



WWF INTERNATIONAL

# CORPORATE PARTNERSHIPS REPORT

FISCAL YEAR 2019

**For further information on specific partnerships**, please contact the WWF office leading the engagement.

**For information on international partnerships or on WWF's corporate engagement in general**, please contact Puneet Bahl ([pbahl@wwfint.org](mailto:pbahl@wwfint.org))

**For any media enquiries**, please contact Sindiswa Nobula ([snobula@wwfint.org](mailto:snobula@wwfint.org))

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.

Published in March 2019 by WWF – World Wide Fund For Nature – (formerly World Wildlife Fund), Gland, Switzerland. Any reproduction in full or in part must mention the title and credit the above-mentioned publisher as the copyright owner.

Cover photography: © Shutterstock / Regien Paassen / WWF

© Text 2020 WWF

All rights reserved.

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.

## TAKING BOLD COLLECTIVE ACTION

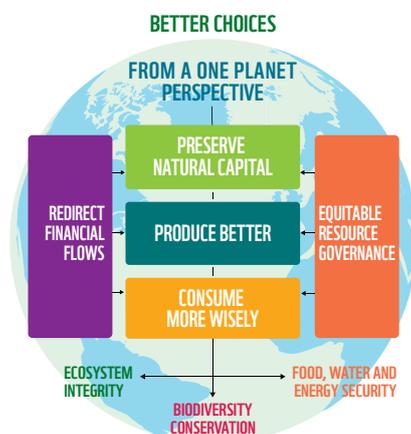
The time to act is now. We have put in place a global conservation strategy that reflects the way the world is changing, meets the big environmental challenges of the age and helps us simplify, unite and focus our efforts for greater impact.

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

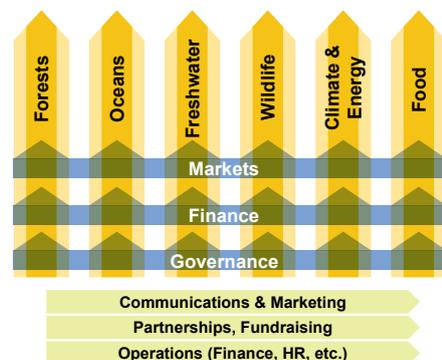
There has never been a stronger sense of urgency for action. In WWF we are defining new ways of working together to make a difference at a scale that matters. We know we must redefine humanity’s relationship with the planet. And together we passionately believe we can.

### OUR THEORY OF CHANGE



### HOW WE MAKE IT HAPPEN

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



## OUR WORK WITH THE CORPORATE SECTOR

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

Therefore, WWF seeks to work with those who have the greatest potential to reduce the most pressing threats to the diversity of life on Earth and together find solutions to conservation challenges such as deforestation, overfishing, 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. 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, our work with the corporate sector aspires to do this by:

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

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms such as the [UN Global Compact](#), [Science Based Targets](#), the [Consumer Goods Forum](#)) to make ambitious commitments (and to engage in public policy discussions at global and local level, and supporting credible certification schemes (e.g. [Forest Stewardship Council \(FSC\)](#), [Marine Stewardship Council \(MSC\)](#) [Aquaculture Stewardship Council \(ASC\)](#), [Roundtable on Sustainable Palm Oil \(RSPO\)](#), [Roundtable on Responsible Soy \(RTRS\)](#)). We also publish scorecards and reports on company or sector performance (e.g. [palm oil scorecard](#); [soy scorecard](#), and [sustainable cotton ranking](#)), mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. [Seize Your Power](#), [Virunga](#), [Reviving the Oceans Economy](#)), as well as work in partnership with individual companies.

This report presents an overview of the partnerships that this WWF office has with individual companies

## WWF'S CORPORATE PARTNERSHIPS

Our cooperation with partners is based on a common understanding of issues, shared ambitions or activities, and a willingness to speak out in public. In general, we distinguish three types of partnerships with companies:

### **1. Driving sustainable business practices**

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 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.

### **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.

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 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. 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-International 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.

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

## PARTNERSHIPS WITH AN ANNUAL BUDGET OF MORE THAN EURO 25,000 IN FY19

---

Bolton Food

Boost

Fromageries Bel

H&M Group

IKEA

Inner Mongolia Yili Industrial Group Corp. Ltd.

International Bon Ton Toys (IBTT)

Koala Sleep Pty Ltd

Mars Petcare

Mondi Group

PVH Corporation

Royal Caribbean Cruises Ltd

The Coca-Cola Company

Tiger Beer

Tommy Hilfiger

Toyota Motor Corporation

## **BOLTON FOOD** Working together for sustainable fisheries and healthy oceans

WWF and Bolton Food with its brands Rio Mare, Saupiquet and Palmera are working together on a four-year transformational partnership to help safeguard our oceans and marine life.

Unsustainable fishing activities have a considerable impact on the world's most ecologically important marine ecoregions. WWF focuses its efforts on reducing these impacts for the benefit of marine ecosystems and to conserve the most commercially valuable seafood species. Our long-term goal is: to ensure a shift towards sustainable sourcing through a process of transformation of the company's supply chain, and with the aim of engage the whole seafood sector; to achieve full traceability and transparency of the supply chain; to work directly with companies and raise awareness amongst consumers about key seafood sustainability issues and how they can make a difference

CORPORATE ID CARD

Industry  
**Food (processing & products)**

Type of Partnership  
**Driving sustainable business practices  
Communications and awareness raising**

Conservation Focus of Partnership  
**Oceans**

Budget Range (in Euro)  
**250,000-500,000**

For more information, click [HERE](#)

## **BOOST COLLECTIBLES AG**

Boost is one of the leading companies in the field of marketing and sales promotions. They supply creative concepts and

effective sales promotion tools in the areas Collectibles' Promotions and Loyalty Programs. A Partner with WWF since 2017, Boost develops WWF branded collectibles promotions to retailers that heighten awareness for more sustainable interactions on our planet. These promotions enable children to playfully experience a playful introduction and cultivate an enduring commitment to the themes of the environment, nature, and animals.

Boost is regularly audited by FSC and BSCI. All the collectibles launched together with WWF have to comply with WWF's social and environmental standards.

CORPORATE ID CARD

Industry  
**Advertising (loyalty programmes for retailers)**

Type of Partnership  
**Communications and awareness raising**

Conservation Focus of Partnership  
**Forests  
Oceans  
Wildlife**

Budget Range (in Euro)  
**25,000-100,000**

For more information, click [HERE](#)

## **FROMAGERIES BEL** Together towards sustainable dairy production

In order to limit dairy production’s environmental impacts, technical cooperation between WWF France and Bel Group was initiated in 2012 and renewed in 2016. After a first diagnosis phase, two major factors of environmental degradation were identified in Bel’s milk production process: soy and palm kernel expeller (PKE) production. As well as compensating 100% of its soy and PKE with RTRS and RSPO certificates, Bel Group also launched two field projects in Mato Grosso, Brazil, and Borneo, Malaysia, to illustrate its work. Moreover, WWF France has been working with Bel Group in making operational the sustainable dairy production principles defined in its Global Upstream Dairy Charter co-published with WWF France in 2018. This Charter was designed to be applied and rolled-out throughout all of Bel Group’s milk basins and covers six areas of work: Farmer Sustainability, Animal Welfare, Pasture Grazing, Nutritional Quality and Safety, Environmental Footprint and Sustainable and Local Animal Feeding.

**CORPORATE ID CARD**

Industry  
**Food (processing & products)**

Type of Partnership  
**Driving sustainable business practices  
Communications and awareness raising  
Philanthropic partnership**

Conservation Focus of Partnership  
**Food  
Forests**

Budget Range (in Euro)  
**250,000-500,000**

For more information, click [HERE](#)

## **H&M GROUP** Pioneering water stewardship for fashion

WWF and H&M Group first entered into a partnership in 2011, focusing on water stewardship. The aim was to raise awareness, to improve responsible water use throughout the group’s entire supply chain and to inspire other companies. The water stewardship work includes multiple basin projects from China to Turkey and it also calls fashion brands to join global collective action on setting best management practise and water targets relating to 2030 SDG 6 fulfilment.

Since 2016 the partnership also includes climate action and a strategic dialogue. H&M Group’s climate strategy is developed in collaboration with WWF, with the target of becoming climate positive throughout its value chain by 2040. The strategic dialogue focuses on key issues in the fashion industry, such as raw materials and biodiversity, with the aim of bringing sustainable and science-based solutions to H&M Group and the broader industry.

**CORPORATE ID CARD**

Industry  
**Clothing & Apparel**

Type of Partnership  
**Driving sustainable business practices**

Conservation Focus of Partnership  
**Climate & Energy  
Freshwater**

Budget Range (in Euro)  
**1-3 million**

For more information, click [HERE](#)

In 2010, 2016 and 2018, WWF and H&M also collaborated on a children’s clothing collection made of more sustainable materials, such as organic cotton. The goal of these collaborations was to inspire H&M customers to care for the planet and raise funds for WWF’s freshwater, climate and biodiversity work.

## **IKEA** Transforming business for people and planet

IKEA and WWF have been working together since 2002 to safeguard and manage precious natural resources and transform business for the benefit of people and planet. Through engagement in 17 countries, innovation and advocacy, the partnership supports responsible forest management, more sustainable cotton, and good water management. Targets include IKEA sourcing 100 per cent of its wood from more sustainable sources by 2020, and 100 per cent of its cotton from more sustainable sources by 2015 - a target achieved in September of that year.

CORPORATE ID CARD

Industry

**Retail**  
**Household goods and textile**

Type of Partnership

**Driving sustainable business practices**

Conservation Focus of Partnership

**Forests**  
**Freshwater**  
**Markets (cotton)**

Budget Range (in Euro)

**>3 million**

For more information, click [HERE](#)

## **INNER MONGOLIA** **YILI INDUSTRIAL** **GROUP CO. LTD.**

In September 2018, Yili Satine and WWF jointly launched a campaign for “Satine Public Wetland Conservation Team”, inviting ten consumers to join WWF animal protection

experts to enter the Huangnihe Wetland Nature Reserve in Jilin Province, where they built artificial nest boxes for migratory birds and observed the birds to protect wetland animals. As a part of the “Wetland Conservation and Sustainable Agriculture Development Program” launched by Satine and WWF, the activity is a successful attempt by Yili to pool resources to encourage the general public in the protection of wetland and migratory birds.

Yili Satine and WWF also launched a campaign for “Sustainable Agriculture and Wetland Protection” with Qian’an County, Songyuan City, Jilin Province at the core. The project tried out the mode of sustainable corn planting and production and gained in popularity, aiming to enhance the understanding and application of eco-friendly sustainable agriculture in the local area.

CORPORATE ID CARD

Industry

**FMCG-Dairy**

Type of Partnership

**Driving sustainable business practices**  
**Communications and awareness raising**  
**Philanthropic partnership**

Conservation Focus of Partnership

**Freshwater**  
**Food**

Budget Range (in Euro)

**500,000-1 million**

## INTERNATIONAL BON TON TOYS (IBTT)

### WWF Plush Toy Collection

International Bon  
Ton Toys is WWF

International's partner for life-like plush toys since 2000. The collection contains a wide variety of species from different habitats and introduces children to the animal world. The plush animals are unique because of their realistic design and high quality. They are manufactured in accordance with socially responsible standards and the highest environmental standards for manufacturing of the product including its packaging and sales materials. Through IBTT's network of distribution and retail partners, the WWF plush toys are sold in toy stores, gift stores, department stores, and other leading retailers in over 60 countries around the world.

CORPORATE ID CARD

Industry

**Toys and games**

Type of Partnership

**Communications and awareness raising**

Conservation Focus of Partnership

**Forests**

**Wildlife**

Budget Range (in Euro)

**100,000-250,000**

For more information, click [HERE](#)

## KOALA SLEEP PTY LTD

### Innovating together to help protect biodiversity

Unified in a common goal to  
protect threatened and endangered

wildlife, Koala and WWF have been in partnership since August 2017. The partnership aims to inspire and educate Koala's customers about WWF's work to protect threatened and endangered wildlife, by stopping such activities as excessive tree-clearing that puts iconic species and habitat at risk.

Through the partnership, Koala donate funds to WWF from every mattress sold – helping to protect wildlife like the koala in Australia and the Amami rabbit in Japan.

In addition, as of April 2019, Koala have been supporting sea turtle conservation through donations from sales of their sofa. Their donations help fund new research projects which are trialling practical methods to cool the sand temperature of green sea turtle and hawksbill turtle nests. These turtles have temperature- dependent

CORPORATE ID CARD

Industry

**Furniture e-commerce**

**Philanthropic**

Type of Partnership

**Communications and awareness raising**

Conservation Focus of Partnership

**Wildlife**

Budget Range (in Euro)

**100,000-250,000**

For more information, click [HERE](#)

sex determination, and as the sand temperatures of their nests increase due to climate change, more females are being born. These projects help find solutions to prevent the feminisation of the species and secure a future for critical populations.

## **MARS PETCARE** Working together to help tigers thrive

The partnership between WWF and Mars is built on the foundation of Mars' sustainability commitments, demonstrated by a series of public environmental goals and targets. Mars is one of the single largest contributors to WWF's Tiger Alive Initiative (TAI), supporting the programmes, equipment and people required to meet the objective of doubling the wild tiger population by 2022. The partnership focuses on daily on-the-ground protection of tigers and ensuring safe tiger landscapes.

CORPORATE ID CARD

Industry  
**Food (processing and products)**

Type of Partnership  
**Philanthropic partnership**

Conservation Focus of Partnership  
**Wildlife**

Budget Range (in Euro)  
**500,000-1 million**

For more information, click [HERE](#)

## **MONDI GROUP** Partners in responsible forest, manufacturing and product stewardship

In 2014, following many years of collaboration, Mondi Group and WWF International launched a global strategic partnership to promote responsible forestry and a sustainable pulp and packaging sector. In 2017, this global partnership was extended by another three years.

During the first phase, our work together helped improve water stewardship in South Africa, protect vast intact forest landscapes in Russia, and promote sustainable forest management through credible certification in Bulgaria. During this time, Mondi also continued to reduce its own greenhouse-gas emissions and water footprint, and together, the partnership worked towards promoting sustainable practices in the packaging and paper sector. Phase II of our partnership will continue to focus on the following work streams: stewardship of forests (including forestry plantations),

- Ecosystem Stewardship - protecting high conservation value ecosystems in Russia and other regions as well as increasing the value and resilience of production landscapes in South Africa.

CORPORATE ID CARD

Industry  
**Packaging, pulp and paper products**

Type of Partnership  
**Driving sustainable business practices**

Conservation Focus of Partnership  
**Climate & Energy  
Forests  
Freshwater**

Budget Range (in Euro)  
**1-3 million**

For more information, click [HERE](#)

- Manufacturing Stewardship – further reducing the water and climate footprint of Mondi's operations and promoting resource efficiency, recycling and longevity of products including the cascading use of wood and forest products where appropriate.
- Product Stewardship - further enhancing the environmental performance of Mondi's products.

## PVH CORPORATION

•PVH Corporation is working with WWF to support water stewardship

efforts in key sourcing communities for PVH's businesses and the broader apparel industry. PVH and WWF will work together to help conserve freshwater resources in Ethiopia's Lake Hawassa and India's Cauvery River basins. This work builds on existing collaborative efforts by the organizations in China and Vietnam. Together, PVH and WWF will identify water risks and engage in collective efforts to advance water conservation activities for local communities in these strategic sourcing locations.

CORPORATE ID CARD

Industry

**Textile**

Type of Partnership

**Driving sustainable business practices**

Conservation Focus of Partnership

**Freshwater**

Budget Range (in Euro)

**500,000-1 million**

## ROYAL CARIBBEAN CRUISES LTD

WWF and Royal Caribbean are working together to ensure the long-term health of the oceans. The company is addressing the

environmental footprint of its operations by reducing greenhouse gas emissions, responsibly sourcing key commodities, including seafood, and promoting more sustainable tour operators and destinations. The company is supporting WWF's ocean conservation priorities and working with WWF to raise awareness of the oceans with their 5 million passengers globally.

CORPORATE ID CARD

Industry

**Hotels & recreational services**

Type of Partnership

**Driving sustainable business practices**

**Communications and awareness raising**

**Philanthropic partnership**

Conservation Focus of Partnership

**Oceans**

**Climate & Energy**

**Food**

**Freshwater**

**Plastics**

**Wildlife**

**Travel**

Budget Range (in Euro)

**1 million-3 million**

For more information, click [HERE](#)

## THE COCA-COLA COMPANY

### Working together to create a more climate resilient and water-secure future

For over a decade, WWF and The Coca-Cola Company have partnered to improve the health of freshwater basins and the environmental performance across Coca-Cola's supply chain, emissions and packaging. Together, we help create a more climate resilient and water-secure future for business, communities, and nature. Additionally, the Coca-Cola Foundation supports WWF projects worldwide.

CORPORATE ID CARD

Industry

**Beverages**

Type of Partnership

**Driving sustainable business practices  
Philanthropic partnership**

Conservation Focus of Partnership

**Climate & Energy**

**Food**

**Freshwater**

**Plastics**

Budget Range (in Euro)

**1-3 million**

For more information, click [HERE](#)

## TIGER BEER

### Raising awareness for tiger conservation

With as few as 3900 tigers left in the wild, Tiger Beer in 2017 committed to supporting Tx2 - the global initiative to double the world's population of wild tigers by 2022. This support includes Tiger Beer donating USD 1 million between 2017 to 2019 towards WWF's tiger conservation work and the global Tx2 programme. Beyond funding, WWF and Tiger Beer have also launched two campaigns - 3890Tigers in 2017 and Rare Stripes in 2018 - with the aim of raising awareness and action for tigers in the wild.

CORPORATE ID CARD

Industry

**Beverages**

Type of Partnership

**Communications and awareness raising**

Conservation Focus of Partnership

**Wildlife**

Budget Range (in Euro)

**500,000-1 million**

## **TOMMY HILFIGER**      **Towards water stewardship in fashion**

WWF and Tommy Hilfiger, which is wholly owned by PVH Corp., are collaborating on a holistic programme of water stewardship activities, supporting Tommy Hilfiger’s own strategic response to water risk as well as implementing collective action projects in key river basins. WWF has provided strategic support to Tommy Hilfiger in mapping supply chain water risks and setting their internal actions and supplier standards. Tommy Hilfiger has also supported WWF in implementing collective action on water in the Yangtze and Mekong basins – supporting an industry risk assessment and engagement process in the Mekong and working with other brands on a joint programme in China to ensure uptake of textile sector water best practices and better water governance. In 2018, parties agreed to continue collaboration in driving the textile sector towards best practice on water stewardship and ensuring good water governance in key garment producing regions.

CORPORATE ID CARD

Industry  
**Clothing and apparel**

Type of Partnership  
**Driving sustainable business practices**

Conservation Focus of Partnership  
**Freshwater**

Budget Range (in Euro)  
**100,000-250,000**

## **TOYOTA MOTOR CORPORATION**      **Promoting biodiversity in Asia tropical forests**

Toyota Motor Corporation and WWF launched a global partnership in 2016, a first in the automotive industry, to promote biodiversity conservation in Asian tropical forests and accelerate the move towards a “zero carbon” society. In this partnership, Toyota supports the “Living Asian Forest Project,” a new series of existing and planned WWF activities to conserve tropical forests and wildlife in Southeast Asia, in places such as Borneo (Kalimantan), Sumatra in Indonesia and the Greater Mekong region. The partnership will also focus on increasing the sustainability of natural resources such as wood, paper and pulp, palm oil and natural rubber. Further, Toyota and WWF will also work together to realize a zero-carbon society, and Toyota has joined the Science-Based Targets Initiative. Toyota became the member of Global Platform for Sustainable Natural Rubber (GPSNR) in 2019. Further, Toyota and WWF are working together toward realizing a zero-carbon society, taking science-based targets into account.

CORPORATE ID CARD

Industry  
**Automotive**

Type of Partnership  
**Driving sustainable business practices  
Communications and awareness raising  
Philanthropic partnership**

Conservation Focus of Partnership  
**Climate & Energy  
Forests**

Budget Range (in Euro)  
**1-3 million**

For more information, click [HERE](#)

## PARTNERSHIPS WITH AN ANNUAL BUDGET OF EURO 25,000 OR LESS IN FY19

---

The following list represents all corporate partnerships that this WWF office has with an annual budget of Euro 25,000 or less (including pro bono or in-kind contributions) in FY19.

Africa Plantations for Sustainable Development Ghana Ltd <sup>1</sup>

APTN

Arauco Europe Cooperatief U.A. <sup>1</sup>

Boost Collectibles AG

The Boston Consulting Group

Clementoni Spa

CMPC

Descente Ltd.

Forestal Arauco <sup>1</sup>

Groth AG

Humble Bundle Inc.

KIK <sup>2</sup>

Kimberly-Clark Corporation <sup>1</sup>

Manotal

Merchant Ambassador

The Navigator Company <sup>1</sup>

New Forest Company <sup>1</sup>

Picture Organic Clothing

Prodite Zeelandia

Stora Enso <sup>1</sup>

Suzano Group (Suzano Papel e Celulose) <sup>1</sup>

UPM - Kymmene Group <sup>1</sup>

Veracel <sup>1</sup>

<sup>2</sup> Footnote descriptions can be found on the next page

For further information on corporate engagement at WWF International, please contact: Global Partnerships Team ([globalpartnerships@wwfint.org](mailto:globalpartnerships@wwfint.org)).

# WWF INITIATIVES MENTIONED IN THIS REPORT

---

## ❶ The New Generation Plantations

The New Generation Plantations (NGP) platform works toward a vision of forest plantations that contribute positively to the welfare of local communities and do not replace natural forests or other important ecosystems. WWF manages the NGP platform with participation from forest companies and governments around the world. The platform is a place to share ideas and learn about better plantation forestry practices through real-world examples. Participants commit to implementing good forest plantation methods on their own plantations. Through various events and study tours, NGP also seeks to influence other companies and governments to make environmentally and socially responsible decisions on plantation management.

---

## ❷ Media/Communications

WWF has Media/Communications relationships with companies which provide WWF with pro bono and/or gift-in-kind support. This includes free media or advertising space, creative work, strategic development and execution of brand communications. Without them, WWF would not have the reach, nor the access to the large audiences which these partners collectively have. These organisations are key partners in helping us to deliver on our programmatic goals, our campaigns and our mission. With the 'Just One' programme, you can contribute to climate action even when you are travelling and are miles away from home. For every night you spend at a participating hotel, you can include a dollar\* (or the equivalent in the local currency) to your total bill to help WWF and Earth Hour develop and support local conservation projects. Together, we can make a difference!

## THE WWF NETWORK\*

---

### WWF Offices\*

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

# WWF in numbers

**+100**

WWF is in over 100 countries, on 6 continents

**1961**

WWF was founded in 1961



**+5M**

WWF has over 5 million supporters

**+30M**

WWF has over 30 million followers on Facebook, Twitter and Google+

Copyright Credit © NASA



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

together possible™ panda.org

© 2020  
Paper 100% recycled

© 1986 Panda symbol WWF – World Wide Fund for Nature (Formerly World Wildlife Fund)  
® “WWF” is a WWF Registered Trademark. WWF, Avenue du Mont-Bland, 1196 Gland, Switzerland. Tel. +41 22 364 9111. Fax. +41 22 364 0332.

For contact details and further information, please visit our international website at [www.panda.org](http://www.panda.org)