



CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-UK'S CORPORATE PARTNERSHIPS, FISCAL YEAR 2020

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.

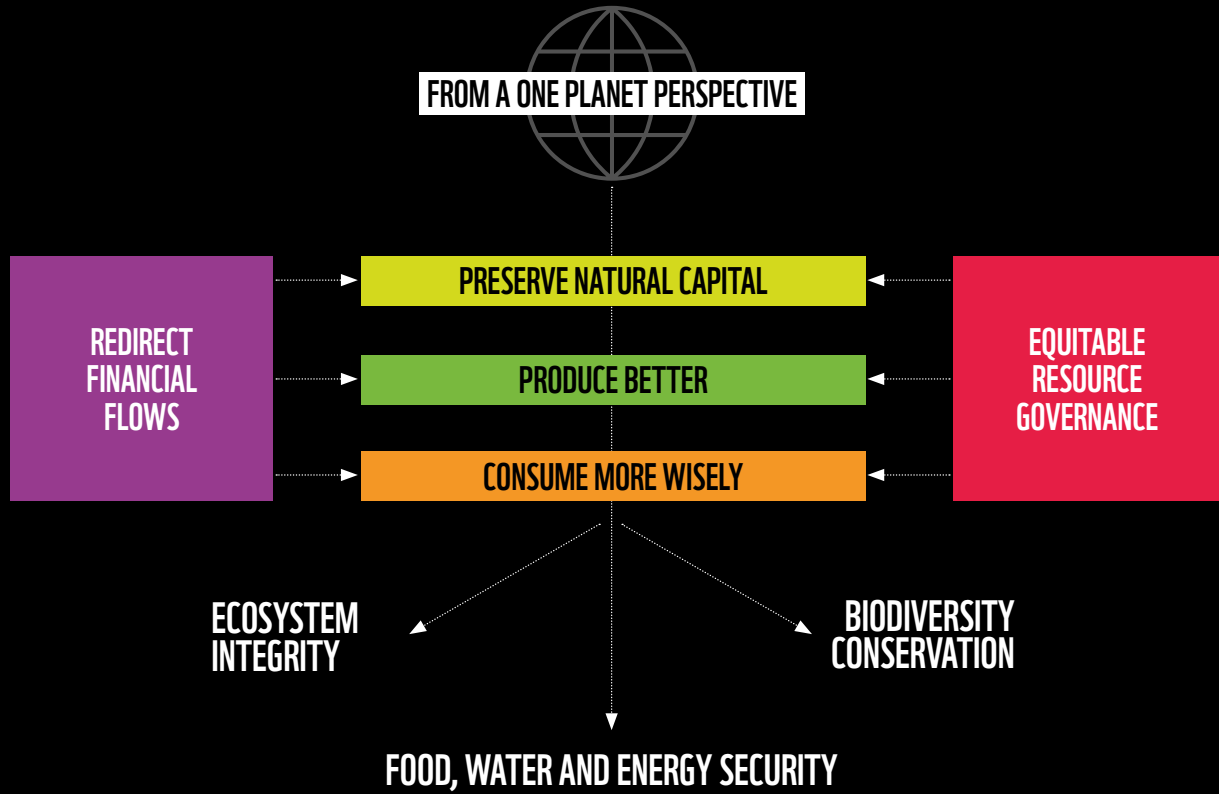
As a network, WWF will continue to deliver locally in crucial ecoregions around the world, but we will sharpen our focus on six global goals (wildlife, forests, oceans, freshwater, climate and energy, and food) and three key drivers of environmental degradation (markets, finance and governance). We are 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 organisation 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 the urgent need 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.

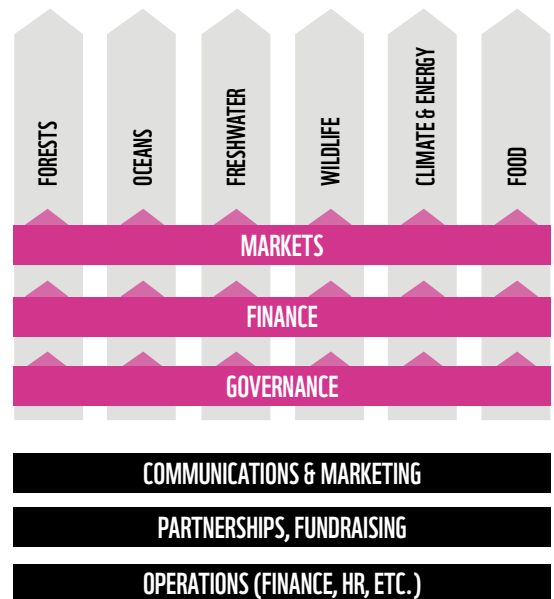
WWF'S GLOBAL VISION FOR CHANGE

BETTER CHOICES



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 our 2018 *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. The corporate sector drives much of the global economy, so we consider that companies also have a specific responsibility to ensure the natural resources and ecosystems that underpin their business are used sustainably. Companies are also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

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

More specifically, we strive to do this through our work with the corporate sector by:

- **Promoting better production and responsible sourcing of raw materials that otherwise drive deforestation or unsustainable use of water.**
- **Encouraging a switch away from fossil fuels to 100% 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.**
- **Protecting some of the world's most ecologically important places.**

We do this in a variety of ways. For instance, we support regulations that stop illegal or unsustainable activities. We encourage 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 at the global and local level. We support credible certification schemes such as the [Forest Stewardship Council \(FSC\)](#), [Marine Stewardship Council \(MSC\)](#), [Aquaculture Stewardship Council \(ASC\)](#), [Roundtable on Sustainable Palm Oil \(RSPO\)](#), and the [Round table 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](#)). We mobilise public pressure through high-profile campaigns on issues related to business activities (e.g. [Seize Your Power](#), [Virunga](#), and [Reviving the Oceans Economy](#)). And we 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:

DRIVING SUSTAINABLE BUSINESS PRACTICES

Our partnerships aim to deliver direct conservation results on key issues or in priority places by changing practices throughout a company's operations and value chain. These intend to reduce the major environmental impacts of some of the world's largest companies, achieve conservation results that would not otherwise be possible, and influence related sectors and markets.

COMMUNICATIONS AND AWARENESS RAISING

The second way WWF partners with the private sector 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 WWF's priority places and species. 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 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. You can find our latest Global Partnerships Report on our [web page about our current partnerships](#).

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 FY20, income from corporate partnerships represented 14% of WWF-UK's total income.

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

AB INBEV

For more information click [HERE](#)

Industry:	Beverages
Type of partnership:	Driving sustainable business practices
Conservation focus of partnership:	Freshwater
Budget range:	€250,000-500,000

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 2018 we entered a new phase of the 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 actions.

AMAZON SMILE

For more information click [HERE](#)

Industry:	Technology
Type of partnership:	Philanthropic/Grant
Conservation focus of partnership:	Unrestricted
Budget range:	€25,000-100,000

Through Amazon Smile, Amazon donates 0.5% of the net purchase price (excluding VAT, returns and shipping fees) of eligible purchases to a charitable organisation chosen by customers at the time of purchase.

AUSSIE (P&G)

Industry:	FMCG / Personal Care
Type of partnership:	Comms & awareness raising
Conservation focus of partnership:	Wildlife
Budget range:	€100,000-250,000*

A one-off donation from the profits of Aussie's SOS range, towards the WWF Bushfire Relief fund for Australia in early 2020, has now developed into a continued partnership with WWF-UK to help restore habits directly through donations from purchases of the Aussie SOS range.

COCA-COLA

For more information click [HERE](#)

Industry:	Beverages
Type of partnership:	Driving sustainable business practices
Conservation focus of partnership:	Freshwater
Budget range:	€250,000-500,000*

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 2018 we extended our programme for another three years. We are working together to restore and protect English rivers by replenishing catchments linked to Coca-Cola operations and using these to leverage change for rivers across the UK.

WWF-UK has worked to deliver this project and programme of activities across the 4 pillars of our application - Transforming agriculture at a catchment scale; Driving water stewardship to collective action and beyond; Valuing nature and keeping rivers flowing; Reforming underpinning policies and paradigms.

HSBC

For more information click [HERE](#)

Industry:	Finance and banking
Type of partnership:	Philanthropic/Driving sustainable business practices
Conservation focus of partnership:	Freshwater
Budget range:	>€3,000,000

HSBC has supported WWF's freshwater conservation work for nearly two decades, through ambitious international partnerships: Investing in Nature (2002–06); the HSBC Climate Partnership (2007–2011); and the HSBC Water Programme (2012–19). The Water Programme works with governments, companies and communities to help protect five priority freshwater areas, home to more than one billion people: 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 included:

- 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 and legislations adopted to improve river health.

In 2018, WWF and HSBC started working together on projects for sustainable supply chains, including three textile projects in China, India and Vietnam to scale up sustainability in the sector and promote good water governance.

In 2019, WWF and HSBC began work on a new 5 year Asian Sustainable Palm Oil Links (ASPOL) programme with six WWF offices working to link sustainable consumption in China and India, with sustainable trade managed through Singapore; and sustainable production in Indonesia and Malaysia. The goal under the ASPOL programme is to halt deforestation from oil palm supply chains, and to protect and restore forest landscapes in Asia, benefiting people and nature.

HULL CITY TIGERS

Industry:	Sports
Type of partnership:	Communications and awareness raising/Philanthropic
Conservation focus of partnership:	Wildlife
Budget range:	€25,000-100,000

In 2017, WWF established a three-year partnership with Hull City football club to inspire and motivate fans and employees and ultimately help WWF to double the number of tigers in the wild by 2022.

INVESTEC

Industry:	Finance
Type of partnership:	Philanthropic
Conservation focus of partnership:	Sustainable finance
Budget range:	€25,000-100,000

Investec Asset Management (soon to be called Ninety-One) made a generous donation to WWF-UK to support its work to create a sustainable finance system. WWF and Investec also jointly authored a report called *Satellites and sustainability: New frontiers in sovereign debt investing*. This explored how new research techniques relating to the application of spatial data can influence the fund management sector to take a more responsible approach to sovereign debt, to help put the global economy on a more sustainable path.

MARKS & SPENCER

For more information click [HERE](#)

Industry:	Retail
Type of partnership:	Driving sustainable business practices/Philanthropic/Communication and awareness-raising
Conservation focus of partnership:	Freshwater/Commodities/Oceans/Species
Budget range:	€100,000-250,000

WWF has worked with M&S since 2007, and supported the company in launching its Plan A programme, which aims to put sustainability at the heart of the business.

Some of our achievements include:

- Supporting communities to catch and farm fish sustainably.
- Helping M&S reach 100% of the cotton for its clothing coming from more sustainable sources by supporting more than 25,000 cotton farmers in India to grow Better Cotton
- Using funding from the Sparks card loyalty club to carry out vital conservation work, including reducing conflict between people and elephants in Asia and improving water management in priority river basins.

MBNA

For more information click [HERE](#)

Industry:	Banking and finance
Type of partnership:	Philanthropic/Communication and awareness-raising
Conservation focus of partnership:	Unrestricted
Budget range:	€250,000-500,000

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 again in September 2019 and it is now a rolling contract. Since the takeover of MBNA by Lloyds Bank, new applications for the WWF credit card are no longer available, but MBNA continues to make contributions to WWF on behalf of existing customers.

MONDI

For more information click [HERE](#)

Industry:	Packing and paper
Type of partnership:	Driving sustainable business practice/Philanthropic
Conservation focus of partnership:	Freshwater/Forests/Climate change
Budget range:	€500,000-1,000,000

In 2014, following many years of collaboration, Mondi Group and WWF launched a global partnership to promote responsible forestry and a sustainable pulp and packaging sector. In 2017, this global partnership was extended for another three years. Focusing on deforestation, water scarcity and climate change, together we are developing innovative approaches that will help Mondi meet customer needs while reducing impacts on the environment.

NEXT

Industry:	Retail
Type of partnership:	Philanthropic
Conservation focus of partnership:	Oceans
Budget range:	€100,000-250,000

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 its support to WWF by including the proceeds received from its stores in Scotland and in 2020 we received proceeds from its stores in England as well.

OLD MOUT CIDER

For more information click [HERE](#)

Industry:	Beverage
Type of partnership:	Communication and awareness-raising
Conservation focus of partnership:	Wildlife
Budget range:	€100,000-250,000

We're working with Old Mout to protect some of the most important habitats on Earth – from the savannahs of east Africa to the river basins of China. The most ambitious is an operation to protect 2,000 square kilometres of Amazon rainforest, one of the most biodiverse ecosystems on the planet and crucial in combating climate change. Together with Old Mout, we're getting the story out there – online, on television, and at summer festivals. We're telling the world about the amazing places and species we're so determined to save and inspiring a new generation of supporters to join us in the fight for your world. Partnership was paused during 2020 due to Covid situation, with plans for relaunch post covid.

REVOLUT

Industry:	Finance & banking
Type of partnership:	Philanthropic
Conservation focus of partnership:	Unrestricted
Budget range:	€100,000-250,000

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

SKY

For more information click [HERE](#)

Industry:	Media, communications and entertainment
Type of partnership:	Philanthropic/Communications awareness-raising/ Driving sustainable business practices
Conservation focus of partnership:	Oceans
Budget range:	€1-3 million

We launched a new five-year partnership with Sky in January 2018. Together we will be inspiring millions to become Ocean Heroes with Sky and WWF, to support Ocean recovery and protection. We are also bringing together our shared voices and influence to call on business and government leaders to act globally to protect and restore our oceans and to tackle climate change.

The partnership follows our hugely successful and award-winning Sky Rainforest Rescue campaign, which saw us working together to raise more than £9 million to help keep one billion trees standing in the Amazon rainforest. The projects supported by this funding are still making a positive impact in the rainforest today.

SODEXO

For more information click [HERE](#)

Industry:	Food
Type of partnership:	Philanthropic/Communications awareness-raising/ Driving sustainable business practices
Conservation focus of partnership:	Food
Budget range:	€100,000-€250,000

Since 2010 WWF have been working around the world with Sodexo to reduce the company's environmental impact. In the UK these efforts have been focused on creating more sustainable menu choices. The partnership was renewed in 2020, and presents an opportunity to make a positive impact on the health of the planet as well as the health of Sodexo's consumers – and to drive larger changes in the food system. Our global partnership with Sodexo is led by WWF France.

SELFRIDGES

Industry:	Retail
Type of partnership:	Communications awareness-raising
Conservation focus of partnership:	Unrestricted
Budget range:	€100,000-€250,000

WWF partnered with Selfridges as part of the retailer's 'Project Earth' initiative, which ran from August to October 2020.

For Project Earth, Selfridges is committing to 'change the way we shop' by 2025 by addressing the materials used in products, launching and exploring new retail models (such as repair and resell) and engaging with customers to inspire a shift in how we think about shopping. Selfridges billed Project Earth as "an eight-week festival of experiments, innovations and conversations, dedicated to reinventing retail."

Selfridges will amplify WWF's call to fight for our world by engaging team members and customers on combating climate change, focusing on solutions and the importance of taking action, from the food we eat to how we care for and repair our clothes.

TESCO

For more information click [HERE](#)

Industry:	Retail
Type of partnership:	Philanthropic/Communications awareness-raising/ Driving sustainable business practices
Conservation focus of partnership:	Food/Climate change/Freshwater/Commodities/Oceans
Budget range:	€500,000-1,000,000

In 2018 we launched our 4-year partnership with Tesco, the UK's biggest food retailer, with a partnership goal of halving the environmental impact of the average shopping basket. We're working together to improve the food system from the inside – and we're spreading the word about our fight for nature to millions of Tesco customers.

There are many aspects to our partnership, but it covers three main areas:

- Making affordable, sustainable and healthy diets accessible for all
- Restoring nature in food production
- Eliminating waste

In order to achieve this, we first needed a better understanding of exactly what impact some of the UK's most purchased foods are having on the planet, and so in 2019 the partnership launched the Tesco-WWF Sustainable Basket Metric.

Since March 2020, Tesco's clothing subsidiary F&F has been in partnership with WWF on a range of sustainable babies and childrens clothing, bringing in additional unrestricted funding to support our vital work.

GOOGLE BIRDLIFE

Industry:	Digital
Type of partnership:	Philanthropic
Conservation focus of partnership:	Forests
Budget range:	€250,000-500,000

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 FY19, WWF-UK had licensee agreements of less than €25,000 with the following companies:

CAROUSEL CALENDARS	TATTY DEVINE	QUENCHES
BLADE & ROAD	BW TECHNOLOGIES	CUSTOM CAP COMPANY
DINGBATS* NOTEBOOKS	TUPINAMBA	CUP THE MARKET
JUTEXPO	CRITICALLY ENDANGERED SOCKS	EVERMADE

For further information on corporate engagement at WWF-UK, please contact:

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WWF is one of the world's largest and most experienced independent conservation organisations, with over five million supporters and a global network active in nearly 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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