



CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-UK'S CORPORATE PARTNERSHIPS, FISCAL YEAR 2021

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.

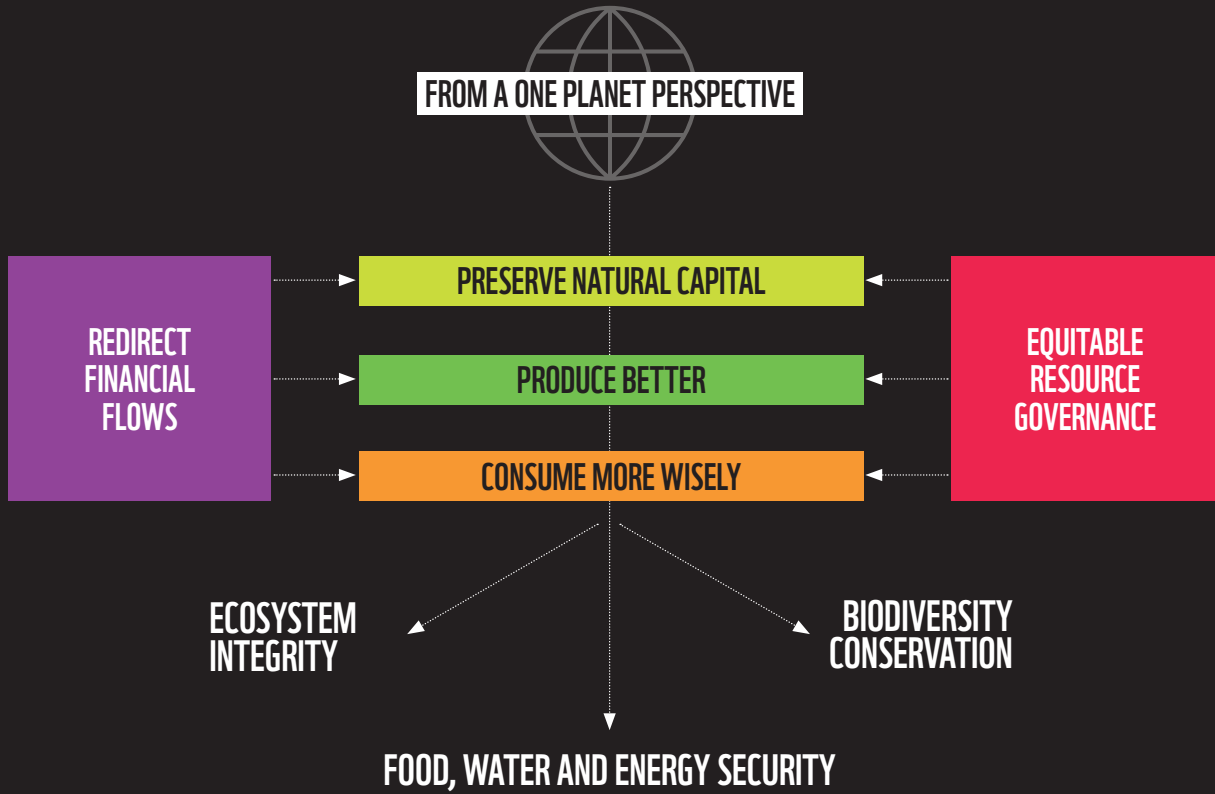
As a network, WWF continues to deliver locally in crucial ecoregions around the world, but have sharpened our focus on six global goals (wildlife, forests, oceans, freshwater, climate and energy, and food) and three key drivers of environmental degradation (markets, finance and governance). We have created 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.

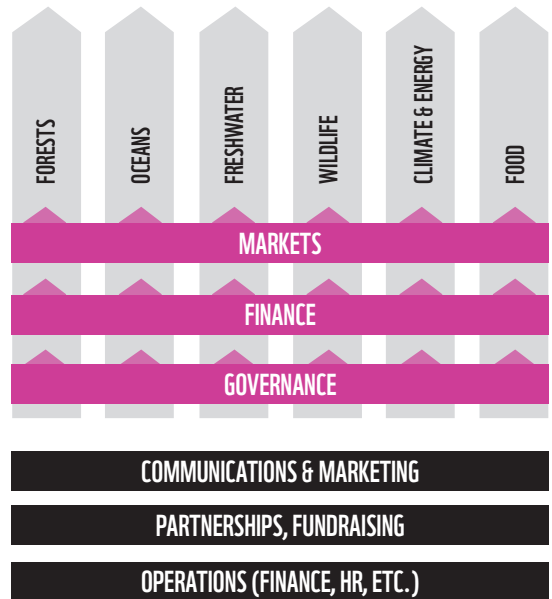
WWF'S GLOBAL VISION FOR CHANGE

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 2020 *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 FY21, income from corporate partnerships represented 18% of WWF-UK's total income.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN £25,000 IN FY21

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.

ARIEL (P&G)

For more information click [HERE](#)

Industry:	FMCG
Type of partnership:	Comms & awareness raising
Conservation focus of partnership:	Unrestricted
Budget range:	£100,000-250,000*

WWF is conducting vital research into how climate change is affecting the environment, and what can be done to tackle this. We're working with Ariel to inform the public about the environmental impact of their laundry and the simple changes they can make to reduce its CO2 footprint. This has been achieved through an on-pack consumer cold wash challenge campaign.

AUSSIE (P&G)

For more information click [HERE](#)

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

Following a donation from the profits of Aussie's SOS range for the WWF Bushfire Relief fund in Australia, WWF-UK and Aussie have developed a longer-term partnership to help restore habitats. This is funded by donations from purchases of the Aussie haircare products.

CARLSBERG

For more information click [HERE](#)

Industry:	Food/Drink
Type of partnership:	Comms & awareness raising
Conservation focus of partnership:	Habitats & Species/Growing Support
Budget range:	£100,000-250,000

Carlsberg and WWF have joined forces to protect ocean wildlife by restoring precious seagrass along the UK coastline. We're aiming to restore 130,000m² of seagrass in the UK by 2026. We're also inspiring Carlsberg customers to take simple actions that have the power to make a big impact on the environment.

The UK partnership builds on Carlsberg Group and WWF's long history of working together, including the development of Carlsberg's Together Towards Zero programme.

COCA-COLA

For more information click [HERE](#)

Industry:	Food/Drink
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. WWF-UK has been working locally with Coca-Cola GB and Coca-Cola European Partners since 2012.

We have been 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 delivered this programme of activities through four core pillars:

- 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

CUSHELLE

For more information click [HERE](#)

Industry:	Hygiene and Health
Type of partnership:	Comms & awareness raising
Conservation focus of partnership:	Wildlife
Budget range:	£100,000-250,000

Following the Australia bushfires of 2020, Cushelle teamed up with WWF-UK on a campaign to help protect koalas from extinction in parts of Australia, by donating £150,000 through the sale of special packs of Cushelle.

GOOGLE

For more information click [HERE](#)

Industry:	Digital
Type of partnership:	Philanthropic
Conservation focus of partnership:	Forests
Budget range:	Under £100,000

Google has supported BirdLife, along with WWF-UK and the Wildlife Conservation Society, by leveraging their experience and expertise to fight deforestation and help restore forests through our Trillion Trees project. The vision for this project is for a trillion trees to be restored, saved from loss and better protected around the world by 2050.

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:	>£3million

HSBC, WWF and the World Resources Institute (WRI) have joined together to form the Climate Solutions Partnership. This five-year philanthropic collaboration aims to scale up climate innovation ventures and nature-based solutions and help transition the energy sector towards renewables in Asia, by combining our resources, knowledge and insight. Together, with a network of local partners, we will help climate solutions scale into commercial reality with real-world impact. This global initiative is powered by \$100m of philanthropic funding from HSBC, allocated across three global themes over five years: climate-related innovation, nature-based solutions and energy efficiency initiatives in Asia. We see these three areas as having potential for significant impact in our mission to achieve a net-zero, resilient and sustainable future.

Innovation: Entrepreneurs and start-ups developing cleaner technology often struggle to access the networks, financial backing and business-to-business support required for success. We will support their efforts through mentorship and connecting them with organisations interested in supporting their growth.

Nature-based solutions are crucial to reducing carbon emissions, so we're backing projects that help protect and restore biodiversity and enhance human wellbeing, and we're demonstrating how nature-based solutions can be deployed at scale.

Energy transition in Asia: Asia accounts for almost half of global energy demand. A successful energy transition from fossil fuels to renewables in this region is therefore critical to tackling climate change. Our projects in Bangladesh, China, India, Indonesia and Vietnam will help shift the energy sector towards renewables, and scale efficiency initiatives in key sectors such as healthcare, textiles and apparel.

Prior to this, HSBC supported WWF's freshwater conservation work for nearly two decades.

HULL CITY TIGERS

For more information click [HERE](#)

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

For more information click [HERE](#)

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

Investec Asset Management supported WWF-UK's 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 (LLOYDS BANKING GROUP)

For more information click [HERE](#)

Industry:	Finance and banking
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. Since the takeover of MBNA by Lloyds Bank in 2017, new applications for the WWF credit card are no longer available, but MBNA continues to make contributions to WWF on behalf of existing credit card customers.

MONDI

For more information click [HERE](#)

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

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 PLC

For more information click [HERE](#)

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

Since October 2011 Next 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 this was expanded again to include proceeds from Next stores in England.

NOMAD FOODS

For more information click [HERE](#)

Industry:	Food
Type of partnership:	Driving sustainable business practice/Communications & awareness raising
Conservation focus of partnership:	Food/Climate
Budget range:	£100,000-250,000

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

OLD MOUT CIDER

For more information click [HERE](#)

Industry:	Food/Drink
Type of partnership:	Communication and awareness-raising
Conservation focus of partnership:	Wildlife
Budget range:	£100,000-250,000

WWF-UK is working with Old Mout to protect some of the most important habitats on Earth – including the savannahs of east Africa, and 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 are raising awareness of climate change issues through social media channels, television, and at summer festivals.

RECKITT

For more information click [HERE](#)

Industry:	FMCG
Type of partnership:	Driving sustainable business practice/Communications & awareness raising/Philanthropic
Conservation focus of partnership:	Wildlife
Budget range:	£1 - 3 million

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

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

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

REFINITIV

For more information click [HERE](#)

Industry:	Finance
Type of partnership:	Philanthropic
Conservation focus of partnership:	Unrestricted
Budget range:	over £50,000

Refinitiv partnered with both WWF UK and Trillion Trees to help restore three coastal forests (over 8,000 trees) in Tanzania. These programs seek to put local stakeholders at the centre of reforestation efforts, to empower and support those seeking to planet and conserve, for the benefit of their communities and the biodiversity that thrives in these areas. The WWF's Trillion Trees programme is a joint venture forest protection made up of between three of the world's largest conservation organisations: BirdLife International, Wildlife Conservation Society (WCS) and World Wildlife Fund (WWF). The vision for this project is for a trillion trees to be restored, saved from loss and better protected around the world by 2050, helping to restore and protect forest around the world.

REVOLUT

For more information click [HERE](#)

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

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

ROYAL BANK OF CANADA

For more information click [HERE](#)

Industry:	Finance & banking
Type of partnership:	Philanthropic
Conservation focus of partnership:	Climate
Budget range:	over £50,000

In 2021 the Royal Bank of Canada supported the launch of WWF's Walrus From Space project. The project's aim is to conduct a census of Atlantic and Laptev walrus populations over five years. This will help scientists identify changes over time caused by climate change. The census is being done through citizen science with members of the public searching for walrus in thousands of satellite images taken from space.

SELFRIDGES

For more information click [HERE](#)

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.

Through Project Earth, Selfridges is committed to 'changing the way we shop' by 2025 by addressing the materials used in their 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 helped 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.

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 with Sodexo to reduce the company’s environmental impact and achieve its carbon reduction target. The partnership was renewed in 2020, which presented 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, while WWF-UK leads work with the business specifically on sustainable diets. The objectives for this workstream are to:

- i) Develop and support the implementation of Sodexo’s Sustainable Eating Strategy
- ii) Develop and pilot engagement initiatives on the benefits of planet-friendly food choices for people and planet
- iii) Advocate for a culture of environmental responsibility internally, across food service industry and policy

SKY

For more information click [HERE](#)

Industry:	Media & entertainment
Type of partnership:	Philanthropic/Communications awareness-raising/ Driving sustainable business practices
Conservation focus of partnership:	Uk nature and oceans
Budget range:	£1 - 3 million

Sky and WWF joined forces in 2009 with a mission to tackle some of the world’s most pressing environmental issues, from devastating deforestation in the Amazon, to restoring and protecting ocean habitats and fighting the climate emergency.

In February 2020, Sky set its ambition to be net zero carbon by 2030, two decades ahead of Government legislation. Through the partnership with WWF, Sky is inspiring millions to #GoZero and empower people to build a better world.

From January to June 2021, the Ocean Hero Campaign recruited 280,000 ocean advocates to take-action in their daily lives for a more ocean-friendly lifestyle and called on the UK Government to commit to ocean recovery. Their actions helped drive DEFRA to announce it had banned fishing and other damaging activities from at least five Highly Protected Marine Areas on World Ocean Day 2021.

From June 2021, the next chapter of the Sky and WWF partnership showcases the power of UK nature to the public - its soil, seagrass, peat, plants, trees and more - being celebrated, protected, and restored, as well as its crucial role in combatting climate change. The Force for Nature campaign launched in September and took a physical presence at COP26, as part of a 2-week UK nature installation.

STARLING BANK

For more information click [HERE](#)

Industry:	Finance & banking
Type of partnership:	Communications awareness-raising
Conservation focus of partnership:	Forests
Budget range:	£100,000-250,000

Starling Bank and WWF are working together to protect and restore forests around the world. Through this partnership, Starling supports WWF's Trillion Trees programme, which is a joint venture for forest protection made up of three of the world's largest conservation organisations: BirdLife International, Wildlife Conservation Society (WCS) and World Wildlife Fund (WWF). Collectively, their vision is to see one trillion trees regrown, saved from loss, and better protected around the world by 2050.

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 million

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.

TIKTOK

For more information click [HERE](#)

Industry:	Media
Type of partnership:	Communications awareness-raising/ Growing support
Conservation focus of partnership:	Climate
Budget range:	£25,000-£50,000

WWF and TikTok have worked together since January 2021 to establish a fun and innovative channel providing education on key WWF conservation initiatives. This is an engaging way to communicate to new audiences, and we have seen many moments of youth activism focusing on biodiversity and climate change through our trending videos and hashtag challenges.

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 FY21, WWF-UK had licensee agreements of less than £25,000 with the following companies:

ACCESSORIZE	CUSTOM CAP COMPANY	EVERMADE
BLADE & ROAD	CUP THE MARKET	FENELLA SMITH
BW TECHNOLOGIES	DOCK & BAY	LAURENCE KING PUBLISHERS
CAROUSEL CALENDARS	DINOSKI	PACHAMAMA
CRITICALLY ENDANGERED COMPANY	DINGBATS* NOTEBOOKS	TUPINAMBA
		UK GREETINGS CARDS

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

Holly Gray & Sarah Giles

Joint Head of partnerships (managed)

hgray@wwf.org.uk & sgiles@wwf.org.uk

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.



For a future where people and nature thrive | wwf.org.uk

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