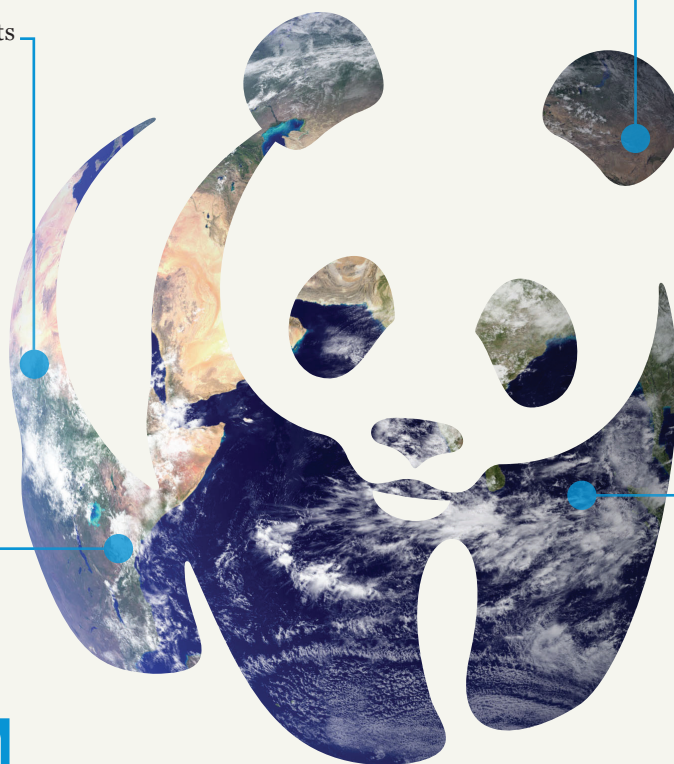
# WWF in numbers

**+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+



**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.

[panda.org](http://panda.org)