



WWF

REPORT

DK

CORPORATE PARTNERSHIPS REPORT

OVERVIEW OF WWF-DENMARK'S CORPORATE PARTNERSHIPS

2015

INTRODUCTION

The aim of this report is to give an overview of the partnerships that WWF-Denmark had with individual companies during the period of 1. July 2014 - 30. June 2015 (FY15).

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. Recognizing 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.

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

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 positive change.

Through engagement with the corporate sector/business and industry, WWF aims to change behavior 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 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.

For further information on specific partnerships, please contact

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World Wide Fund For Nature (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.

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WWF does 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, mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. Seize Your Power, Virunga), as well as work in partnership with individual companies.

Most of the WWF network's engagement with business is focused on the key themes of commodities, climate and freshwater. WWF works with key companies in priority commodity supply chains to reduce the impact of commodity production and drive demand for more sustainable commodities. Our Market Transformation Initiative focuses on the largest companies that buy and produce agricultural commodities, such as palm oil or cotton, that drive deforestation or unsustainable water use; on fish, both wild caught, such as whitefish and tuna, and farmed such as salmon and shrimp; and on forest products such as timber and paper. On climate change and energy management, the activities of our Global Climate and Energy Initiative with business focus on adopting reduction targets for emissions, encouraging a switch to 100 per cent renewable energy and on best practices in corporate climate leadership.

WWF'S CORPORATE PARTNERSHIPS

WWF works with companies to achieve our conservation goals. In 2015, the total income from business represented 6.9% of the total WWF-Denmark income.

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

Philanthropic partnerships

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

TRANSPARENCY AND ACCOUNTABILITY

Results and impact, both qualitative and quantitative, are essential for us. WWF advocates 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.

We want all our partnerships with business 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 business sector and specifically through our bilateral partnerships. All WWF offices are committed to continue or start reporting publicly on all our company relationships, their intent, objectives and impacts, of which this report is one part.

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CORPORATE PARTNERSHIP DESCRIPTIONS – PART 1

The following is an overview of all corporate partnerships that WWF-Denmark had in FY15 with a contribution greater than DKK 185,000 (approximately EUR 25,000).

DANSK SUPERMARKED

As one of the largest retailers in Denmark, Dansk Supermarked sells seafood for more than a billion Danish kroner each year. In 2013,

WWF-Denmark and Dansk Supermarked entered a three-year partnership with the overall purpose to increase the procurement of and demand for sustainably produced seafood products, and to make it easier for Danish consumers to make an informed choice in their daily grocery shopping. The partnership includes all Netto, Føtex and Bilka grocery stores in Denmark.

The role of WWF-Denmark has been to provide expertise on sustainable seafood sourcing and to map the sustainability of seafood products across Dansk Supermarked's entire product portfolio (45-50 species). This exercise also included related product groups such as fish supplements and pet food.

The partnership is also contributing to a gradual shift in the Danish and international seafood sector toward having more sustainable products in their assortment. Dansk Supermarked has maintained a wide range of seafood products with the purpose of giving the existing suppliers the incentives and the time to shift towards a more sustainable assortment.

IKEA IKEA and WWF have a global strategic partnership that commenced in 2003 and has lasted for 13 years.

The overall focus of the cooperation is to expand sustainable production of cotton and wood and to increase the share of sustainably produced products in IKEA's product portfolio. At the same time, energy efficiency and CO2-emissions reduction is a focus area.

In 2013, WWF-Denmark and IKEA signed a three-year agreement to promote the global partnership locally in Denmark. The intention was to make IKEA's customers and WWF's members aware of sustainability issues through joint campaigns and on-going communication.

The partnership has resulted in two campaigns through which IKEA has collected money for WWF-Denmark by donating a share of the revenue from products related to the particular campaign. The first campaign placed focus on waste management and waste bins, while the second campaign promoted bamboo as a sustainable alternative to traditional hardwoods. The campaigns aimed to increase customers' awareness of the issues in question, while providing a platform for collecting funds and promoting the partnership.

Industry
Retail

Type of partnership
Sustainable business practices

Conservation focus of partnership
**Sustainable seafood products
ASC and MSC certifications
WWF seafood consumer guide**

FY15 budget range (DKK)
185,000-750,000

Industry
Retail

Type of partnership
Communications and awareness raising

Conservation focus of partnership
Sustainable production

FY15 budget range (DKK)
185,000-750,000

STROMMA

Strömma, who among other things operates Canal Tours and has 17 harbour cruise boats in

Copenhagen, signed a three-year partnership with WWF in 2014. Through the international partnership, Strömma is supporting WWF's collective conservation efforts in the Baltic Sea at a regional level, as well as 'on-the-ground' Baltic Sea related projects in Denmark, Finland and Sweden, respectively.

In addition to supporting the three WWF offices in their work for a better and cleaner marine environment, Strömma is taking steps to improve its own business practices in support of a healthy Baltic Sea.

In Denmark, the collaboration has resulted in a series of joint activities aiming to increase public interest in the marine environment.

THE LEGO GROUP

The LEGO Group and WWF-Denmark established the Climate Savers partnership in 2013. The Climate Savers programme is WWF's global platform to engage business

and industry on climate and energy. The intention of the programme is to inspire a change in thinking about climate solutions in companies and encourage them to transform themselves into low-carbon leaders, acting as agents of change within their sphere of influence.

Through the Climate Savers partnership, The LEGO Group has taken on two commitments: To become the best in class in reducing greenhouse gas emissions, and to influence market or policy developments by promoting their vision, solutions and achievements.

The partnership focuses on The LEGO Group's production of bricks, packaging, and not least the company's suppliers. The part of the cooperation that is concerned with developing more sustainable plastic bricks has expanded to also involve WWF-US.

Industry
Tourism and transport

Type of partnership
**Sustainable business practices
Communications and awareness raising**

Conservation focus of partnership
Protection of the Baltic Sea

FY15 budget range (DKK)
185,000-750,000

Industry
Toys

Type of partnership
Climate Savers

Conservation focus of partnership
Environmental footprint

FY15 budget range (DKK)
185,000-750,000

POSTNORD

In 2015, WWF and PostNord agreed on the joint Danish and Swedish release of ‘Velgørenhedsfrimærket 2015’ (‘the 2015

charity stamp’), a collaboration providing consumers with the opportunity to donate money to WWF. PostNord, who owns Post Danmark, supplied the charity stamps and sold them at a premium price (1 Danish krone extra per stamp), with the purpose of donating the money collected through the additional charge to WWF’s climate efforts.

The aim of the collaboration was to raise funds for WWF’s climate work and for WWF’s global Earth Hour climate campaign. Further, the collaboration sought to highlight WWF’s brand and work to the general public, and to profile PostNord as a company who supports WWF’s work to change climate change.

Industry
Logistics

Type of partnership
Philanthropic partnership

Conservation focus of partnership
Climate and energy

FY15 budget range (DKK)
185,000-750,000

SYSTEMFRUGT

System Frugt produces fresh fruits and vegetables as well as a wide selection of dried fruits and nuts.

The products are sold in supermarkets and convenience stores in Denmark. System Frugt reached out to WWF-Denmark with a wish to give back to nature through a philanthropic partnership.

With System Frugt’s brand ‘Earth Control’ as the focal point, WWF-Denmark and System Frugt launched a campaign that enabled consumers to support WWF-Denmark with one Danish krone every time they bought a bag of dried fruits or nuts.

The seven week long campaign included competitions, events and exhibitions in selected grocery stores. The campaign resulted in increased sales for System Frugt, and the money collected was donated for WWF-Denmark’s work to protect forests in South East Asia, South America and Africa.

Industry
Food production

Type of partnership
Philanthropic partnership

Conservation focus of partnership
Forests

FY15 budget range (DKK)
185,000-750,000

MERKUR ANDELSKASSE

Merkur Andelskasse is a Danish bank that combines classical banking with a strong vision of a sustainable society. Merkur Andelskasse and WWF-Denmark launched a

philanthropic partnership in 2011, which has been renewed through to 2018. The partnership covers collaboration around a savings account called WWF Naturkonto (‘the WWF account for nature’), which is a regular bank account offered to customers of the bank. Merkur Andelskasse donates a share of the average annual balance on the accounts to WWF’s general conservation work.

Industry
Banking

Type of partnership
Philanthropic partnership

Conservation focus of partnership
General support for WWF-Denmark’s conservation work

FY15 budget range (DKK)
185,000-750,000

DUSTIN

Dustin supports WWF-Denmark financially through its climate-focused partnership with WWF-Sweden. Through the climate partnership, Dustin strives to

reduce its own greenhouse gas emissions by setting measurable goals, and works to ensure that its customers can easily make environmentally friendly choices.

Further, the partnership focuses on circular economy factors such as increasing the longevity, withdrawal and repair rate on products as well as increasing the share and amount of recycled products. Dustin is also a supporting partner of WWF’s global Climate Solver initiative.

Industry
IT products and services

Type of partnership
Philanthropic partnership

Conservation focus of partnership
**Environmental footprint
General support for WWF-Denmark’s conservation work**

FY15 budget range (DKK)
185,000-750,000

CORPORATE PARTNERSHIP DESCRIPTIONS – PART 2

The following is a list of the corporate partnerships that WWF-Denmark had in FY15 with a contribution below DKK 185,000 (approximately EUR 25,000).

- L'esprit Du Vin
- Naturenergi
- MM Distribution ApS

The following companies help WWF-Denmark reduce operational expenses by generously donating their services in kind.

- KPMG
- Bech-Bruun
- Sandel, Løje og Wallberg
- Dagbladenes Bureau

PRIVATE FOUNDATIONS

Support from private foundations constitutes a substantial part of the financing of WWF-Denmark's work, and has in recent years been particularly important for our increased efforts for protecting the Danish marine environment and for our forest activities in Vietnam and Myanmar. Furthermore, the contributions of the foundations have great value for the continuous development of WWF-Denmark's activities for children, including our initiatives Panda Club and Wild School.

The following list represents the private foundations that have provided financial support for WWF-Denmark's work during the period 1. July 2014 - 30. June 2015 (FY15).

- Danske Banks Fond
- Det Bertouch'ske Familielegat
- Familien Hede Niensens Fond
- Fru Ellen Bremerdals Fond
- Inge & Skjold Burnes Fond
- Karen Krieger Fonden
- Martin Petersens Mindelegat
- Metro-Schröder Fonden
- O.P. Christensen og Hustrus Fond
- Steen Daugaards Fond
- Tuborgfondet
- Victor Boxenbaums Fond
- VILLUM FONDEN
- Aage V. Jensens Naturfond
- Aage V. Jensen Charity Foundation

CORPORATE CLUB

The following is an overview of the companies that WWF-Denmark engages with through its Corporate Club. The Corporate Club provides companies with the opportunity to learn about important environmental issues and the impact of business and industry, while supporting WWF-Denmark's work for a living planet. A Corporate Club membership will in some cases represent the first step towards a constructive partnership with WWF-Denmark.

- A. Johnsen Industri A/S
- A.K. Administration ApS
- A/S J. Petersens Beslagfabrik
- A/S Rødovrecenterum
- Abens Træfældning
- A-consult a/s
- Add-On Products
- Altan.dk
- Aluflam A/S
- Amadeus Danmark A/S
- AMC Consult AS
- Annebergs Limtræ A/S
- Antirust Bondovej
- Apis - Psykologisk Praksis
- Aquapri Denmark A/S
- AV-HUSET A/S
- Axel Sørensen El A/S
- Bagsværd Jernhandel A/S
- Beckers Maling A/S
- Bendix Transport Danmark A/S
- Bernhard Jørgensen Plastic ApS
- Bikram Yoga College Copenhagen
- Bilcentret Peer Glad A/S
- Biofiber-Damino A/S
- Biomar Group A/S
- Biosthetique A/S
- Bjerre og Lindskog ApS
- Bjørn Klamer A/S
- Blue Hors ApS
- Bolig.com ApS
- Borella projects
- Brd. Klee A/S
- Brdr. Funder
- Brdr. Hansen Entreprise ApS
- Brdr. Løkke ApS Tønder
- Brdr. Mann ApS
- Brighthead Board Business
- Bækmarksbro Kistefabrik A/S
- Bæveren ApS
- C. & N.J. Nielsen
- C.C. Jensen A/S
- Chaos Consulting Group
- Cheminor A/S
- Cilaj Energi A/S
- Coffee Break ApS
- Conscius A/S
- Copenhagen Business Service ApS
- Daniel Andersen Holding ApS
- Dankemi A/S
- DanOrganic A/S
- Dansk Dyreværn Århus
- Dansk Miljøforbedring AS
- Dansk Revisions Selskab A/S
- Den Jyske Kontrolcentral A/S
- Den Rene Linie
- Depot-Esbjerg.dk A/S
- Desitek A/S
- Die Herren
- DMC Denmark
- Dohn Data consult ApS
- DT Group A/S
- East Consult A/S
- Egby Smedie & Maskinværksted
- Elkem Nordic A/S
- Elmoprint ApS Maskinfabrik
- Energi Danmark Forvaltning A/S
- Entreprenørfirma Brdr. Møller A/S
- Esromgaard
- Essential Foods P/S
- Euroselect DK
- Feriecenter Slettestrand A/S
- Fjellerad Transport ApS
- Fonden Tagkærgaard
- Foss A/S
- Frederikssund Dyreklinik
- Friheden Invest A/S
- Gaia Solar A/S
- Glarmester Guhle
- Greenline A/S
- Greentech Energy Systems A/S
- Grindsted Kiropraktor Klinik
- GT Grafisk A/S
- H.G. Enemark A/S
- Hamlet Protein A/S
- Heino Vistisen A/S
- Helge Lønhart A/S
- Hera El- & Instrumentservice A/S
- Hereford Beefstouw
- High on Life
- HVInvest
- Hotel Herløv Kro A/S
- Hydratech Industries
- I/S Norfors
- ID Academy Silkeborg A/S
- IKL Produkter ApS
- ILS Danmark
- Infotech-Tele ApS

- Inter-Vikar Sønderjylland
- Jack-Pot
- Jakon A/S
- Jan Slott ApS
- Jannik Lynge VVS & Blik ApS
- Jem & Fix A/S
- Jens Lassen A/S
- Jensdiesel ApS
- JNJSoft
- Johs. Provstgaard A/S
- JORDMILJØ A/S
- Juul & Nielsen A/S
- JVM Bogbinderi & Mailpack A/S
- JØRGEN KRUISE A/S
- K. E. Nielsen
- K. P. Automobile A/S
- KaffeIMPERIET Øst A/S
- Kallerup Grusgrav A/S
- Katoni ApS
- Kattrup Gods
- Kgs. Lyngby Tømrer & Snedkerfirma A/S
- KLS Grafisk Hus A/S
- Kosan Crisplant A/S
- Kota A/S
- Kølles Entreprenør & Anlægsvirksomhed ApS
- LAMB Soft- & Hardware
- LINAK A/S
- LinearModul A/S
- Linkogas a.m.b.a.
- LR Realkredit A/S
- Lund Gruppen A/S
- Lydkraft ApS
- Læge Mikael Birch
- M. P. Teknik ApS
- Malerfirmaet Jørgen Larsen
- Malte Haaning Plastic A/S
- Martin Bencher Group A/S
- Martin Munkebo A/S
- Maskinfabrikken Lykkegaard A/S
- Max Sibbern A/S
- Medico Support A/S
- Meldgaard Holding A/S
- Merkur Andelskasse
- Micro Technic A/S
- Mogens Alex Petersen A/S
- Mogens Larsen Dentallaboratorium
- MP Motorcykler ApS
- Multiprint A/S
- Murerfirmaet Henning Larsen ApS
- MV Polering
- Maar Consulting
- NLM Vantinge A/S
- Noratel Denmark A/S
- Nord-Fair A/S
- O.D.Welding ApS
- Ocean Seafood A/S
- Odense Skolefoto A/S
- OJD Trading ApS
- OPJ A/S
- Overgaard Transformere ApS
- PANDACONNECT A/S
- Pantaenius A/S
- Paper Collective ApS
- Papirladen ApS
- POPYREX A/S
- Per's Metal ApS
- Persano A/S
- Plant2plast
- Plantasia - The Pink Shop
- Planteoasen ApS
- Refurb ApS
- Regner Grasten Film
- Rejsebureauet Jesper Hannibal ApS
- RevisionsCentralen
- Revisionsfirmaet Evan Klarholt
- Rexholm A/S
- RigtigHundemad ApS
- Ring Biler ApS
- Ringsted Elservice A/S
- Robotool A/S
- ROC Danmark ApS
- Rockwool International A/S
- Røder og Mortensens Eftf ApS
- RaabysTegnestue
- Raaco A/S
- S.E. Frugt & Grønt ApS
- S.P. Jensen A/S
- Sadolin Glostrup
- Scandinavian Seafood Ltd. ApS
- Scantago ApS
- Schiøtt Installation A/S
- Schmidt Logistics A/S
- Seafood Action Center A/S
- Service Løn
- Sigurd Müller Vinhandel A/S
- SIKOM Danmark A/S
- Skolebutik.dk
- SMOKE-IT
- Spanske Translatører
- SSV-Udvikling ApS
- ST Plast A/S
- Stema Shipping A/S
- Stibo A/S
- Stilladskompagniet A/S
- Strunge Jensen A/S Rådgivende Ingeniørfirma
- Super Koi
- Sv. Søger & Søn Aps
- Svend Erik Lind A/S
- Søndergaard Nedrivning ApS
- Tandlæge Bent Torp Jensen
- Tandlægerne Gravgaard & Juul-Olsen
- Tandlægerne Skørping I/S
- Th. Søndergaard A/S
- TITAN Containers A/S
- Total Ejendoms Service ApS
- Totalrevision Vordingborg ApS
- Toyota Danmark A/S
- Tømrer & Snedkerfirma K.I. Andersen
- UGGERLY Installation A/S
- Unika Danmark A/S
- Uno Transport A/S
- Vestegnens Rengøringservice
- Via Trafik Rådgivning A/S
- Viggo Petersens Eftf. Aps
- Vinens Verden A/S
- Vision Care ApS
- VisitNATURE
- VITAL PETFOOD GROUP A/S
- VPD bearbejdning aps
- Vrå Dampvaskeri A/S
- Watson-Marlow Flexicon
- Werner Larsson Fiskeeksport
- Wittrup Motel A/S
- Xena ApS
- Yding Gruppen A/S
- Yogaudstyr.dk
- Ziegler Service ApS
- Østerbro Tømmerhandel
- Aart De Vos ApS

THE WWF NETWORK*

WWF Offices

Armenia	Honduras	Senegal
Azerbaijan	Hong Kong	Singapore
Australia	Hungary	Solomon Islands
Austria	India	South Africa
Belgium	Indonesia	Spain
Belize	Italy	Suriname
Bhutan	Japan	Sweden
Bolivia	Kenya	Switzerland
Brazil	Laos Madagascar	Tanzania
Bulgaria	Malaysia	Thailand
Cambodia	Mauritania Mexico	Tunisia
Cameroon	Mongolia	Turkey
Canada	Mozambique	Uganda
Central African Republic	Myanmar Namibia	United Arab Emirates
Chile	Nepal Netherlands	United Kingdom
China	New Zealand	United States of America
Colombia	Norway	Vietnam
D.R. of Congo Denmark	Pakistan Panama	Zambia
Ecuador	Papua New Guinea	Zimbabwe
Finland	Paraguay	
Fiji	Peru	WWF Associates
France	Philippines Poland	Fundación Vida Silvestre (Argentina)
French Guyana	Republic of Korea	Pasaules Dabas Fonds (Latvia)
Gabon	Romania	Nigerian Conservation Foundation (Nigeria)
Gambia	Russia	
Georgia		
Germany		
Ghana		*As of August 2016
Greece		
Guatemala		
Guyana		

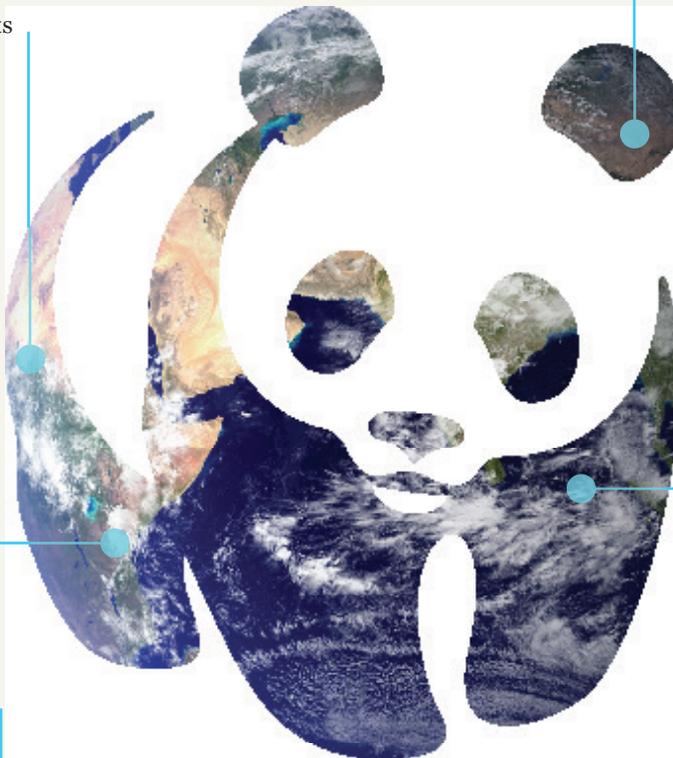
WWF in numbers

+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.

wwf.dk