



CORPORATE PARTNERSHIPS

OVERVIEW OF WWF-UK'S CORPORATE PARTNERSHIPS
FISCAL YEAR 2023

WWF is one of the world's largest and most experienced independent environmental organisations, with over 6 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.

NATURE AT THE BRINK

[WWF's Living Planet Report shows that humanity and the way we feed, fuel, and finance our societies and economies is pushing nature and the environmental services that power and sustain us to the brink. Agricultural expansion, deforestation, overfishing, urban development, energy use, mining and pollution are all driving habitat loss, water shortages and climate change. In addition, every year, the World Economic Forum Risks Report continues to show the increase in the scale and urgency of environmental risks to the global economy, as well as the deepening interconnections between environmental issues, economic strains, and geopolitical tensions.](#)

We cannot afford to be complacent. In fact, we need to move into an emergency and solutions-based mindset. The landmark Intergovernmental Panel on Climate Change (IPCC) report, Global Warming of 1.5 °C, paints a clear but dire picture. It states that to avoid the most serious impacts of climate change, we need to drastically transform the world economy in the next few years. Allowing nature to fail will disrupt business, undermine economies and drive social instability.

The good news is that we also have an unparalleled opportunity for positive change – the science is clearer, awareness is greater, and innovation more powerful than ever before. We can redefine our relationship with nature – but we need to work together. One organisation alone cannot deliver the change we need. That is why WWF collaborates with business – working in partnership – to find solutions and act at a scale that matters.

TAKING BOLD COLLECTIVE ACTION

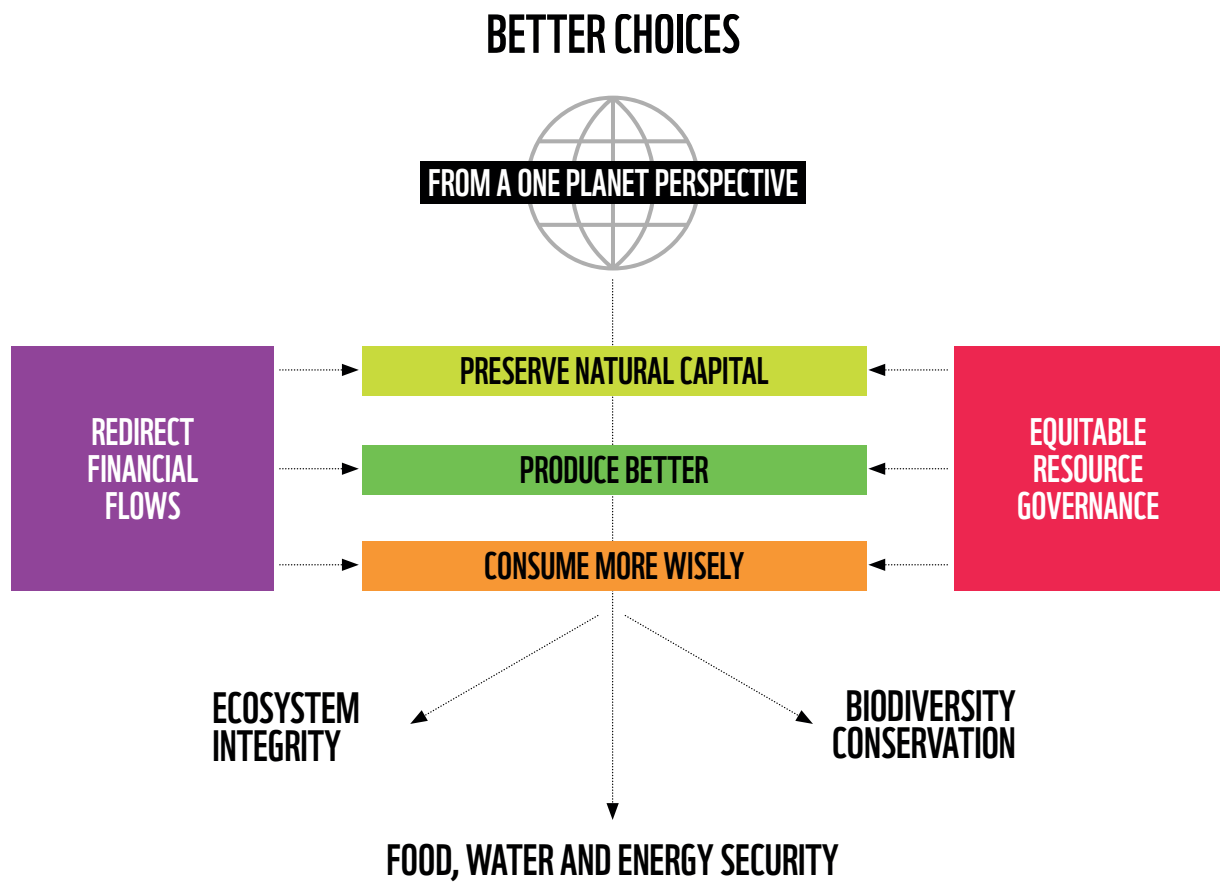
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

WWF continues to deliver locally in crucial ecoregions around the world but 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 international. 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.

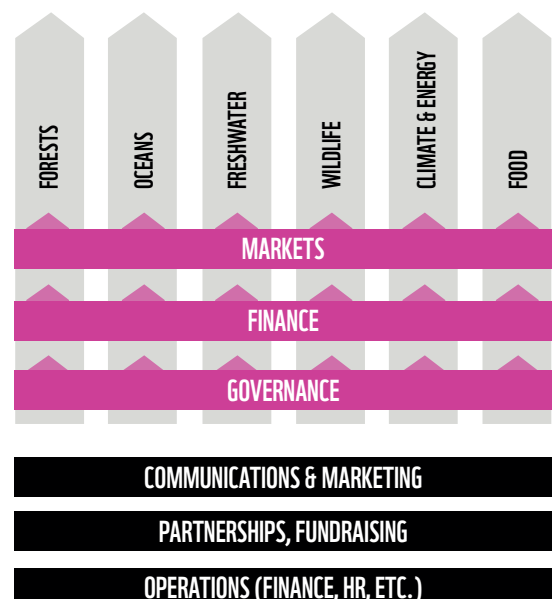
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity's relationship with the planet. And together we passionately believe we can.

WWF'S GLOBAL VISION FOR CHANGE



HOW WE MAKE IT HAPPEN

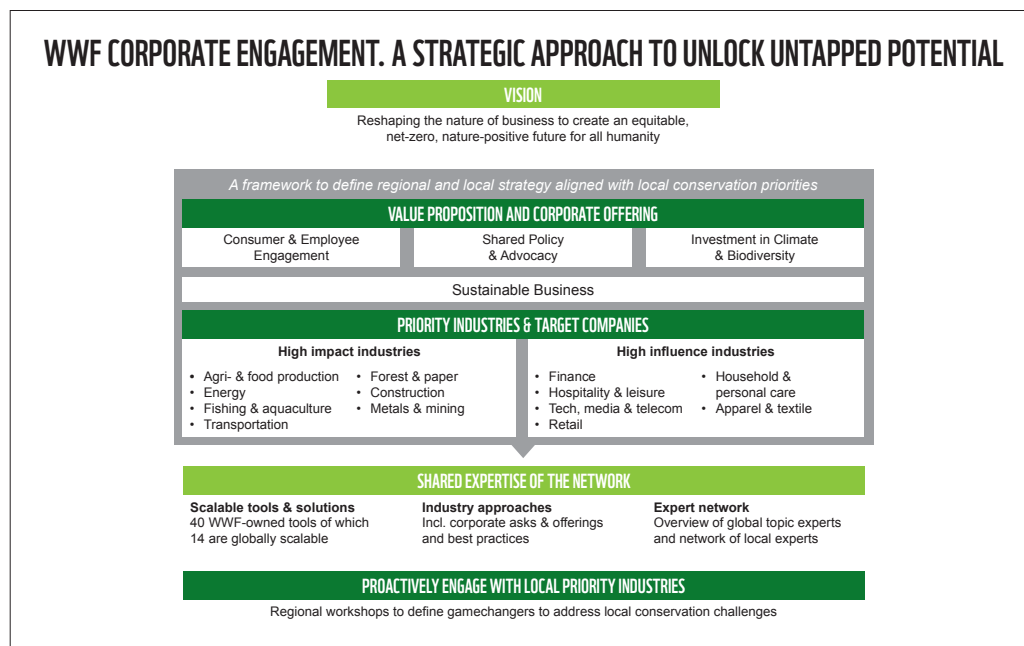
**6 GLOBAL GOALS,
3 CROSS-CUTTING DRIVERS,
DELIVERED BY POWERFUL
COMMUNITIES OF PRACTICE
AND PARTNERS**



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.

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 environmental 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 that the natural resources and ecosystems that underpin their business are used sustainably.



Many of our partnerships with companies use a combination of these approaches.

Companies are also primed to lead on rapid adaptation and on the innovative solutions needed to drive change. 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, the Consumer Goods Forum to make ambitious commitments while also to engage in public policy discussions at global and local levels, and supporting credible certification schemes (e.g. Forest Stewardship Council (FSC), Aquaculture Stewardship Council (ASC), Roundtable on Sustainable Palm Oil (RSPO), Roundtable on Responsible Soy (RTRS), Better Cotton Initiative (BCI)). 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. Business for Nature, No Deep Sea Mining, Coalition to End Wildlife Trafficking Online), as well as working in partnership with individual companies.

This report presents an overview of the partnerships that WWF-UK has with individual companies.

OUR WORK IN CORPORATE PARTNERSHIPS

WWF works with companies to achieve our environmental 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.

Our collaboration 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 four types of partnerships with companies:

1. 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.

2. 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 WWF's priority places and species. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as FSC-certified wood, or results in companies supporting campaigns that inspire action in favour of special places such as the Arctic or endangered species like the tiger.

3. PHILANTHROPIC PARTNERSHIPS

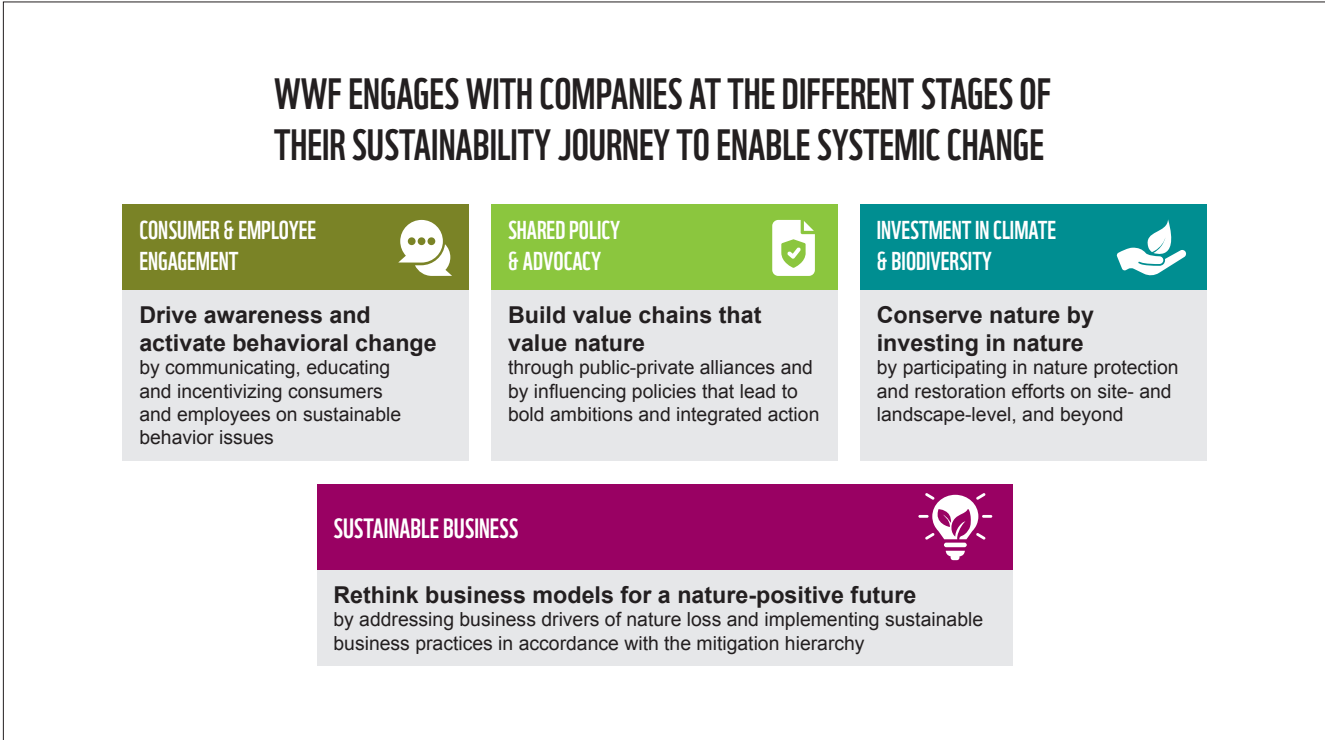
The third approach is articulated through specific programmes with companies to fund conservation projects and the institutions that deliver them. Philanthropic relationships with companies raise money for the conservation of key places and species, and the capability and tools to deliver such conservation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

4. POLICY AND ADVOCACY

The fourth approach involves collaborating with businesses to influence policies, regulations, and industry practices for sustainability. These partnerships are crucial for shaping policies that align nature and business, creating a sustainable future.

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.



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. A Global Report of WWF's largest corporate partnerships globally can also be found [here](#).

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 environmental challenges;
- Influence policies that lead to bold ambitions and integrated actions
- Directly support WWF conservation projects.

WWF-UK is responsible for the (contractual) agreement(s) with the companies concerned. The activities of the engagements in some cases take place in other countries or regions.

In FY23, income from corporate partnerships represented 18% of WWF-UK's total income.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN £25,000 IN FY23

AB INBEV

Industry	Food & Drink
Type of Partnership	Driving sustainable business practices
Conservation Focus of Partnership	Freshwater
Budget Range (in EUR)	250,000-500,000
Partnership Web page	www.wwf.org.uk/who-we-work-with/abinbev

AB InBev and WWF have a long history of working together on sustainability issues across the globe, with a particular focus on water stewardship. We began working together in 2009 as pioneers of 'water footprinting' in the brewing industry before developing 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 the first two phases of our partnership, WWF and AB InBev developed the groundwork for focused ecosystem restoration projects in a number of priority watersheds that support AB InBev's 2025 water sustainability goal, which is to bring about measurable improvement in water availability and quality across 100% of communities in high stress areas in which AB InBev operates.

Phase three (2022-2025) aims to consolidate our progress to date and deliver measurable impacts with clear KPIs for both water quality and water quantity, as well as to broaden our work with communities, multistakeholder platforms and public authorities.

AMAZON SMILE

Industry	Retail
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Unrestricted
Budget Range (in EUR)	100,000-250,000

Through Amazon Smile, Amazon donated 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. We are grateful to the Amazon customers who selected WWF as their chosen charity and the funds they raised have been used to support our vital conservation projects around the world. The Amazon Smile scheme ended in February 2023.

AUSSIE (PROCTOR & GAMBLE)

Industry	FMCG
Type of Partnership	Communications and awareness raising
Conservation Focus of Partnership	Wildlife
Budget Range (in EUR)	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 Australian habitats.

AVIVA

Industry	Insurance, Pensions and Investments
Type of Partnership	Driving sustainable business practices Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership	Climate & Energy Freshwater Oceans Finance
Budget Range (in EUR)	£1m - 3 million
Partnership Web page	www.wwf.org.uk/who-we-are/who-we-work-with/aviva

Since 2021, WWF and Aviva have been working together to restore UK landscapes, build healthier, more resilient communities and help transform the UK finance sector. Together, we are making a difference in three areas:

- 1. Transforming the finance sector:** Together with Aviva, we are striving for a transformational shift in the sector to help slow climate change. We're jointly calling on the UK government to deliver on their climate and nature commitments and last year influenced the introduction of mandatory net-zero transition plans for financial institutions. We have released four policy papers: "Transition Plans for a Net-Zero Future", "Aligning the Financial System to Net Zero", "A UK Net-Zero Investment Plan for Green Growth" and "Unlocking Finance for Nature" and have contributed to the Chris Skidmore Independent Review of Net Zero.
- 2. Building climate resilient communities and restoring nature:** Together with Aviva, we're developing projects that work with nature to help reduce the effects of extreme weather, particularly flooding on communities in the UK and Canada. We are introducing physical interventions, harnessing nature to restore habitats; helping communities be more aware of the value of nature; and advocating for political and financial backing of resilience measures.
- 3. Encouraging action by engaging people:** The Aviva & WWF partnership is supporting Aviva employees and communities in taking action for nature. The Save Our Wild Isles Community Fund has empowered thousands from economically disadvantaged regions to bring their local, natural world to life. Aviva employees have been inspired to take action through fundraising and volunteering in Ingleborough, Norfolk and the Firth of Forth, strengthening their personal and community climate resilience.

BANK OF ENGLAND

Industry	Finance & Banking
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Unrestricted
Budget Range (in EUR)	£25,000-50,000

WWF-UK was the Bank of England's Charity of the Year for two years, nominated by employees alongside two other charities, and ending in November 2023. WWF worked with the Bank of England Community team and Charity Champions to raise over £70,000 through employee fundraising, plus matched funding from the bank. These funds were used to support our vital conservation projects around the world.

CARLSBERG

Industry	Food & Drink
Type of Partnership	Communications and awareness raising
Conservation Focus of Partnership	Freshwater Oceans
Budget Range (in EUR)	250,000-500,000
Partnership Web page	www.wwf.org.uk/who-we-are/who-we-work-with/carlsberg

Carlsberg and WWF have joined forces to support participating barley farmers in East Anglia to replenish up to 100 million litres of fresh water, by helping them save water and reduce river pollution. We're also inspiring Carlsberg customers to take simple actions that have the power to make a big impact on the environment.

This partnership builds on our previous joint project which aimed to protect ocean wildlife by restoring precious seagrass along the UK coastline.

HSBC

Industry	Finance & Banking
Type of Partnership	Driving sustainable business practices/ Philanthropic partnership
Conservation Focus of Partnership	Climate & Energy Forests
Budget Range (in EUR)	Between £1m - 3m
Partnership Web page	www.wwf.org.uk/who-we-are/who-we-work-with/hsbc

HSBC, WWF and the World Resources Institute (WRI) joined together to form the Climate Solutions Partnership. This five-year philanthropic collaboration, with the help of local partners, continues to support the scaling up of nature-based solutions and the transition of the energy sector towards renewables in Asia, by combining our resources, knowledge and insight.

This global initiative is powered by \$100m of philanthropic funding from HSBC, allocated across two global themes over five years: nature and energy transition in Asia. These areas have potential for significant impact in our mission to achieve a net-zero, resilient and sustainable future.

Nature-based solutions are crucial to reducing carbon emissions, so we're supporting 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.



Industry	Real Estate
Type of Partnership	Driving sustainable business practices Philanthropic partnership
Conservation Focus of Partnership	Climate & Energy
Budget Range (in EUR)	100,000-250,000
Partnership Web page	www.wwf.org.uk/who-we-are/who-we-work-with/jll

A three-year charity partnership which inspires JLL employees to fundraise for WWF to support our vital work. JLL is also supporting WWF's 'Sustainable Futures' programme, inspiring and encouraging young people in the UK to develop sustainable skills and choose career pathways to build, and thrive in, the net zero economy of the future.



Industry	Retail
Type of Partnership	Driving sustainable business practices Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership	Food Freshwater Oceans Wildlife/ Biodiversity
Budget Range (in EUR)	£500,000 – 1 million
Partnership Web page	www.wwf.org.uk/who-we-are/who-we-work-with/john-lewis-partnership

WWF-UK is working with the John Lewis Partnership, (including the John Lewis department stores and Waitrose supermarkets), to protect and restore nature in two areas where a number of their suppliers are based.

In Norfolk, a key sourcing region for Waitrose, we are piloting WWF-UK's Wholescape approach. This is a new way of thinking about our environment and society that recognises the interconnectedness of our land, rivers, estuaries, coasts, and seas, within the overarching socio-economic systems. With John Lewis's support we aim to demonstrate that regenerative agriculture and nature restoration are achievable, even in one of the most intensively farmed areas of the UK. This project is creating and restoring wildlife-rich habitats across Norfolk's terrestrial, freshwater and marine environments.

In India, John Lewis are supporting collective action to address water scarcity and water quality in the Noyyal & Bhavani river basins, which have a critical impact on water security in the region. As well as being home to unique wildlife upstream, the rivers also enable much of the agricultural and industrial activity downstream. Through this project WWF are developing pollution interventions by supporting local farmers to adopt different management practices, as well as developing wetland conservation and invasive species management programmes. This part of India is a key sourcing region for John Lewis for a number of cotton products.

LIZ EARLE BEAUTY CO.

Industry	Beauty/Skincare
Type of Partnership	Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership	Oceans
Budget Range (in EUR)	£25,000-100,000
Partnership Web page	www.wwf.org.uk/who-we-are/who-we-work-with/liz-earle

Liz Earle Beauty Co. is supporting WWF and Project Seagrass to restore and protect seagrass meadows along the Isle of Wight coastline and across the Solent. Since the partnership launched in 2022 we have been raising awareness of the importance of protecting seagrass with Liz Earle Beauty Co.'s customers and staff by hosting planting days at the company's headquarters on the Isle of Wight and by supporting Project Seagrass with their restoration work.

MBNA (LLOYDS BANKING GROUP)

Industry	Finance & Banking
Type of Partnership	Communications and awareness raising/ Philanthropic partnership
Conservation Focus of Partnership	Unrestricted
Budget Range (in EUR)	250,000-500,000
Partnership Web page	www.wwf.org.uk/who-we-are/who-we-work-with/mbna

Since our programme launched 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.

MARKS & SPENCER

Industry	Retail
Type of Partnership	Driving sustainable business practices
Conservation Focus of Partnership	Food
Budget Range (in EUR)	£50,000-100,000
Partnership Web page	www.wwf.org.uk/who-we-are/who-we-work-with/marks-and-spencer

The long-standing partnership between WWF and M&S is developing leading standards for sustainable seafood practices, in support of M&S's Forever Fish strategy, and the marine sustainability element of the WWF Basket.

Some of our achievements to date include:

- Supporting communities to catch and farm fish more sustainably through projects in Orkney, Canada, the Philippines, Madagascar, Belize, Honduras and elsewhere.
- Publishing the Risky Seafood Business report together in 2022, which assessed the global footprint of UK seafood production and consumption and identified key areas where UK supply chains can have the greatest impact.
- Funds generated by M&S's Sparks Card support WWF's conservation work, including reducing conflict between people and elephants in Asia and improving water management in priority river basins.

NEXT

Industry	Retail
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Oceans
Budget Range (in EUR)	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.

OLD MOUT

Industry	Food & Drink
Type of Partnership	Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership	Climate & Energy Forests
Budget Range (in EUR)	250,000-500,000
Partnership Web page	www.wwf.org.uk/who-we-are/who-we-work-with/old-mout

Old Mout are working with WWF to help protect species from extinction and restore nature. Now in its fifth year, the partnership has raised over £1 million for WWF's work, including our nature restoration project work in Pembrokeshire and the highly successful "Save our Wild Isles" campaign.

RECKITT

For more information

[AirWick](#)

[Finish](#)

[Reckit](#)

Industry	FMCG
Type of Partnership	Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership	Climate & Energy Forests Freshwater Wildlife
Budget Range (in EUR)	£1m - 3 million
Partnership Web page	www.wwf.org.uk/who-we-are/who-we-work-with/reckitt

Through our 3-year partnership launched in March 2021, Reckitt and WWF are helping to protect two key freshwater landscapes: the Amazon and the Ganges. We're also inspiring 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. And we're working with Reckitt to develop innovative solutions for more sustainable business practices and products, including supporting their manufacturing sites to become water stewardship leaders. 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.

REVOLUT

Industry	Finance & Banking
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Unrestricted
Budget Range (in EUR)	100,000-250,000
Partnership Web page	www.wwf.org.uk/who-we-are/who-we-work-with/revolut

WWF-UK and Revolut have been in partnership since July 2019. Revolut runs a digital-only banking app and customers can donate to their chosen charity by either rounding up spare change on purchases or by setting up an automated transfer of funds. The funds raised through Revolut customers support WWF's work to create a world where people and nature thrive. In 2023 customer donations to WWF totalled over £1.5m.

ROYAL BANK OF CANADA

Industry	Finance & Banking
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Wildlife
Budget Range (in EUR)	25,000-100,000

In 2021 the Royal Bank of Canada supported the launch of WWF's Walrus From Space citizen science project, monitoring Atlantic and Laptev walrus populations by inviting members of the public to analyse thousands of satellite images. This Partnership ended in 2023.

SCOTTISH POWER

Industry	Energy
Type of Partnership	Driving sustainable business practices
Conservation Focus of Partnership	Climate & Energy
Budget Range (in EUR)	£100,000-250,000
Partnership Web page	www.wwf.org.uk/who-we-are/who-we-work-with/scottishpower

In 2023, WWF-UK launched a new three-year partnership with ScottishPower championing low carbon energy solutions and calling for ambitious climate action from the UK Government and local authorities.

Together we launched the Filling the Gap report, which demonstrated how current UK Government plans for energy efficient homes are falling severely short of what's required to achieve net zero. These findings were updated in 2022 for our Better Homes, Cooler Planet report, which made the case for low carbon technologies and showed how they could reduce bills and increase house values in the UK.



Industry	Media
Type of Partnership	Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership	Climate & Energy Oceans Wildlife
Budget Range (in EUR)	1-3 million
Partnership Web page	www.wwf.org.uk/who-we-are/who-we-work-with/sky

Our joint 'Force For Nature' campaign in 2022-3 highlighted the power of the UK's natural habitats to tackle climate change and to challenge people's perceptions of nature, by repositioning it as "advanced climate technology."

The campaign helped showcase the incredible beauty, wonder and power of UK nature and our need to protect and restore it. Over one hundred thousand people signed up to support the campaign, the majority of whom were new to WWF.

Sky and WWF also planted seagrass seeds to create a new seagrass meadow in the South of England, as part of an ambitious project to restore vital carbon-capturing habitats in the UK.



Industry	Food & Drink
Type of Partnership	Driving sustainable business practices
Conservation Focus of Partnership	Food/ Sustainable Diets
Budget Range (in EUR)	100,000-250,000
Partnership Web page	www.wwf.org.uk/who-we-are/who-we-work-with/sodexo

WWF is working with Sodexo to reduce their environmental impact and to have a positive impact on the health of their consumers and beyond by driving systemic changes in the food system. Our global partnership with Sodexo is led by WWF France, with WWF-UK leading on Sodexo's contribution to sustainable diets.

Our main aims 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 the food service industry and government policy

STARLING BANK

Industry	Finance & Banking
Type of Partnership	Philanthropic partnership
Conservation Focus of Partnership	Forests
Budget Range (in EUR)	100,000-250,000

Starling Bank and WWF worked together to protect and restore forests around the world. Through this partnership, Starling supported 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 WWF. This Partnership ended in 2023.

TESCO

Industry	Retail
Type of Partnership	Driving sustainable business practices Communications and awareness raising
Conservation Focus of Partnership	Climate & Energy Food
Budget Range (in EUR)	1-3 million
Partnership Web page	www.wwf.org.uk/who-we-are/who-we-work-with/tesco

In 2018, WWF launched a four year partnership with Tesco, the UK's biggest food retailer, with a partnership goal to halve the environmental impact of the average UK shopping basket. This was extended to five years through to November 2023.

Putting the food system on a sustainable footing is vital if we are to meet the triple challenge of feeding a growing global population while tackling the climate crisis and nature loss. Through our partnership, we have worked across key impact areas – including climate, sustainable agriculture and food waste – to turn that goal into action to deliver measurable impact.

A major challenge has been to establish the baseline from which to measure our progress. Through the partnership, we led the way in delivering that baseline by supporting the development of a range of outcomes and measures that form the WWF Basket; since 2021, other major UK food retailers have joined Tesco in committing to support this goal by signing up - through WWF's Retailers' Commitment for Nature – to work with WWF to halve the environmental impact of UK baskets by 2030.

Our work through the partnership includes shining a light on less visible issues in the food sector, including the level of food waste on UK farms and providing a roadmap for change; leading the way in establishing the UK Soy Manifesto, a collective industry commitment to work together on the aim of ensuring UK soy is verified deforestation and conversion free by 2025; and developing a holistic seascape approach, with an initial focus on tuna, that goes beyond current certification schemes, to take into account impacts to the wider ecosystem as well as the social impacts of seafood production.

Since March 2020, Tesco's clothing subsidiary F&F has supported WWF through a range of sustainable babies' and children's clothing, as well as Home range items, which gives valuable additional funding to support our work.



Industry	Telecommunications
Type of Partnership	Driving sustainable business practices Communications and awareness raising Philanthropic partnership
Conservation Focus of Partnership	Wildlife/ Biodiversity
Budget Range (in EUR)	250,000- 500,000
Partnership Web page	www.wwf.org.uk/who-we-are/who-we-work-with/vodafone

Over our three-year partnership, WWF and Vodafone are working with customers, businesses and society to create a positive impact for the planet by leveraging technology at scale. Through our global partnership with Vodafone, we are exploring how everyone can reduce their environmental footprint using digital technologies and services, whilst also using mobile technology to drive forward WWF conservation projects around the world.

Our key campaign, One Million Phones for the Planet, will see Vodafone collecting one million unloved and used phones to be reused and recycled responsibly. For every phone collected, £1 is generated for WWF. In the first year of our partnership Vodafone has collected 210,000 devices.

The partnership includes strategic initiatives in key Vodafone markets in Europe and Africa. For example, in South Africa Vodafone and WWF are working on developing technology to help prevent whale entanglement in mussel farming equipment and continuing our long-term work promoting sustainable seafood sourcing and choices.

In Greece, we are working together to deliver zero waste and net zero Vodafone stores, whilst also developing awareness raising and engagement platforms to help Vodafone customers make greener choices. In Germany, Vodafone has supported the production of a WWF report focused on shifting to a circular economy.

Vodafone’s partnership with WWF has also supported the production of business-focused content, providing guidance for small and medium sized enterprises to adopt more sustainable approaches, from implementing office management practices that will help reduce environmental impacts, to considering the benefits of green pensions, and addressing the issue of e-waste. This business-focused content is delivered through Vodafone’s V-Hub platform.

PARTNERSHIPS WITH AN ANNUAL BUDGET OF £25,000 OR LESS IN FY23

The following list represents all corporate partnerships that this WWF office has with an annual budget of £25,000 or less (including pro bono or in-kind contributions) in FY23.

- **Apple Pay**
- **Ariel (Proctor & Gamble)**
- **AXA UK**
- **Coinstar**
- **Discovery Channel**
- **Good Loop**
- **Google**
- **Mondi**
- **Nomad**

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

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**OUR MISSION IS TO STOP
DEGRADATION OF THE
PLANET'S NATURAL
ENVIRONMENT AND TO
BUILD A FUTURE IN WHICH
HUMANS LIVE IN HARMONY
WITH NATURE.**

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