



# CORPORATE PARTNERSHIPS REPORT

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OVERVIEW OF WWF-UK CORPORATE PARTNERSHIPS  
FISCAL YEAR 2014  
1 JUNE 2013 - 30 JUNE 2014

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WWF is one of the world's largest and most experienced independent conservation organisations, 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.

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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 2014 *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. Recognising the scale and complexity of the challenges, we have chosen to engage in collaborative and collective action with businesses, investors, consumers, governments and other civil society organisations to drive positive change.

## OUR WORK WITH THE CORPORATE SECTOR

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. Business 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. Business is also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

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

More specifically, our work with business 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 to 100% 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 to make ambitious commitments and to engage in public policy discussions, 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, mobilise public pressure through high-profile campaigns (e.g. [Seize Your Power](#), [Virunga](#)) on issues related to business activities, as well as work in partnership with individual companies.

This report focuses on the partnerships between WWF-UK and individual companies.

Internationally, most of WWF’s engagement with business is focused on three key themes.

**Commodities** – through our Market Transformation Initiative we focus on:

- **agriculture** – big producers and buyers of commodities like palm oil or cotton can often be responsible for deforestation or unsustainable water use
- **fish** – both wild caught fish, such as whitefish and tuna, and farmed fish like salmon and shrimp
- **forest products** such as timber and paper – our engagement with forestry companies includes the Global Forest & Trade Network (GFTN).

**Climate** – our Global Climate and Energy Initiative focuses on getting businesses to adopt emissions-reduction targets, encouraging a switch to 100% renewable energy, and best practices in corporate climate leadership. Our overall objective is to ease the transition to a low-carbon future.

**Freshwater** – our Water Stewardship work promotes responsible business engagement on water issues. This involves a commitment to sustainable management of shared water resources in the public interest through collective action with other businesses, governments, NGOs and communities. It typically starts with improving internal water use and reducing water-related impacts across the business, and progresses to influencing water management.

In the UK, we help companies that rely on using natural resources – whether in the seafood, timber, food, freshwater, extractives, infrastructure and the finance sector – to engage in corporate stewardship. We encourage them to manage, protect and restore natural assets, and support action to address global climate change.

## 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;
2. Communications and awareness-raising; and
3. Philanthropic partnerships.

### **Driving sustainable business practices**

Our bilateral 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 business 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 places and species for which

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 stands. 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 orang-utan.

### 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.

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.

As this report shows, 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 believe that accountability for results and transparency to our supporters and members about how we deliver those results are key. We advocate transparency as a vital part of working in a constructive, cooperative way with our partners, including business, and a crucial step towards sustainability.

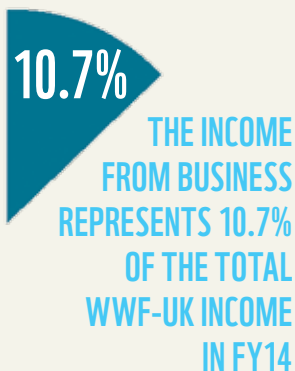
We want all our partnerships with business to deliver the greatest impact possible, with the goal of creating lasting results on a wide scale. That's why we have started a process of deeper and more systematic assessment of the targets and outcomes we achieve in our work with the business sector, and specifically through our bilateral partnerships.

All WWF offices are committed to continuing or starting to report publicly on all our company relationships – including their intent, objectives and impacts. This report is one part of that.

### THIS REPORT

The aim of this report is to offer an overview of the partnerships that WWF-UK has with individual companies. The actual activities involved in many cases take place in other countries.

The income from business represents 10.7% of the total WWF-UK income in FY14.



## INFORMATION ON WWF-UK CORPORATE PARTNERSHIPS

The following list of companies is an overview of all the corporate partnerships that WWF-UK has with an annual income of greater than £100k.

Details of each partnership can be found below:

**ALPRO** We are working with Alpro on a three-year partnership between 2014-2016. The partnership has two exciting elements that are helping different groups to think about food sustainability:

1. Green Ambassadors: Alpro is sponsoring WWF's schools programme that inspires and empowers young people to take a lead on sustainability in their schools.
2. The Planet-Based Coalition: With our support Alpro is leading the development of a coalition of corporate, NGO and academic partners that will raise awareness of sustainable diets and the benefits of plant-based eating – which is good for you, the planet and your pocket.

**HSBC** **HSBC water programme – helping protect the world's freshwater resources**

HSBC has invested in WWF's freshwater conservation work for over a decade, through ambitious international partnerships: Investing in Nature (2002–06); the HSBC Climate Partnership (2007–2011); and now the HSBC Water Programme (2012–16).

The partnership works with governments, companies and communities to help protect five priority freshwater places: the Yangtze, Ganges, Mekong, Pantanal and Mara.

The goal is to secure healthy-flowing rivers that support thriving ecosystems, as well as local businesses and communities.

Targets include:

- Protecting five priority freshwater places – taking action on 1,500km of river and 350,000 hectares of wetland.
- Helping 1,500 small-to-medium businesses to tackle water risks, including efficiency and pollution.
- Supporting 115,000 people to reduce fishing or farming impacts on water, while potentially improving livelihoods.

This global programme is complemented by several local partnerships.

**CORPORATE ID CARD**

Type of partnership  
**Communication and awareness-raising**

Conservation focus  
**Food and Education**

Budget range (GBP):  
**100,000 – 250,000**

For more information, click [HERE](#)

**CORPORATE ID CARD**

Type of partnership  
**Philanthropic**

Conservation focus  
**Freshwater**

Budget range (GBP):  
**2,500,000 – 3,000,000**

For more information, click [HERE](#)

## MARKS AND SPENCER

### Delivering more sustainable products through partnership

Our partnership with M&S began in 2007 and forms part of M&S's 'Plan A', a 180-point corporate responsibility programme to become the world's most sustainable major retailer. We are working with the company on a number of technical environmental projects along the M&S supply chain.

Partnership achievements and activities have included:

- Supporting M&S to procure 72% of its fish from sources certified by the Marine Stewardship Council (MSC).
- Significant funding for WWF's marine conservation programmes in the Coral Triangle and Coastal East Africa through the M&S 'Forever Fish' campaign.
- Mapping and building resilience to water risk in M&S's fresh produce supply chain.
- Implementing of more sustainable cotton production systems over a 19,520-hectare project area in India.
- Joint advocacy at UK and EU level to secure policies and regulations to protect our oceans.
- Supporting wider sustainability initiatives such as the Better Cotton Initiative and Alliance for Water Stewardship.

## MBNA LIMITED

### WWF credit card Programme

Since our programme began in 1995, the MBNA WWF credit card has raised over £13 million of unrestricted funds (which can be used for any of our conservation projects around the world). The MBNA programme was renewed for a further five years in September 2014.

CORPORATE CARD

Type of partnership  
**Sustainable business practices, Communication and awareness-raising**

Conservation focus  
**Freshwater Commodities**

Budget range (GBP):  
**1,000,000 – 1,500,000**

For more information, click [HERE](#)

CORPORATE CARD

Type of partnership  
**Communication and awareness-raising Philanthropic**

Conservation focus  
**General support**

Budget range (GBP):  
**250,000 – 500,000**

For more information, click [HERE](#)

## RSA INSURANCE

We have been working with global insurance provider RSA since 2009, with the aim of gaining a better understanding and strengthening the links between insurance and environmental risk.

Partnership activities and achievements have included:

- Researching the link between climate change and insurance risk.
- Developing and promoting the business case for more sustainable business practices.
- Developing products to encourage customers to reduce their environmental footprint.
- Supporting conservation projects in areas where environmental change poses significant business risks.
- Encouraging customers, employees and business partners to adopt more sustainable lifestyles.

Type of partnership

**Communication and awareness-raising  
Philanthropic**

Conservation focus

**General support**

Budget range (GBP):

**100,000 – 250,000**

For more information, click [HERE](#)

## SKY Working together to help save one billion trees

Through Sky Rainforest Rescue, WWF and Sky are helping to save one billion trees in the Amazonian state of Acre, Brazil

By combining our 50 years of conservation experience with Sky's reach and communications expertise, the partnership has:

- Encouraged over 40,000 people to donate to the campaign. To date we have raised over £8.6million together.
- Created a robust programme of green economic development in Acre.
- Increased awareness of deforestation and its impact on the global climate among a significant UK audience, including Sky's 11 million customers.

Type of partnership

**Communication and awareness-raising  
Philanthropic**

Conservation focus

**Forest**

Budget range (GBP):

**1,000,000 – 1,500,000**

For more information, click [HERE](#)



## COCA-COLA

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. In the UK we're working with Coca-Cola GB and Coca-Cola Enterprises to help restore English rivers back to their natural health and beauty, through exemplar projects in two river catchment areas that have links to Coca-Cola's UK operations. The partnership has also been working on national water policy change and stakeholder engagement in water stewardship.

Partnership activities and achievements have included:

- Restoring 7km of the River Nar in Norfolk and the River Cray in south London – catchments directly linked to Coca-Cola's operations in Great Britain
- Helping farmers implement sustainable agricultural practices on farmland in Norfolk near the River Nar
- Working together to influence key decisions on better water management by business and government in the UK.

## WHISKAS

Whiskas and WWF are working together to help protect wild tigers and their habitats. The tiger is the biggest of all cats, and one of the most threatened. By raising funds to support the global Tigers Alive Initiative Whiskas is helping WWF to double wild tiger numbers by 2022.

The UK partnership focuses particularly on restoring tiger numbers in Nepal, supporting daily activities to protect tigers and secure their habitat.

Partnership activities and achievements include:

- Strengthening anti-poaching law enforcement efforts, using a 'boots on the ground' approach, funding surveillance and long-range patrolling efforts, including camping and sweeping operations.
- Equipping 35 new guard posts with solar panels, and giving tiger patrols tents, sleeping bags, life jackets, torches, bikes and solar searchlights.
- SMART patrolling – we helped launch and develop a new patrol database system with GPS, helping to improve efficiency of patrolling in protected areas, and ultimately reduce poaching.
- Helping train police to tackle wildlife crime, to combat poaching and illegal trade of tiger parts. In 2013 there was zero poaching in Nepal.

CORPORATE CARD

Type of partnership

**Communication and awareness-raising**  
**Philanthropic**  
**Sustainable business practices**

Conservation focus

**Freshwater**

Budget range (GBP):

**250,000 – 500,000**

For more information, click [HERE](#)

CORPORATE CARD

Type of partnership

**Communication and awareness-raising**  
**Philanthropic**

Conservation focus

**Tigers**

Budget range (GBP):

**500,000 – 1,000,000**

For more information, click [HERE](#)

## THE FOLLOWING COMPANIES HAVE CORPORATE PARTNERSHIPS WITH WWF-UK THAT HAVE AN ANNUAL INCOME OF LESS THAN £100k

### PUKKA TEA

We're working in partnership with Pukka Herbs to raise vital funds for WWF's Living Himalayas Initiative over the next two years. With each sale of four specially blended teas Pukka donate 20p to WWF-UK.

### VIRGIN MONEY

Working with Virgin Money's 'every young saver could be a life saver' campaign is helping to support WWF's work to protect endangered species. The first campaign was launched in 2013 and was well received by customers and employees.

## THE FOLLOWING COMPANIES HAVE DONATED 'GIFTS IN KIND' TO WWF-UK TO SUPPORT THE BUILDING OF OUR NEW ECO-BUILDING, THE LIVING PLANET CENTRE.

### CISCO

Much of the Living Planet Centre's state-of-the-art information & communications technology was donated by Cisco, including some repurposed equipment from the London 2012 Olympic Games.

### INTERFACE

Interface provided flooring for the Living Planet Centre.

### KINNARPS

Kinnarps provided furniture for the Living Planet Centre.

## WWF-UK BUSINESS CLUB

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Our Business Club is a way for small-to-medium-sized enterprises (SMEs) to support WWF's vital conservation and research projects around the world. Membership does not create a partnership between WWF and the company, and does not imply an endorsement of any kind by WWF of the company or its products and services.

Total income from business club in FY14 was £7,500.

### THE FOLLOWING LIST SHOWS MEMBERS OF THE WWF-UK BUSINESS CLUB IN FY14:

7 Bamboos Rugby  
 C J Mason Veterinary  
 Eco Ezee Ltd  
 European Refrigeration Ltd  
 ExeGesis Spatial Data Management  
 Garolla  
 Institute of Legal Secretaries and PAs  
 John Gibson Associates Limited  
 Knight Guard Security Ltd  
 Leo Joseph Limited  
 Little Footprint Baby Boutique (Michelle Woods)  
 Mercanta Ltd  
 Ossett Storage Systems  
 Panda Splash Ltd  
 Pink Chillies (Shen Therapie)  
 Pookie Panda  
 Property Initiatives Ltd  
 Qdos Insurance Services  
 Rainbow Organic Chocolates (Ms Brannan)  
 Rare Adventures Ltd  
 Restless Earth Ltd  
 Utdstudio  
 Webster O'Brien Solicitors

### OTHER WWF CORPORATE SUPPORTERS:

In FY14 WWF-UK also received donations from the following organisations of less than £35k.

Charity Car  
 Coinstar  
 Give a Car  
 Next Plc  
 SSE

# THE WWF NETWORK\*

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## WWF Offices

Armenia	Guyana	Senegal
Azerbaijan	Honduras	Singapore
Australia	Hong Kong	Solomon Islands
Austria	Hungary	South Africa
Belgium	India	Spain
Belize	Indonesia	Suriname
Bhutan	Italy	Sweden
Bolivia	Japan	Switzerland
Brazil	Kenya	Tanzania
Bulgaria	Laos	Thailand
Cambodia	Madagascar	Tunisia
Cameroon	Malaysia	Turkey
Canada	Mauritania	Uganda
Central African Republic	Mexico	United Arab Emirates
Chile	Mongolia	United Kingdom
China	Mozambique	United States of America
Colombia	Myanmar	Vietnam
Cuba	Namibia	Zambia
D.R. of Congo	Nepal	Zimbabwe
Denmark	Netherlands	
Ecuador	New Zealand	
Finland	Norway	<b>WWF Associates</b>
Fiji	Pakistan	Fundación Vida Silvestre (Argentina)
France	Panama	Pasaules Dabas Fonds (Latvia)
French Guyana	Papua New Guinea	Nigerian Conservation Foundation (Nigeria)
Gabon	Paraguay	
Gambia	Peru	
Georgia	Philippines	*As at June 2014
Germany	Poland	
Ghana	Republic of Korea	
Greece	Romania	
Guatemala	Russia	

# 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

**+5,000**

WWF has over 5,000 staff worldwide



**Why we are here**

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

[www.org.uk](http://www.org.uk)