



# CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-BULGARIA  
CORPORATE PARTNERSHIPS IN  
FY 2021



WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.



# NATURE AT THE BRINK

According to [WWF's Living Planet Report](#) humanity and the way we feed, fuel, and finance our societies and economies is pushing nature and the 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 organization 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.

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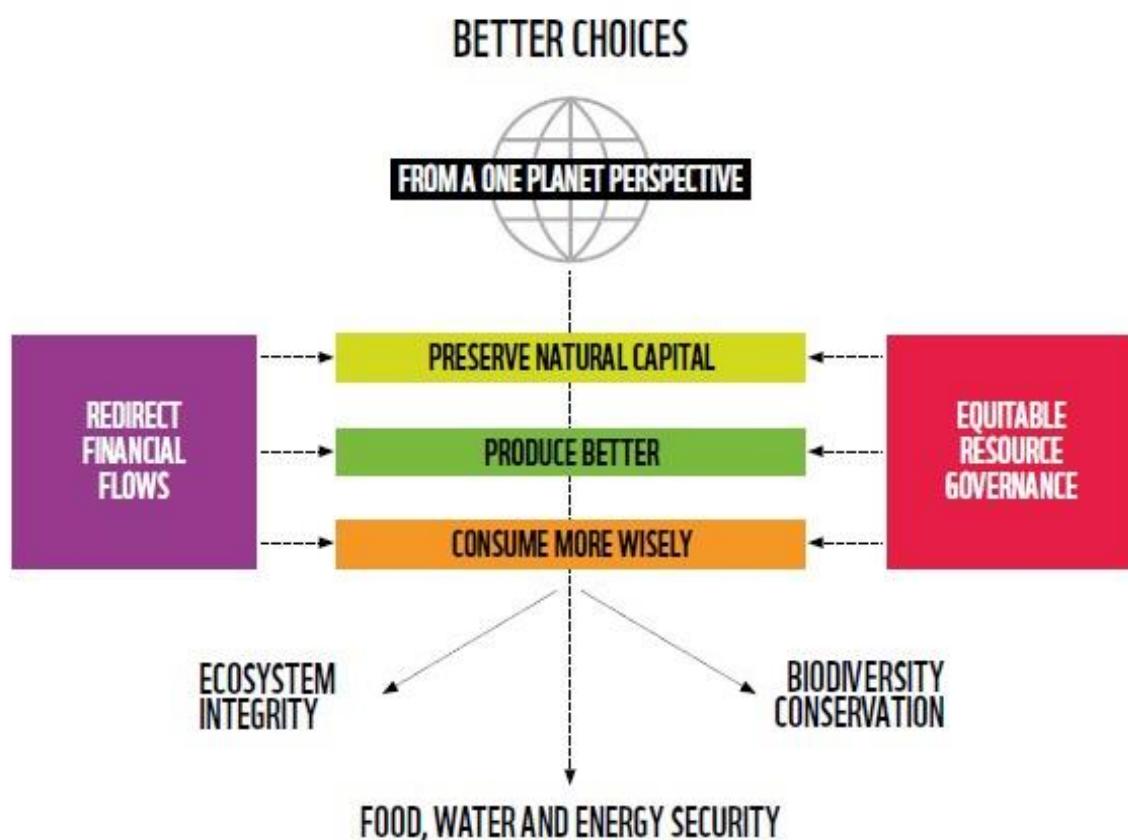
WWF continues to deliver locally in crucial ecoregions around the world, but sharpen our focus on six global goals – wildlife, forests, oceans, freshwater, climate and energy, and food – and three key drivers of environmental degradation – markets, finance and governance. We are creating global communities 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 organization 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 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.

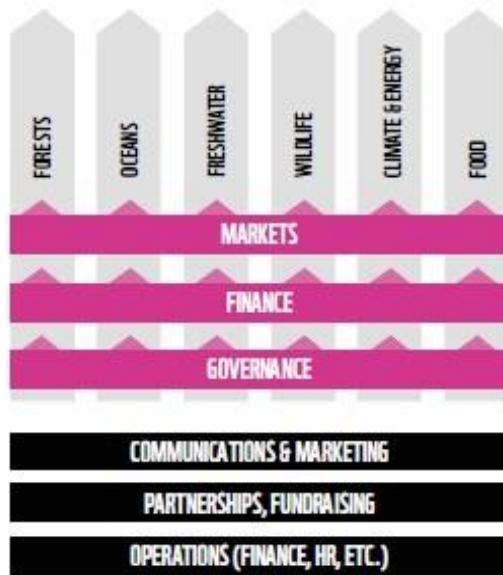


# WWF'S GLOBAL VISION FOR CHANGE



## 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 conservation challenges such as deforestation, over-fishing, water scarcity and climate change.

Our cooperation with partners is based on a common understanding of issues, shared ambitions or activities, and a willingness to work together for searching best solutions for preserving Bulgarian nature sustainable development.



# WWF's CORPORATE PARTNERSHIPS

## 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 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 favor of special places such as the Arctic or endangered species like the tiger.

## Philanthropic partnerships

The third approach is articulated through specific programs 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.



# WWF Bulgaria

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. Companies are also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

In Bulgaria, WWF in collaboration with various stakeholders works to protect forests, freshwater ecosystems and protected wildlife species, and reduce climate risks and more specifically:

**Forests:** protection of old-growth forests, restoration of high conservation value forests, improvement of the forest management and climate resilience of the forests, and decrease of illegal logging;

**Freshwater:** protection of freshwater ecosystems through targeted policy advocacy, restoration of river sections and wetlands, and demonstration of nature-based solutions;

## **Wildlife:**

- **Sturgeon:** protection of sturgeon habitats, improving the national sturgeon research and monitoring framework and engagement of fishermen for sturgeon protection;
- **Bears:** improving the human-bear co-existence, improving the national bear monitoring methodology and improving the connectivity of bear habitats;
- **Other protected species:** identifying and advocating to close the gaps in the wildlife protection legislation and improve the detection and prosecution of wildlife crime;

**Protected areas:** advocating for the improvement of the legislation for protected areas and its effective implementation;

**Climate:** advocating for a faster decarbonization and just transition to biodiversity-safe renewable energy, incl. sustainable biomass for energy use.

Our cooperation with partners is based on a common understanding of issues, shared ambitions or activities, and a willingness to work together for searching best solutions for preserving Bulgarian nature sustainable development.

The following list of companies is an overview of all the corporate partnerships that WWF Bulgaria had for the FY21. Details of each partnership can be found below.



# 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-Bulgaria has with 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 / campaigns – financially and with other business assets

In FY21, income from corporate partnerships represented 6.6% of this WWF-Bulgaria office's total income.

The following list of companies is an overview of all the corporate partnerships that WWF-Bulgaria had for the FY21. Details of each partnership can be found below.





# INTERNATIONAL PARTNERSHIPS ACTIVE IN BULGARIA

BUDGET RANGE: 25 000 – 100 000 €

## Coca Cola

The [Living Danube Partnership](#) is a unique, cross-sectoral partnership that has brought together WWF-CEE, the Coca-Cola Foundation and the Coca-Cola system as well as the International Commission for the Protection of the Danube River (ICPDR) to promote the conservation and restoration of wetlands in the Danube basin. As part of this partnership, the 3,700 hectares of marshlands on Persina Island and at Kalimok have benefitted from improvements to the sluice system, permitting better water regulation at the sites. The measures are already yielding benefits in terms of increased fish production, as well as improved habitat for rare species, such as Dalmatian pelicans. WWF Bulgaria also removed barriers and constructed a new fish pass on the Rusenski Lom River to pilot and promote good practice in design and construction of fish passes in Bulgaria.

## IKEA

Since 2002, WWF and IKEA have worked together to protect old-growth forests, ensure responsible forest management and fight illegal logging. As part of this long-lasting partnership, the mapping of most known virgin and old-growth forests in Bulgaria have been completed and procedures to ensure their protection are being put in place, including the protection of 110 000 ha state owned forests for which WWF Bulgaria won the Natura 2000 award for exemplary collaboration between government agencies and NGOs. In FY21, WWF Bulgaria has focused its efforts on strengthening the forest policy framework by contributing to the assessment of implementation of the Bulgarian Forest Strategy 2020 and to the development of the draft EU Forest Strategy 2030. To ensure the responsible management of forests, we have continued with capacity building for forest authorities. By the end of the period 55.5% of all forests in Bulgaria (2 373 000 ha) are under FSC certification.

BUDGET RANGE: <25 000 €

## Revolut

Working with Revolut gives an easy way of donating and supporting the cause of WWF. Using Revolut “Donations” feature, Revolut customers are able to donate any amount directly to WWF — via one-off payment, recurring payment, or spare change round-up. All the funds raised go to WWF to support our goal of a future where people and nature thrive.



# iCard

## OUR PARTNERS:

### INDUSTRY:

Fintech

### TYPE OF PARTNERSHIP:

Driving Sustainable Business Practices

Communication and awareness raising

### BUDGET RANGE:

25 000 – 100 000 €

WWF and iCard engaged in a strategic partnership aiming at raising awareness on nature loss and related risks, promoting responsible consumption and protection of wild nature.

#### Partnerships goals:

- Development and implementation of modern, user-friendly and easy to use iCard products for one-off or regular donations, free of taxes.
- Support WWF Bulgaria's work to protect brown bears, ban logging and commercial activities in old, natural forests, grow new forests along Maritsa river, encourage sustainable consumption with innovative forms of fight against climate change, education initiatives for kids and youth engagement.
- Secure funding from donations for financing large-scale projects in the region by developing new fundraising instruments.
- Promote environmental issues in Bulgaria and projects and activities dedicated to solving them.
- Promote sustainable, nature-friendly financial products and services by replacing plastic cards with virtual cards, by introducing cards from bio-degradable materials, by replacing paper with electronic documents.
- Support iCard in reducing the usage of PVC in its production processes and eliminating the usage of PVC by its employees.
- Changing attitudes, habits and encouraging sustainable consumption and behavior of iCard's customers and employees, WWF's supporters and the general public in order to keep the natural resources for future generations.

Within our partnership we successfully engaged more than thousand people to support WWF's work in Bulgaria and hundreds of people became individual donors.

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## OUR SUPPORTERS:

### INDUSTRY:

Retail Chain

### TYPE OF PARTNERSHIP:

General Supporter

### CONSERVATION FOCUS:

Wildlife

### BUDGET RANGE:

25 000 - 100 000€

Kaufland is a general supporter of the WWF Bulgaria Panda Labs Project, which engages and mobilizes young people to create innovative solutions to environmental challenges. Panda Labs is a unique ecosystem where young people come together with leading individuals from science, business, NGOs and authorities for learning, development of knowledge and skills, inspiration and exchange, and the creation of new, non-traditional, out-of-the box projects. Kaufland participated in all 3 semesters of the first generation of Panda Labs in Bulgaria:

“Future of Waste”

„Future of Food”

“Future of Mobility”

Kaufland participated with 3 speakers and in the jury for all Master Classes of Panda Labs.

Specific cases and challenges were presented by Kaufland during the three semesters.

Together with our supporter we successfully engaged more than 30 000 young people (15-25 y) through our channels in social media and achieved:

**Over 800 applicants**

**Over 240 hackathon participants selected**

**Over 40 Master Class finalists**

**11 prototypes created, 3 award winners**



# COMPANIES WITH FINANCIAL AND NON-FINANCIAL CONTRIBUTION LESS THAN 25 000 €

The following list represents all corporate financial and non-financial contributions in support of WWF's Bulgaria:  
**BUDGET RANGE: less than 25 000 €**

**BENEVITY**

**COCA-COLA EUROPEAN PARTNERS**

**DREAMIX**

**EKOPAK**

**ESRI**

**EXCO SPORTS**

**GROUPAMA**

**NVALUE ENERGY**

**PLAYTECH**

**SAT Health**

**YAVLENA FOOD**

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



Working to sustain the natural  
world for the benefit of people  
and wildlife.

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

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